

Call with Farley – 10/08/20

- Initially had a short fall for initial costs, but raised over \$6,000 within a week from community donations which more than made up the short fall.
- Each unit cost approximately \$3,000 - \$4,000
 - Open 2x4 studs – merchant was responsible to do the interior once they took it over.
Tionesta reimbursed the merchants who put quite a lot of work into the inside interior
- When they accepted applications for merchants, they stipulated there was to be no duplication of products.
 - Merchants then helped make recommendations for who should fill empty sheds
 - Put stipulation that most products have to be handmade
- Food merchants have to have food vendor permits under Dept. of Ag because they're lumped under the farmers markets.
 - Any pre-packaged and sealed foods are okay (candy, etc.)
 - We should require food vendors to have Serve-Safe Certification.
 - Hand washing station is required on site
- Provided only electric to the tenants
 - Would prorate each bill based on who had what in their shop
 - Charged someone who had an AC unit running than someone who just was using the electric
 - If put in meters you will have to coordinate the readings with the billing dates which can get tricky
 - One suggestion is to get a line meter
- They used local artists to design the façade for the sheds.
- They used Crown Enterprises for sheds
 - They put a demo shed with the artist's façade design and set on the lot without requiring any commitment from Tionesta.
 - This helped stop some negativity regarding how the sheds would look
- Since it's a seasonal or temporary structure, they never had to meet ADA regulations, since most apply to permanent structures only
- Tionesta only had one porta potty and handwashing station, but the handwashing station used recycled water, so they always had hand sanitizer as well
- Used a basic lease agreement but put a clause in that by the end of November, if the merchant is planning to return the following season, they must put down a \$50 deposit to hold their shed for the following year.
 - Require the merchants to carry a \$1 million liability policy
 - The Redevelopment Authority then carried a \$1 million policy as well and had merchants list them as co-insured on their policies
- Tionesta currently has 11 units and they are all full
 - It's been so successful they are looking to expand their area
 - Has been so successful thanks to overwhelming community support
- One idea is to partner with main street stores "Economy is too fragile to invite aggressive competition"
 - Do coupon books, discounts, etc.

- Every merchant in Tionesta (outside of the village) also saw an increase in their own sales as a direct result of drawing tourists to the village
- Could have the artisans put up tents in the village and advertise for a special weekend with additional vendors, etc.
- Would have to do something in regard to enforcement that people can't just go set up tents on the lot to sell. Must be in a shed, or at the discretion of the committee for special weekends, etc.
- If the village should take off, would be great to implement a "Market Tour" into the other towns