



Holders Farmers' Market

New Variable Stall Fees !

To all vendors of Holders Farmers' Market,

Barbados, August 26th, 2014

in order to achieve a higher rate of vendor presence at our market, particularly in the *low season*³⁾, the market management will be introducing a **new scheme of VARIABLE stall fees!**

This new payment scheme (PS) will take effect on **September 7th, 2014** (first Sunday of September). This new PS is not only meant to make the fees more fair for all vendors, but first and foremost, to be a motivation for more persistence from those vendors who are showing a lack of such. The main intent is to reward persistent vendors for their ongoing support for the market and upholding the market's image to the public. On the other hand, it is also meant to motivate other vendors to embrace persistence as well! We are **one** family!

The entire strategy is **only** about keeping our market's public image alive and positive for our visitors, because they are **your customers!** We want to present them with a great market experience **EVERY SUNDAY, no matter which season!** Persistence is one key point, where you, the vendors, have not only a chance but **also a duty**, to make such a visitor experience come true! Please, also keep in mind, that it only needs **one disappointed visitor** who may publish his/her frustration of an "empty market" on Facebook, TripAdvisor or elsewhere, or even may complain to the hotel where he stays, or tell his friends back home and all our joint efforts to make this, our market, the best market on the island, are in great jeopardy! And, **YES, we are the best market on the island**, we are hearing that every Sunday from some visitors, locals and tourists alike! Don't spoil that advantage, which we still have! **But, it could be gone tomorrow by just one click!**

How does the new PS work?

First of all, this is a **pilot project**. It may have some flaws, but it is the best I can think of, for now. Trust me, we gave it many thoughts! Hence, it may vary in the future, depending on the experience gathered over time.

This new PS only applies during the *low season*³⁾, for now. It will also replace the fixed reduced fees (\$10), that was common practice before **September 7th, 2014**.

*Old vendors*¹⁾ will receive a discount, because they have supported the market to become what it is today, whereas *new vendors*²⁾ are not eligible for a discount. However, if a *new vendor* turns to be an *old vendor* (see "Explanations" below), it may happen that you have paid \$20 last Sunday but next Sunday it might be only \$5!

For *old vendors* the payment is based on their individual market presence during a period of six months prior to each market day until, but excluding, the day of payment.

As mentioned above, the fees depend on each vendors presence **individually** during the past six months and are re-calculated on each market day prior to the collection of the stall fees as follows:

$$\text{Presence} = \frac{\text{number of days present}}{\text{number of total Sundays}} * 100 \%$$

The result will be rounded to 100, 75, 50, 25 or 0 % and multiplied by the nominal fee (currently \$BDS 20.00).

However, a **minimum fee of \$BDS 5.00 applies to all paying vendors!** The maximum fee will be the nominal fee. That translates to a fee for a particular vendor is either **5, 10, 15 or 20 \$BDS**.

Note: The fee for a particular vendor can change over the time, up or down, depending on market presence.

In other words the more presence a vendor shows, the lower his or her fee will be.

However, during the *high season*, that is any time of the year that is not considered as *low season*³⁾, the nominal fee of **\$BDS 20.00 will apply to all paying vendors**, regardless of their presence.

Jurgen Starck (manager of Holders Farmers' Market). PS discussed and confirmed by Jerry Wood (co-manager).

Explanations:

- 1) An *old vendor* in this context is any vendor who has registered more than six months prior to the market day.
- 2) A *new vendor* in this context is any vendor who has registered less than six months prior to the market day.
- 3) The *low season* in this context is determined by market management according to it's observations and experience of visitor numbers observed. There are no fixed dates of year applied to the term *low season*.