

**Rockwood International Marketplace
Meeting Agenda
Wednesday, June 4, 2003
Gresham City Hall - 3 to 4:30 PM**

Welcome and introductions: Include comments/updates information to be shared since last meeting. Any input you have gotten from your respective constituencies on this project, any new people that may need/want to be involved.

Informational Updates:

Report on Rock Soup event: Potential for annual kick off of Marketplace opening weekend??? Family Friendly Cinco de Mayo? September Mexican Independence Day event?

Artist Data Base: Vendor contacts – language list

Logistics:

Permitting process: Licensing/permits needed for outdoor vendors
Saturday Market – none, City Business license needed if grossing over \$25,000/year
Gresham Farmer's Market -

Budget projections:

Income:

Space rental costs: flat fee for 19 weekends - \$1400 (15 @ \$1400 = \$21,000)
9 weekends – 2x a month - \$900 (10 @ \$900 = \$9000)
Individual Weekend rate - \$150 (20 @ \$150 = \$3000)
Day only - \$80 – 10 per weekend – (190 @ \$80 = \$15,200)
Year one vendor income: \$48,200

Tent/canopy sales/rentals: - potential income

Special Event income:

Expenses:

Staff: Market Coordinator
Volunteer coordinator

Vendor selection requirements? Discussion needed

Project visualization process: Site potential – indoors and outdoors

Phases for project: Year one, years two-four, and discussion on long-range vision

Organizational structure/management plan for marketplace: Discussion - Separate board and 501 c3, or existing structure? – Sister City Association interest?

Rockwood Fred Meyer: Updates and discussion about how to secure this site for co-located ethnic groceries/other import/export businesses as well as housing.

Funding Sources: Rockefeller Foundation – were not funded....reject letter came this week...

National Endowment – \$10,000 submitted June 2

OCED - \$40,000 vendor training/small business development

Oregon Cultural Trust – on hold for 2003

J Frank Schmidt Foundation – in contact with them

Target – 2004 – tents and canopies/staging etc.

Boeing Community Fund – 2004 – staging, etc.

Outreach efforts: Volunteers/contacts needed to assist in three areas;

1. Community/residents/neighborhoods:

Asian community

Hispanic community

Russian community

2. Artists/vendors/food and festivals – all summer events.

Research of other markets:

Internet searches -

Saturday Market, Eugene Market, Gresham Farmers Market – learn from their best practices/mistakes made

Portland Saturday Market: web page resources

The Creation of Portland Saturday Market

Every Saturday and Sunday from March until December the Old Town/Chinatown neighborhood transforms into a thriving arts and crafts open-air marketplace. Seeing the market's operations staff of 10 roll out the power lines and delegate booth spaces with precision each weekend for so many years, most of the neighborhood has come to think of Portland Saturday Market (PSM) as a business like any other. But it certainly wasn't always that way, and some surprising elements still lie at the core of this unusual non-profit operation.

Portland Saturday Market was the brainchild of two women, Sheri Teasdale and Andrea Scharf. Both were artists living in the area who had sold at the Saturday Market in Eugene; their idea was to create a similar style of market in downtown Portland. Beginning in December 1973, the two visited everyone they could think of in the city to sell their idea: an open-air market of all handmade food and craft items. It would be a win-win situation they insisted. Artists would have an economic outlet for their work, customers would gain better access to locally-produced items, and the city would have a new attraction to draw customers into the downtown area.

Receiving positive feedback to their proposal, Scharf and Teasdale recruited three other supporters of the idea – Raul Soto-Seelig, Anne Hughes and George Sheldon – to serve on a preliminary board of directors and incorporated under the name Portland Saturday Market. The new organization was incorporated under Oregon law as a mutual benefit corporation, a special class of institutions that do not make a profit, but exist for the economic benefit of their members, making PSM a non-profit organization that is not tax-

exempt. The five founders could have set up the market as a for-profit venture, but they envisioned a market where craftspeople would share the cost of running the market collectively and would keep whatever profit they personally made. It was to be a market for the members, governed by the members.

With legal standing firmly established, Scharf and Teasdale were able to apply for a startup grant from the Metropolitan Arts Council, which gave PSM \$1,000. But they still didn't have a location for the market. Enter Bill Naito. Naito offered them a parking lot, known as the "Butterfly lot" owing to the large butterfly mural looming over the market.

For the first year that the market operated, there was no site plan. Members set up booths wherever and they chose, working it out with their neighbors to make sure nobody's booth blocked anyone else's. As the market grew, vendors began arriving earlier and earlier to claim their favorite spots, leading to the establishment of the 'seven o'clock rule' at the start of the 1975 season, which stated that no one could start putting up a booth or claim a spot before 7:00 am. A few weeks later, a clear site plan was created for the first time, marking out 8' x 8' booth spaces, defining aisles and a pattern for customer traffic.

The market moved to its current site under the Burnside Bridge in 1976, and started staying open on Sundays the following year. Things have changed a lot from the early days. PSM has over 400 members and generates an estimated \$8 million in gross sales annually. It has become a central economic engine for the historic Old Town/Chinatown neighborhood, and attracts an estimated 750,000 visitors to this area each year.

