

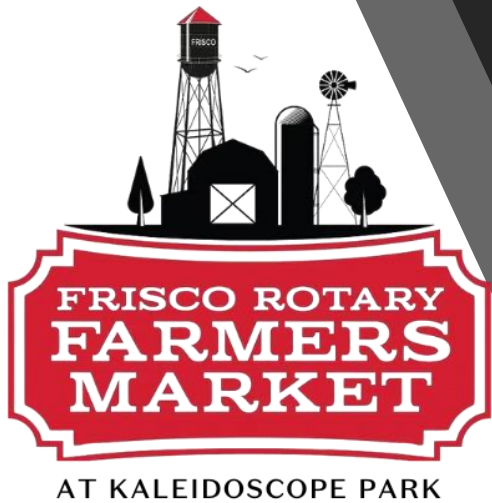
Frisco Rotary Farmers Market at Kaleidoscope Park

2025 Season Kickoff Meeting

January 25, 2025



Agenda



- Kaleidoscope Park 2025 Plans Shawn Jackson
- Rotary Farmers Market 2025 Update Cindy Johnson
 - Farmers Market Governance and Mission
 - What's the Same and What's New in 2025
 - Market Fees/How to Apply to the Market
 - Expectations of Vendors
 - Promotion Plans
 - Sponsorships, Events and Activities
 - Next Steps
- Review of 2025 Booth Layout Map Vendors

FRFM Governance



- Market Manager: Cindy Johnson
- Rotary Farmers Market Committee
 - Christine Cole
 - Marilyn Kuhlman
 - Sean Rush
 - Mike Simpson
 - Craig Wax
 - Steve Weible
- Kaleidoscope Park Executive Director
 - Shawn Jackson

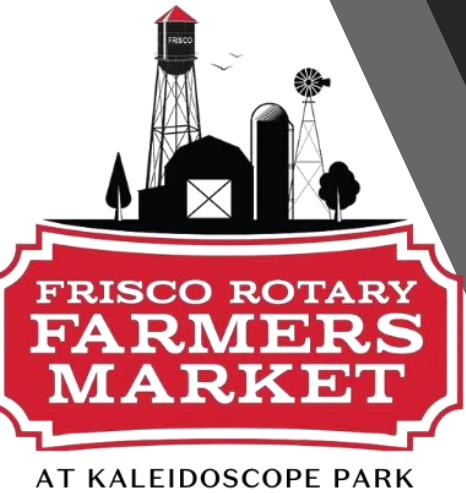
FRFM Mission

The Frisco Farmers Market was founded:

- To give growers and producers in North Texas alternative marketing opportunities.
- To promote the sale of Texas grown farm and ranch products.
- To improve the variety, freshness, taste and nutritional value of produce and meats available in the Frisco area.
- To enhance the quality of life in the Frisco area by providing a community activity which fosters social gathering and interaction.
- To preserve North Texas' unique agricultural heritage and the historical role which farmers markets have played in it.z

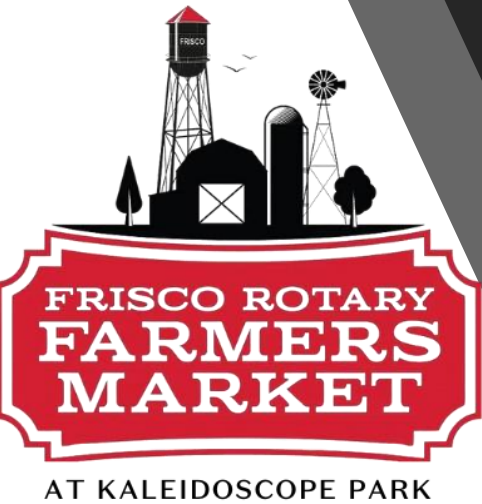
Proceeds from the Frisco Rotary Farmers Market benefit the Rotary Club of Frisco and their local community support. In 2024, the market contributed \$6,218 toward Rotary scholarships and grants.





Changes to the FRFM in 2025

- Location and hours will remain the same.
 - Hall Park location at 3000 Internet Blvd.
 - Hours: 9:00 a.m. until 1:00 p.m.
- Booth fees will remain the same - \$30/\$35
- 2025 Market season will be 3/22/2025 – 12/20/2025
- Market will continue to be agricultural and food items only
- SNAP (food stamps) will be accepted at some point during the 2025 season
- Quarterly events with vendor involvement and coordination with Kaleidoscope Park



Market Fees

- Annual Application Fee: \$35 Due Upon Vendor Approval
- Booth Fee:
 - \$35 per market for a 10 X 10 space if paid day before market.
 - \$30 per market for a 10 X 10 space if paid for entire month before the 1st of the month.
 - 10% discount on \$30 booth fee if paid a year in advance.
- No upcharge for electricity, water
- Storage space fees TBD
- Charges
 - NSF Fee: \$35
 - Failure to Clean Up Space Fee: \$50
- Sponsorship opportunities will be available for listings on promotional items starting at \$100.

