

- Contact State Permit Specialist Jeff McMahon (477-2241) to check for state permitting and/or setbacks.
- Post permit card visible to the road immediately as Permit is appealable within 15 days of issuance.
- Call the Zoning Administrator at 878-1343 to schedule a Certificate of Occupancy inspection if indicated below as required.
- Call the Assessor at 878-1345 to schedule a re-assessment upon completion of work.
- Provide a diagram showing proposal and any easements, well or septic locations, etc.

**SIGN HERE:** John Martin

**A** Parcel Account Numb. (Map-Parcel-Lot) 2- 050-039-000

Property Address : 208 Sandhill Rd, Essex Jct, VT

Owner: Town of Essex

Owner Address: 81 Main St., Essex Jct., VT

Owner Phone: (work) 878-1341 (Cell) \_\_\_\_\_  
 (Email) \_\_\_\_\_

Tenants name: Essex Parks + Rec. Phone: 878-1342  
 (or contractor) Cell: \_\_\_\_\_

Estimated Construction Dates: Start: 6/14/25 Completion: 10/15/25

Sq. Feet: \_\_\_\_\_ Estimated Cost (labor & materials): \$ \_\_\_\_\_

**G**

Check box(es) which describe proposed use or construction (circle choice in parenthesis).

**N = New A = Addition R = Remodel**

|                                  |                          |                          |                          |
|----------------------------------|--------------------------|--------------------------|--------------------------|
| <i>Residential:</i>              | N                        | A                        | R                        |
| Single Family                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Two-family (duplex)(other)       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Multi-family                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Condominium / Townhouse          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mobile home                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Inclusions or Additions:</i>  |                          |                          |                          |
| Garage (attached) (detached)     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Porch (enclosed) (open)          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Deck                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pool (in) (above) ground         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shed                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Barn (residential) (agriculture) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Non-residential:</i>          |                          |                          |                          |
| Commercial / Industrial          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Stormwater:</i>               |                          |                          |                          |
| Stormwater                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Erosion Control                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Other:</i>                    |                          |                          |                          |
| Change in use                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Miscellaneous                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Renewal                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

*Farmers market  
40 vendors  
Wednesdays  
3-6 PM*

**B** Sewage Disposal (Please attach Sewer and/or State Septic Approval).

Public  Septic  Connection Fee \$ \_\_\_\_\_ Date Paid: 1/1

Proposed New Bedrooms: \_\_\_\_\_ Existing Bedrooms N/A

**C** Water (Please attach Water Service Application if applicable).

Public  Well  Fee \$ \_\_\_\_\_ Date Paid: 1/1

**D** Driveway (Please attach copy of approved Curbcut / Utility Application).

Date of approval : 1/1/25 *EXISTING*

**E** Stormwater

Project disturbs an area greater than or equal to 1 acre – Erosion Control Permit Required. Attach completed permit application. *n/a*

Project creates new or expands existing impervious surface greater than or equal to 1/2 acre – Erosion Control Permit and Stormwater Management Permit required. Attach completed permit application.

**F** Diagram – Show a sketch of project on reverse of this application with property lines, building, and setbacks or attach separate sheet.

*See attached*

Signature of Tenant and Signature of Owner: John Martin

**Office Use Only**

| Fees:              | Type | Amount          | Date Pd    |
|--------------------|------|-----------------|------------|
| Permit             |      | \$ _____        | <u>1/1</u> |
| Recreation         |      | \$ _____        | <u>1/1</u> |
| Recording          |      | \$ <u>15.00</u> | <u>1/1</u> |
| Certificate of Occ |      | \$ _____        | <u>1/1</u> |
| Other              |      | \$ _____        | <u>1/1</u> |

