



www.tampadowntownmarket.com

MUSIC INFORMATION GUIDE

Fridays, Lykes Gaslight Square Park, 10am-2pm, October-May

FOREWORD

The **Vision** of the Tampa Downtown Market is to provide local residents and businesses of the community with the freshest, highest quality, most nutritious, and most reasonably priced food & gourmet products.

The **Mission** of the Tampa Downtown Market is to serve as a community-gathering place where local farmers, producers, and artisans can offer fresh agricultural and related products to generate a sense of local pride and further the economic development of Downtown Tampa. With a strong focus on sustainability, the Tampa Downtown Market intends to provide a vehicle to educate the community on the importance of good health as we create more business opportunities and residential benefits.

MARKET GOVERNANCE

The Tampa Downtown Market was founded by the Tampa Downtown Partnership; a private, not-for-profit 501(c)(6) organization that administers the Special Services District Program and whose mission is to be the steward of Downtown Tampa, while cultivating effective public/private partnerships to facilitate catalytic physical and economic development. The Tampa Downtown Partnership is committed to the development of the Tampa Downtown Market, as it plays an important role in greater awareness for positive change in the downtown area.

The Tampa Downtown Market is operated and managed by Tiffany A. Ferrecchia, who is responsible for the weekly operations of the market, as well as managing the new vendor screening process. Both The Tampa Downtown Partnership and Tiffany A. Ferrecchia define the mission, strategies, marketing initiatives and the operational procedures for the Market. They are also directly involved in the screening and approval of new vendors.

Tampa Downtown Partnership: Paul Ayres, Director of Marketing & Development
Office: 1.813.221.3686

Market Manager: Tiffany A. Ferrecchia, Eternal Balance Living
Office: 1.813.649.8747
Mobile: 1.407.967.9479

The following is information that will guide musicians in planning their performance at the market.

BASIC NEEDS:

- ✓ The market runs from 10 am to 2pm. We are looking for music to begin at 11am and run till approximately 2pm. 4 Sets (45 minutes) with 10-15 minute breaks.
- ✓ We strongly request you play recorded music during your breaks. Please let us know in advance if you aren't able to do this.
- ✓ We often need to use the musician's sound system to make public announcements. It is important that musicians have an amplification system with a microphone.

SET-UP:

- ✓ The market is bordered by Franklin, Madison Tampa Streets & Kennedy Blvd. The entrance is on the intersection of Franklin Street and Madison Street.
- ✓ Musicians perform directly from a semi-circle performance site at the entrance to Gaslight Park where it borders Kennedy Blvd.
- ✓ Parking is available at :(1) You can use the open air parking lot on Jackson Street. Parking here costs \$5.00 per day; or (2) You can temporarily park on Madison or Franklin Street, and after you unload, move your vehicle to a legal parking space to a parking garage.
- ✓ In either case we can provide a dolly if you need it to help move equipment to the music stage. Call the Market Manager, Tiffany at 407.967.9479 for assistance upon your arrival.
- ✓ If you're delayed in getting to the market, please notify us as soon as possible.
- ✓ Please check in with the market representative at the Information Booth when you arrive. They'll guide you in getting set up.
- ✓ We'll have an electric cord in place at the music stage for you to plug into.
- ✓ There is a link on the main page of the market website at www.tampadowntownmarket.com that will indicate whether the Market will be closed due to bad weather. Check it on Thursday night if you are in question. If the market is required to close (in advance) due to the weather, we will not be paying the musicians. In the case of potential rain, we'll have a tent at the music circle for your protection.

PERFORMING:

- ✓ The market is designed to be a casual, upbeat, and friendly place. Your music and performance does a lot to set the tone. We're looking for upbeat music versus soothing or slower music.
- ✓ You're welcome to put out a tip jar, and sell CD's as well as promote future bookings.
- ✓ When setting the volume level, we need to balance the need to have the music carry through the market area, while also supporting the need of vendors in the immediate area to communicate easily with their customers. We'll provide feedback about any adjustments that may be needed.
- ✓ We encourage you to talk with the market customers during your performance! When you're talking to the audience, we would appreciate: Referring to us as the, "Tampa Downtown Market". The term "Friday Market" is acceptable. *Please don't refer to us as a "Flea Market".
- ✓ Encourage customers to stop and get to know vendors, as well as meet new friends.
- ✓ Remind people that the market is open every Friday from 10 am - 2 pm. From Early October until the end of April.
- ✓ People can sign up there for a monthly email that provides updates on new vendors, music, and special events.
- ✓ Please consider your timing to end your final set at 1:45 pm. If you do play until 2 pm, it's much appreciated!
- ✓ The market manager will pay you at the end of the performance. We pay with a check.
- ✓ The market street isn't reopened to vehicles until it has been determined that it is safe considering the pedestrian traffic. This usually happens around 2: 20 - 2:30 pm.