But some important things have stayed the same. PSM could never have gotten started without the cooperation and aid of the city and of the Naito family, and still relies on those long-term partnerships. PSM's board of directors continues to be made up of a majority of market vendors, putting market governance in the hands of its vendors. Six full-time and ten part-time staff members administer the operations and various programs of the market, including PSM's newly designed website and online shopping cart program at (www.portlandsaturdaymarket.com). All of the products sold on the site are still handmade, with a committee of members who jury each new handcrafted product to assure that it meets a standard of quality. Items are still sold by the people who make them, giving the customers the chance to talk directly with the artisan about their craft and why artists choose to make their living at the market.

" In spite of how much the market has grown, it is still, at heart, an artists' community

Up

What We Provide

What We Ask

How it Works

Product Guidelines

Booth Guidelines

Build your own booth

Booth Rentals

Craft Application

Produce/Farm Application

Food Application

Guest Vendor Info

Market Basket Application

Non-Profit Applications

Packaged Food Application

Service Application

Daily Sales Fees

What We Ask in Return

Costs

Over the years, Portland Saturday Market has developed a two-fold system for assessing fees from its members to cover operating costs. This system seeks to share the responsibility of paying market costs evenly among its members according to their ability to pay while also recognizing that those with more seniority have access to more valuable selling spaces, such as corner spots. Each member pays a small monthly fee based on their seniority ranking which ranges from \$14 to \$43. In addition, each day that a member sells at the market, they pay fees on a sliding scale depending on the amount of their gross sales. The minimum daily fee on Saturday is \$28 and the minimum daily fee on Sunday is \$18. The maximum fee on Saturday is \$64 and Sunday is \$59, for gross sales of over \$601.

For those interested in keeping costs down to a minimum, you can become a Sunday Only member. As long as you don't have a reserved space and you don't sell on Saturdays, you can sell at the market without paying monthly fees from March through October of your first season at the market.

Attendance Requirements

Each member who does not have a reserved space is asked to sell at the market two days per month. Since this schedule may be difficult for some members to maintain, each member is entitled to take one vacation month between the start of the season and the end of October, during which they can skip selling at the market without any loss of seniority. You will still be responsible for monthly fees for your vacation month.

Selling Your Product

Part of the market experience for our customers is the chance to talk directly with the people who design and produce the items in the booths. Whenever possible, we encourage the partners in a business to be present in their booth during market hours. Members may employ others to sell in their booths sixteen days out of each season. Of course, it is to everyone's benefit that the employee be knowledgeable about the products for sale, the processes involved in their production, and the operating practices of the market.

How the Market Works

The market operates on a seniority system, with those who have made a commitment to selling at the market regularly earning the ability to select better selling spaces. The day that a new member first sells at the market, his or her business name is placed at the bottom of our fill-in list. Each market day, we call names from the list in order, and members who are present that day select a selling space from those available. Some members do have particular spaces reserved in advance which they can use on any weekend. Reserved spaces for the following season are allocated each year in November.

Jury Into the Market

Crafts and Services:

Part of the market's reputation rests on the public being able to trust that what they buy at the market is of good quality. In order to assure that we offer a consistent standard of merchandise, Portland Saturday Market is a juried market. Every item sold at the market is first reviewed and approved by our Product Review Committee to make sure each product is designed and/or produced by the applicant and meets basic standards of quality and life expectancy. You will need to submit samples of your work to the committee; we do not accept photos or slides. Eugene Saturday Market members may jury using slides.

Product Guidelines:

The Product Review Committee has compiled specific guidelines for certain types of products sold at the market. To make your review process as smooth as possible, we encourage you to download [product guidelines](#), or contact our office at (503)222-6072 and find out what guidelines exist for your type of merchandise.

Edible and Perishable Items

While most people think of Portland Saturday Market as an artists' market, the market also includes an international food court, and members who sell bread, jams, farm produce, flowers and other perishable items. These products are examined and/or tasted by the Market's Food Committee before they are approved for sale at the market. You should know that the state exercises a much greater level of control over the sale of food and agricultural items. Before you apply to sell a food or perishable item at the market, we encourage you to contact either the Local Inspector for the [Department of Agriculture](#) (503)288-1924 or the [Multnomah County Health Department](#) (503)248-3400 to obtain specific guidelines for the state of Oregon. Once you have met the state's requirements, download a [Packaged Food & Farm Application](#), request an application via [e-mail](#), or call us at (503)222-6072 and we'll send you an application.

Too Far from Portland?

Do you live too far away from Portland to attend the market regularly? Then you may want to consider selling at the market as part of our [Guest Member](#) program. Business people who live 100 miles or more from Portland are invited to sell at the market up to ten times a year without paying any monthly fees and without going through the regular office review process. This program is also appropriate for artists and entrepreneurs visiting Portland for short periods of time; if you have a friend in town who sells their original products elsewhere, encourage them to try the market.