**Building Permit** 27425

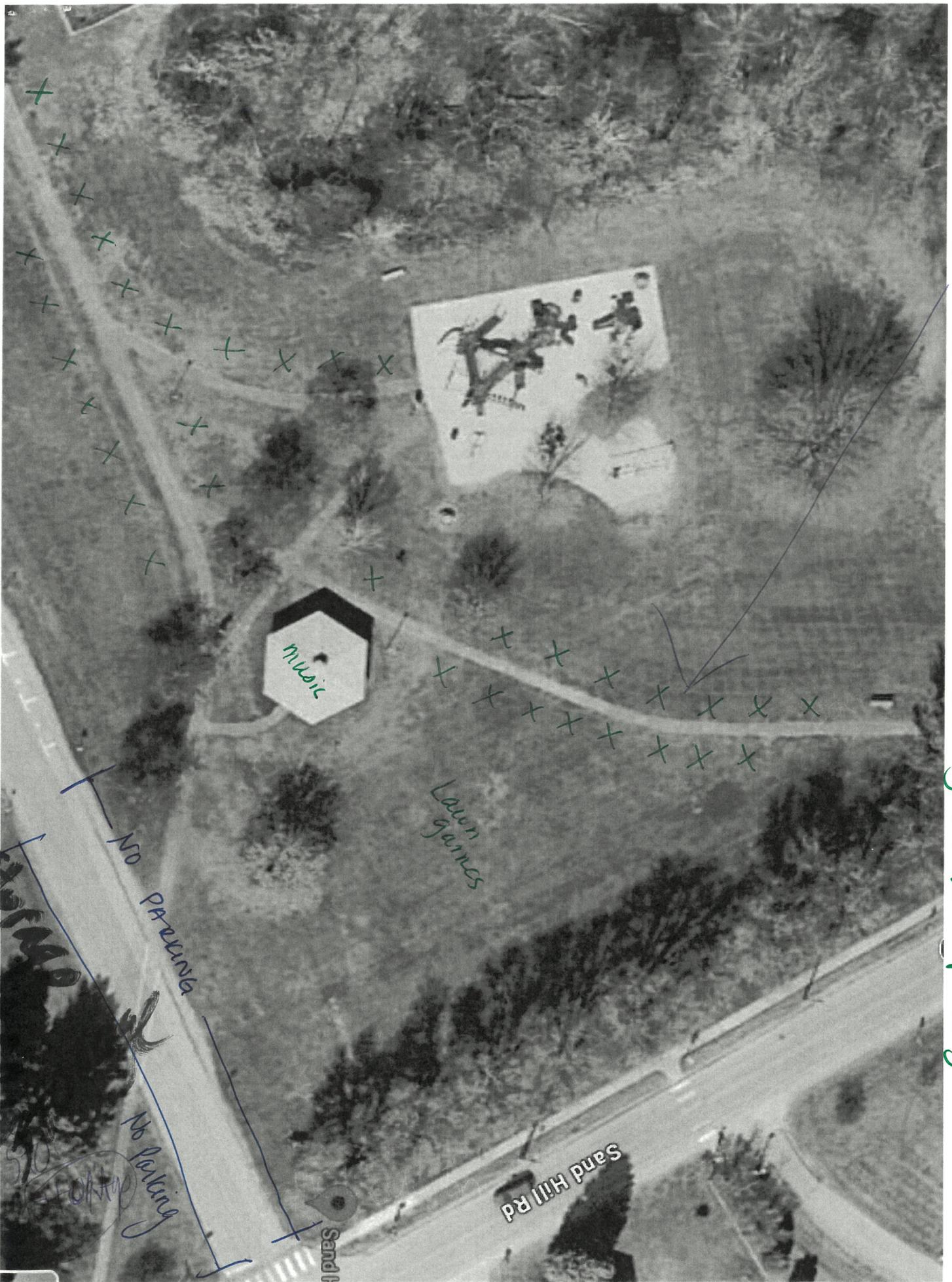
Approved  Rejected  Date 2/7/25

Issued to: Town of Essex

Zoning Administrator: Sharon Kelley

Notes: A parking attendant shall be placed on the sidewalk to prevent cars from parking in the road & private drive.

