New Farmers’ Market Considerations:

1. **Land use:**
   a. Is the property zoned for that commercial use?
   b. How about traffic and parking?
   c. Is parking sufficient and are traffic patterns sufficient (turn lanes, etc, these are CDOT issues) for the lot and the size of farmer’s market projected?
   d. Is parking and are traffic patterns sufficient for the frequency of the market and times of day?
   e. Will you be able to erect and maintain a sign on the premises for advertising?

2. **Market management:**
   a. Who will manage the market?
   b. Will this person be paid or volunteer?
   c. Will this person receive any training first?

3. **Market size and composition:**
   a. How many vendors can the site hold?
   b. What type of infrastructure will be available for vendors and consumers?
      - Electricity, water, any refrigeration, restrooms, wash station, trash collection, recycling, tents, tables?

4. **Product management**, will your market:
   a. Allow craft items to be sold?
   b. Have guidelines for ensuring product diversity throughout the marketplace to reduce product overlap?
   c. Offer exclusivity (i.e., allowing only one bison vendor)?
   d. Require that all produce be grown within the state of Colorado?
   e. Specify that all produce must be grown by the vendor?
   f. Require farmers to document the location of products they grow?
   g. Conduct farm inspections to verify origin authenticity of the product?
   h. Verify authenticity if you do not make inspections?
   i. Allow daily/temporary vendors?
   j. Allow vendors to sublease their space?
   k. Require that the owner(s) or employee(s) of the farm/business occupy their own stall?
   l. Will you require any certifications such as organic, sustainably grown, grown using fair labor practices or humane treatment, etc.?

5. **How will your market generate revenue?**
   a. Flat fee
   b. Dues from vendors
   c. Fee per square foot of stall area
   d. Percentage of sales
   e. Donations
   f. Other methods, or no revenue generation?
6. **Sales tax revenue management**, will your market:
   a. Require farmers/vendors to show proof of a sales tax license to sell products at your market?
   b. Pay sales tax for your vendors?
   c. Report earnings to the Department of Revenue?
   d. Require farmers/vendors to report daily sales to your market?
   e. Require farmers/vendors to report seasonal sales to your market?

7. **Liability and risk management**, will your market:
   a. Require farmers/vendors to show proof of liability insurance?
   b. Have specific liability coverage requirements?
   c. Require farmers/vendors to show proof of product liability insurance
   d. Have specific liability coverage requirements?
   e. Have an umbrella policy regarding liability insurance?
   f. Buy insurance through the Colorado Farmers Market Association?
   g. Have a checklist of safety precautions that the manager will follow (for example, checking tents, cables and cords, licenses)?
   h. Have someone on the premises with emergency medical or first responder training?