How to Apply for the FRFM



- Market Applications are available at www.managemymarket.com
 - Submit FRFM application on Manage My Market first.
 - When approval email is received through Manage My Market, submit an application for a City of Frisco health permit through the City of Frisco website. Include the market approval email with your application.
 - All food vendors need to submit a City of Frisco health permit application.
 - Only vendors with temperature-controlled items will be charged a fee.
- Market applications will be considered on a first come, first served basis
- The number of vendors for each food category will be limited



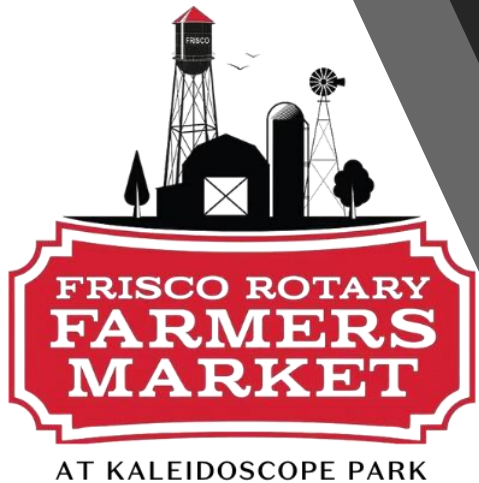
Benefits of Applying Early to the FRFM

- Inclusion in the February/March FRFM press releases
- Inclusion in pre-market opening advertising and flyer
- Inputs on planned events for the year
- Early booth space selection

Our Expectations of Vendors



- You must inform the market manager three days in advance if you will not be able to make a market you have signed up for. Failure to do so will result in a \$20 fee for that date.
- You will be set up and ready to do business in the space assigned to you by 9:00 a.m. on the day of the market. Your tent and table space will be neat and clean.
- Frisco Rotary Farmers Market Coupons/SNAP must be honored by all vendors.
- Vendors must clean up their areas at the end of each market. Any empty boxes will be packed out, not placed in park trash receptacles.
- Your tent must be securely anchored at all times with a minimum 20 lbs. of weight attached to each tent leg.
- If you require power you will note that in the application.
- You will promote the market via your social media and participate in events and product promotions.



Promotion Plans

- Advertising/Promotion/Calendar Listing
 - Frisco Style Magazine
 - Dallas Child Magazine
 - Dallas Morning News (calendar only)
 - Edible Magazine
 - Frisco Enterprise
 - Local calendars
- Promotional postcards
- Social Media Postings Coordinated with Kaleidoscope Park
- New website launch prior to March 22 opening
- Customer newsletter sent out weekly to 1,550+ customers



Sponsorships

Do you know someone who would be a great FRFM sponsor?

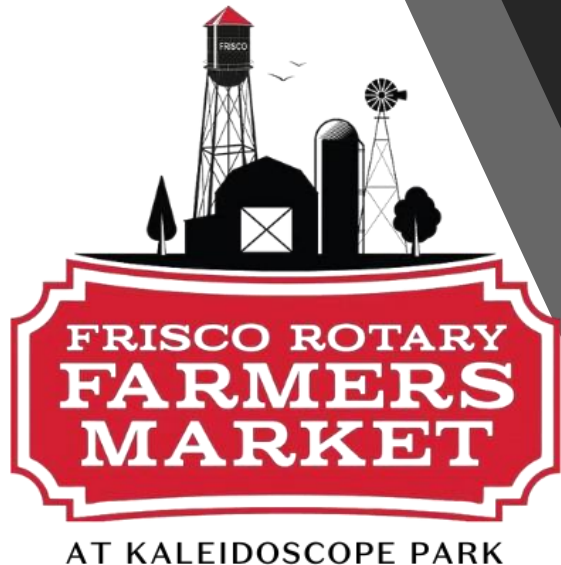
Let us know!

- Frisco Rotary Farmers Market Grand Sponsor \$5,000 (1)
Sold Out – HALL Park
- Frisco Rotary Farmers Market Sponsor \$2,500 (3)
Sold Out – Marilyn Kuhlman Insurance, Rotary Club of Frisco, Roofing Company
- Farmer Sponsor \$1,000 (5)
Astound Broadband, The Civic, 3 available
- Artisan Sponsor \$500 (10)
All 10 available
- FRFM Social Media Sponsor \$100 (15)
All 15 available

All revenue from sponsorships is spent on advertising, promotion and events in support of the market.

Events, Activities and Giveaways

- Goals
 - Farmers Market specific events once a quarter
 - Children's activities at Kaleidoscope Park
 - A "giveaway" that promotes the Farmers Market (i.e.: t-shirts, bags, ??)
- Event Ideas
- Giveaway Ideas



Next Steps



- Complete Your Application - January
- Send sponsorship contacts to Cindy Johnson – January/February
- Booth layout map – Review at end of meeting
- Event and Giveaway planning – February/March
 - Event Planning Committee
 - Who wants to join?



Wrap Up

- Questions/Concerns