C.O. Required Yes  No  (Certificate of Occupancy)



X = Vendor tent slots.

Parking will be in parking lot.

No Parking

No Parking

Lawn games

Music

Sand Hill Rd

Sand Hill

I. **Executive Summary** (brief overview, mission statement, goals)

- The goal of the EPR Farmers Market is to provide our community with the opportunity to purchase fresh, high quality, locally sourced goods while supporting our local agricultural community and craft vendors.
- Provide opportunities for community members of all ages to build community connections while promoting our town's open spaces and rural character.

II. **Business Description** (detailed description, list of assets needed & costs to acquire, partnerships/collaborations)

**Purpose & Goals**

- To promote locally grown agricultural products, original crafts and art, specialty foods and wild foraged items.
- To create a direct produce-to-consumer marketplace.
- To provide the consumer with assurance of quality that we expect of Vermont products.
- To provide a festive marketplace, adding diversity to the community, benefiting local businesses in the region.

III. **Operations** (Inventory management, legal management-licenses/permits/insurances, location, accessibility, layout, day/time, vendor criteria, application process/agreements, bylaws.)

- *Jan 24, 2025* - Vendor applications will be emailed out to vendor contacts from previous partnerships and open enrollment announcing market will be posted to social media and EPR website.

**Vendor Criteria for application acceptance:**

- **Salability** - any products shall be of high quality and should sell well in a Farmers Market setting.
- **Compatibility** - the products should be unique and fill a niche in the market.
- **Commitment:** the vendor will commit to all scheduled market dates that they can attend.
- **Authenticity:** all products sold must be made, baked, grown or wildy foraged by the vendor - resale items are NOT allowed.
- **Licensing** - all required licensing/permitting must be valid and must remain valid throughout the entire market season. Vendors will provide the market with copies upon request.
- **Optional Zoom Informational Meeting** - All applicants must attend a zoom call that EPR will schedule prior to the start of the market season. This is to go over general rules and guidelines for the upcoming season

## **Vendor Expectations:**

- Vendors will conduct themselves in a positive, professional, respectful, and courteous manner always and with all persons at the market.
- Vendors are expected to attend all scheduled market dates. Unscheduled absences require 24 hours' notice. The preferred method of notification is via email: [recmail@essex.org](mailto:recmail@essex.org)
- Vendors will supply their own tables, canopies, and weights.
- Vendors must be completely set up by \_\_\_\_\_ and remain set up until \_\_\_\_\_.
- Vendors must move their vehicles to approved parking locations after load-in
- Vendors must break down their booth prior to retrieving their vehicle for load-out. Holding a spot for loading out is prohibited.
- Vendors shall not have pets at their booths. We are ADA compliant, service animals that have been trained to aid a person with a disability are allowed.
- Smoking at Sand Hill Park is prohibited.
- Vendors are responsible for carrying out all trash and are not permitted to use park trash receptacles.
- Vendor booths must always have a responsible attendant.
- Vendors will keep their booths neat and free of all hazards.
- Vendor spaces and memberships are non-transferable.
- Vendors MUST carry business insurance and meet our requirements of \$1,000,000 Personal Liability and \$2,000,000 General Aggregate
- Gross sales for each week, broken down by category, must be submitted via online form at least monthly. All data is kept confidential, and only aggregate data without identifying information is shared. This data allows the market to maintain funding and qualify for federal programming.

## **Approved Products**

- All products offered for sale are subject to EPR approval.
- All products sold must be made/baked/grown or wild foraged and produced by the member and no one else. **RESALE ITEMS ARE PROHIBITED.**
- All items for sale must be prepared, processed, packaged, and labeled in accordance with all applicable state, federal, and local laws and regulations.
- Home baked goods must be made from scratch. Packaged mixes and relabeling are not permitted.
- Preserved goods and prepared food must be processed in accordance with all state and/or federal laws, regulations, and procedures.
- Craft and arts must be of original design and execution by the member only. No kits will be allowed in any craft or art. Upcycled and repurchased items must transcend the original components.
- No political or religious organizations or individuals are allowed to participate in the market.

