

Vendor Type: _____

Product Category: _____

Total Rating: _____

2023-2024 Midtown Farmers Market Vendor Application Assessment

Business Name: _____ Applicant Name: _____ Date: _____

Website: _____ Instagram: _____ Previous Vendor: Yes/No

| Application Package | No | Yes | Notes |
|---|-----------|------------|--------------|
| Complete Product List | | | |
| Stall Set-Up/Display Photos or Diagram with Dimensions | | | |
| \$0.00 Midtown Association Balance (for previous vendors) | | | |
| Trailer Photos, Description, and Dimensions (If applicable) | | | |
| Product Samples (If requested) | | | |
| Vendor Compliance (Does the vendor have a history of Midtown Farmers Market rule violations or non-compliance with state, city, or county regulations?) | | | |
| Required Documents | | | |
| Paid Application Fee | | | |

| Criteria | Poor 0-1 | Fair 2-3 | Good 4-5 | Rating |
|---|--|---|--|---------------|
| Product Differentiation/Uniqueness | Product doesn't Offer any Unique Qualities or Features Limited Parts/Ingredients are Made by the Vendor | Product Shares Some Similarities with Other Products, but Offers a Unique Quality or Feature There are a Few Substitutions at the Market | Product is Entirely Unique or New to the Market There are no Direct Substitutions Every Component of the Product is Handmade | |

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| | | | | |
|--|--|--|--|--|
| Brand | No Website or Social Media Presence | Website and/or Social Media, Used Intermittently | Strong Social Media Presence Professional and/or Intuitive Website (e.g. Online Ordering) | |
| Sustainability | Use of Soft Plastic Packaging | Minimal Use of Plastic Packaging | Package-Free Vendor Offers Package Recycling | |
| Product Presentation and Packaging | Inconsistent or Unprofessional Product Presentation | Product Presentation is Consistent, but could be Improved | Packaging Looks Professional and Attractive with Polished Labels and Clearly Identified Prices | |
| Price, Quality and Freshness | Prices Much Higher Compared to Substitutions Prices Don't Correlate with Value (e.g. Portion Size) | Prices are Comparable to Substitutions | Prices are Fair/Create Value | |
| Vendor Knowledge About their Products/Practices | Insufficient Knowledge About Product or Ingredient Origins | Limited Knowledge About Product and/or Ingredients | Knowledgeable About Every Step in the Products Lifecycle | |
| Stall Set-up/Display | Set-up is Disorganized and Unpolished Insufficient Inventory Levels for Stall Space | Set-up isn't Clearly Organized Moderate Product Levels | Set-up is Professional and Organized Display Looks Full and Inviting | |
| Weekly Commitment | Participating Seasonally or Intermittently Cannot Directly Participate in the Market Regularly (Send an Employee) | Participating Once or Twice a Month Directly Participate Most of the Time (Rarely Send an Employee) | Participating Every Weekend of the Year Directly Participate in Every Market (Never Send Employees) | |
| Total Rating | | | | |

Rank in Product Category:

Product Category Stalls Available:

Approved: Yes/No

Notes:
