

FARMERS' MARKET MANAGER

The New York State Department of Agriculture and Markets is seeking a not-for-profit organization in the Harlem community to operate and manage the 125 St. Fresh Connect Farmers' Market, located on the plaza of the Adam Clayton Powell Jr. New York State Office Building in Harlem, New York during the 2012 growing season.

The 125th Street Fresh Connect Farmers' Market serves as the flagship market for Governor Cuomo's Fresh Connect Program, which aims to increase access to New York food and farm products in low-income and underserved areas. The market will operate a minimum of one day a week for a minimum of 9 hours on each day of operation. The market will open no earlier than May 1 and continue through the growing season to at least November 24, 2012. A minimum of 12 New York State farm product vendors will be required on all market days. The market may offer additional non-farm products, such as arts, crafts and prepared foods, as long as such products make up no more than 50% of the market's total vendors.

The market manager will be responsible for managing the 125th Street Fresh Connect Farmers' Market, including off-season and non-market day preparation, as well as the on-site management of the market on days of operation. Specific responsibilities will include, but are not limited to: recruiting farmers and vendors; developing a market schedule; promoting the market; operating the EBT terminal; soliciting entertainment and nutrition education displays for market; and coordinating a donation program for any unsold, extra product.

The market manager will report to a market committee established by the Department. The committee shall work cooperatively with the manager to establish market policies and programming, but the market committee shall retain ultimate authority over the terms of market operation, including but not limited to: scope, product diversification, market layout, and vendor fees, and may require the inclusion of special events, music, or other programs. The market manager will be required to participate in weekly conference calls and submit brief weekly market reports to the market committee.

Applicants should have experience managing farmers' markets and/or similar community organizations, events, festivals, or promotional activities; have an established relationship in the immediate Harlem community; and/or have an interest and experience in growing and marketing farm fresh products. Applicants should also be a certified Food Stamp vendor or agree to accept Food Stamps at the farmers' market, as well as all other nutrition program benefits applicable. Applicants must also be registered with the New York State Charities Bureau as a not-for-profit organization, unless a proper exemption is obtained.

The awarded entity can receive up to \$15,000 for these services, plus all vendor fees collected on market days. State funds will be provided as reimbursements upon receipt of a voucher. The awarded entity may request a 25% advance of funds.

Applicants should contact the Department for a copy of the application, which will require applicants to describe their experience, vision and strategy for managing the 125th Street Fresh Connect Farmers' Market. In their applications, applicants will be required to submit a proposed budget, list key personnel, and describe how their management efforts will help increase access to fresh, locally grown foods in the Harlem community, and enhance direct marketing opportunities for New York State farmers at this location.

Due Date: Friday, March 28, 2012

Contract Term: May 1, 2012 through December 31, 2012

Location: Harlem, New York

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