## **Misc Market Info.**

- Time and location of the market will be determined annually by EPR.
- Laws and rules must be adhered to by all vendors.
- Market fees will be determined annually by EPR.

**IV. Marketing Plan** (needs analysis-community needs, local competition, promotional plan/branding, sales management & potential, target audience identification)

**Needs Analysis:**

- When surveyed, out of a total of 131 community responses:
- 90.1% of respondents felt a farmers market located in the Town of Essex would increase their quality of life.
- 98.5% of respondents reported they would shop at a farmers' market in the Town of Essex if given the opportunity.
- 77.1% of respondents felt a farmers' market would be a great opportunity for community members.
- 83.2% of respondents currently travel outside of the Town of Essex to purchase goods from farmers markets being held in other communities outside of the town.
- 95.4% of respondents reported they prefer to buy products directly from local growers and crafters.

**Local Competition:**

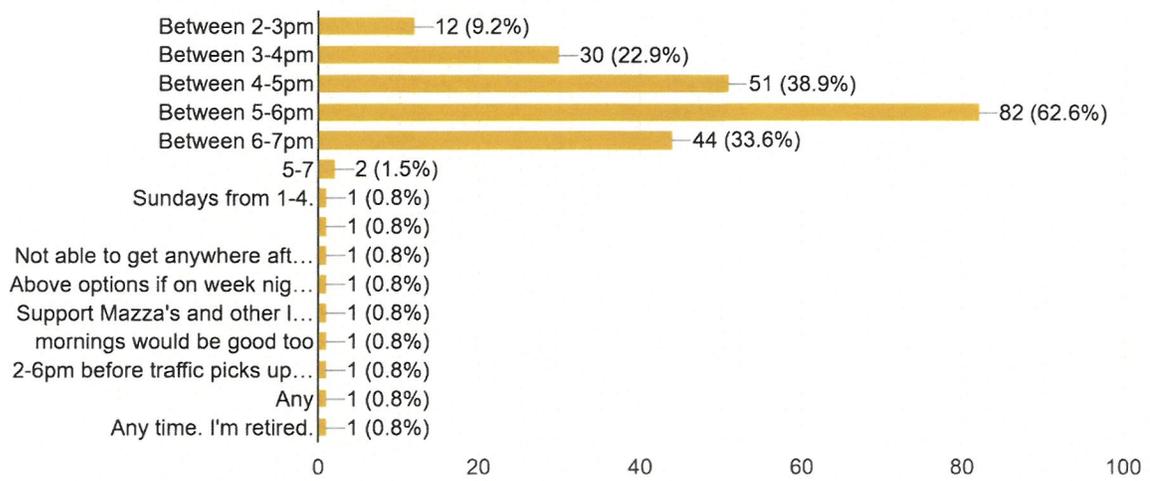
Per consultation with NOFA Vermont and Dept. of Agriculture, we found that many farmers markets in Chittenden County are running their markets on Tuesdays, Thursdays, Fridays, Saturdays, and Sundays. We propose to schedule the Town of Essex farmers market for Wednesdays so as not to compete with other markets and provide a time when vendors are not previously committed to another event.

- Burlington- Saturdays 9-2pm, May-Oct.
- Isham Farm, Williston- Tuesdays, 4:30-7:30, June-Sept.
- Jericho- Thursdays, 3-6:30pm, May- Oct.
- Milton- Tuesdays, 4-8pm, June-Sept.
- Burlington- Tuesdays, 3-6:30pm, June-Oct.
- Richmond- Fridays, 3-6:30pm, June- Oct.
- Shelburne- Saturdays, 9-1pm, May-Oct.
- Winooski- Sundays, 10-2pm, May-Oct.

Survey results showed most community members reported the time frames of 4-7pm as their preferred hours of operation.

What hours would you be most likely to attend a farmers market if held on a weekday?

131 responses



- We propose the Town of Essex farmers market take place on Wednesdays, 3:30-6:30pm.
- Survey results regarding important amenities at the market location showed free parking, space for food trucks, restrooms, seating areas, and protection from the elements as the top desired amenities to be present at the location.
- With this information in mind, we proposed Sand Hill Park as the location for the market.
- Exterior public bathrooms are available at the pool house.
- The Sand Hill Pavilion is adequate to provide shelter from the elements as well as providing 6 picnic tables for seating if needed.
- There are 64 standard parking spots in the parking lot and a minimum of 3 designated handicap spots close to the park. Additional parking is available using the adjacent grass lot along the driveway.
- The use of these areas would not impede pool business and may actual increase pool attendance due to increased usage of the park.



### Marketing/Promotional Plan:

- Use of EPR social media campaigns on Facebook, Instagram, website & Front Porch Forum
- Info will be shared with the Town of Essex for promotional use as they see fit (example Town newsletter)
- Local Signage will be displayed the day of at Sand Hill and the Town green. The signage will be taken down by the next day.

### **V. Management** (staffing, task/job descriptions, org chart)

- **Market Manager**- Oversees vendor layout assignments, collaborates with park staff regarding event needs, contact person onsite at the market. Oversee set up and take down. Answer questions from the public and vendors onsite. This position would be on site at the park from 2:30pm- 7pm. -NICOLE
- **Administrative Market Manager**: Process all vendor applications, licenses, payments, and slot assignments. Review vendor paperwork to ensure all licenses' and permitting is compliant with state and town regulations. This position would also act as a substitute for the Market Manager and attend the market if the Market Manager is unable to be present. -JENN
- **Crop Cash Attendant**- This is an **optional** educational program for kids. If this program was implemented, this person would need to handle the cash crop "money" tickets, collection from vendors, and required paperwork. This is an onsite position. <https://www.nofavt.org/services-resources/farmers-market-partners/crop-cash-resources-program-organizers>
- **Park Crew**- set up and take down promotional signs including Farmers Market Sandwich Boards on the Town Common, Sand Hill Park roadside, 81 Main roadside. -HARLON/PARK CREW

### **VI. Financials** (fee structure, record keeping receipts & expenses, reporting plan, oversight identification)

#### **2025 Fees & Space:**

Space sizes are 10 feet by 10 feet. The linear footage is parallel to the sidewalk facing the customers. Overhanging awnings, baskets, etc. are included in the depth. Any awning that extends beyond the quoted depth shall be no lower than 6 feet 8 inches. Those vending on the grass may not have their display extending more than two inches onto the sidewalk. Each vendor must maintain an orderly and clean display that is safe for vendors and customers.

#### **Market Fees:**

- Full Season Market Vendor - \$375 (\$18.75 per day)
- Half Season Market Vendor - \$230 (\$23.00 per day)
- Day Market Vendor - \$35 per day
- 50% non-refundable deposit will be due to hold the vendor slot by March 1<sup>st</sup>.
- Remaining balance payment is required by May 1<sup>st</sup>. Any unpaid balance as of May 2<sup>nd</sup> will result in loss of the assigned vendor slot.

**Revenue Projections:** Based on 40 vendors

- Scenario 1 = 40 full season vendors = \$15,000
- Scenario 2 = 50/50 vendor split
  - 20 vendors x \$375 = \$7500
  - 40 vendors x \$230 = \$9200

Total = \$16,700

Note: There are many variables that can change the overall revenue, but we do expect to fill all vendor slots each week based on expressed interest and the success of previous markets.