



**VILLAGE OF DOBBS FERRY BOARD OF TRUSTEES**  
**REGULAR MEETING AGENDA**

**MEETING DATE:** March 26, 2024

**AGENDA ITEM SECTION:** Resolutions

**AGENDA ITEM NO. :** 9

**AGENDA ITEM:**

**Resolution:** Consider a resolution authorizing a pop-up artisan market at Waterfront Park on June 1, 2024, and authorizing the Village Administrator to sign an agreement with Phoenicia Flea for services in connection with the event

**ITEM BACKUP DOCUMENTATION:**

1. Draft resolution
2. Memorandum of Agreement
3. Addendum to Memorandum of Agreement

**RESOLUTION AUTHORIZING A POP-UP ARTISAN MARKET AT WATERFRONT PARK  
AND TO ENTER INTO A CONTRACT WITH PHOENICIA FLEA FOR SERVICES IN  
CONNECTION WITH THE EVENT**

**WHEREAS**, on March 12, 2024, the Board of Trustees discussed the possibility of once again hosting a pop-up market featuring individual makers, artisans, and merchants at Waterfront Park to be curated, organized, promoted and conducted by Phoenicia Flea in exchange for a fee for services; and

**WHEREAS**, the proposed date of June 1, 2024 for the pop-up market was favorably received because, like last year, it coincides with the annual RiverArts Music Tour community event which includes Waterfront Park among the venues for the scheduled performances; and

**WHEREAS**, the Village Board expressed its support of the combined events at Waterfront Park, stated the need to add a rain date and indicated willingness to assume responsibility for the costs associated with staffing on the day of the event by the Police Department, DPW and Recreation Department.

**NOW, THEREFORE, BE IT RESOLVED**, that, the Board of Trustees hereby approves the scheduling of a pop-up market event on June 1, 2024, with the rain date of June 2, 2024, at Waterfront Park between the hours of 11:00am and 5:00pm, and authorizes the Village Administrator to execute an agreement for a flat fee of \$2,500.00 with Phoenicia Flea, 383 N. Canyon Drive, Palm Springs CA, in form and substance acceptable to the Village Attorney, for services to include organizing, curating, promoting and conducting a pop-up market featuring an assortment of craft makers, artisans, merchants and similar vendors, with the condition that Phoenicia Flea seek out and offer a reduced vendor fee to local makers, artisans and merchants; and

**BE IT FURTHER RESOLVED**, that, Phoenicia Flea shall be responsible to prepare and file all appropriate applications, proofs of insurance and other necessary paperwork with the Village for the use of Waterfront Park, including the list of vendors and evidence of insurance and applicable licenses on their behalf.

# PHOENICIA FLEA

## Memorandum of Agreement

**Phoenicia Flea x Village of Dobbs Ferry**  
Cultural Activation Program

### Parties:

**Village of Dobbs Ferry, 112 Main Street, Dobbs Ferry,  
NY 10522**

### Event Date

- Saturday, June 3rd, 2023: 11AM - 5PM

**Phoenicia Flea, 383 N Indian Canyon Drive, Palm  
Springs, CA 92262**

### Details

Phoenicia Flea is a nomadic market of makers & merchants from the Catskills, Hudson Valley + beyond. It offers the very best in handcrafted food, beverage, pantry, apothecary, apparel, accessories, housewares, furnishings and well edited vintage.

On June 3rd we will come together at Dobbs Ferry Waterfront Park to celebrate community, small business, modern craft and local trade.

### Services to be provided by Phoenicia Flea:

- Marketing and promotion \*
- Curation of vendors \*
- Strategic retail partnerships \*
- Set-up + Breakdown of event \*
- On-site production management \*
- On-site vendor coordination \*

**Complete and File any Permit Applications (vending, etc.)  
For itself and its vendors, submit Proof of Insurance  
and licenses (DoH, alcoholic beverages, etc.)  
Ensure & enforce compliance with safety requirements  
Obtain Waiver/Release from each of its vendors**

### Run of Show

- Saturday, June 3, 2023
- Load In: 8AM - 10:30AM
- Event: 11AM - 5PM
- Load Out: 5PM - 7PM

### Use of Space **(Designated area at Waterfront Park to be determined and agreed upon by the parties)**

Phoenicia Flea (PF) will have access, storage, and use of onsite property:

Dobbs Ferry Waterfront Park: 25 Palisade St, Dobbs Ferry, NY 10522

Dobbs Ferry will provide the following:

- Cultural Activation Program fee of \$2500
- ~~One room in Dobbs Ferry Village for PF Event Director from June 2-June 4, 2023~~
- ~~Food allowance: \$25 for PF Event Director on 3 days~~
- Access to electrical outlets for Speaker/iPad hook up, etc. and/or PA system
- PF and our vendors will have access to parking in walking distance and on-site restrooms
- \* Expenses associated with staffing in support of event, including overtime, Police, DPW, etc

## Logistics

Phoenicia Flea will handle all day-of event setup and breakdown. PF generates very little trash but requests we can dispose of recycling and trash bags in Dobbs Ferry's receptacles.

Phoenicia Flea will offer a discounted vendor fee of \$100 to local Dobbs Ferry Waterfront Park businesses and prioritize their involvement.

## Marketing

Phoenicia Flea brings a qualitative experience that furthers Dobbs Ferry's message and reach through our curation process. Our curation process includes our on-site event, Phoenicia Flea, which gives access to our community through targeted marketing campaigns to drive on-site foot traffic. PF curates based on venue objectives, regional aesthetics and taste level. Our marketing campaigns run 1-month prior to the event, with weekly social media pushes, day of real-time and postdate communications.

## Newsletter

One-time event announcement with link to your website and promotional mentions in our weekly newsletter leading up to the event.

*Consumer reach: 75,000*

## Social Media

- One IG branded post for event announcement across Phoenicia Flea + all brand platforms
- Two IG branded posts for event date (two weeks out & week of each event)
- One IG Stories post for each event date across Phoenicia Flea + all brand platforms
- Three IG vendor spotlight posts per day for 10 days leading up to event
- Six IG real-time posts during each event
- One IG Stories real-time post per each day of event
- Collective posts from vendors & media partners
- Encouragement and help fostering of vendors to post and promote event

*Consumer reach over a 1-month period: 500,000 impressions*

## Press

PF collaborates with Dobbs Ferry ~~Waterfront Park~~ and existing PR agencies on local media outreach and media invitations.

## Radio Spots

PF can create content for local radio promotion in collaboration with Dobbs Ferry ~~Waterfront Park~~ and existing PR agencies at the expense and approval of the ~~venue~~ Village of Dobbs Ferry

## Print Advertising

PF will print flyers of the event poster, that we will design in-house and have them distributed in each city and vendor starting in May. Phoenicia Flea will create and send three (3) 3' x 8' outdoor banners with

wind slits and grommets for the Dobbs Ferry Waterfront Park to display and promote a minimum of two weeks prior to the event.

ADDENDUM attached hereto and made a part hereof - Waiver and Release

## Marketing Collateral

Phoenicia Flea produces marketing collateral, including flyers, banners and posters, and handles layout and printing costs. PF will distribute flyers and posters with the help of Dobbs Ferry Waterfront Park throughout the region as well as upstate and in New York City.

Cultural Activation Program Fee: \$2500.00

X \_\_\_\_\_ Date: \_\_\_\_\_

Phoenicia Flea

Print Name and Title: \_\_\_\_\_

X \_\_\_\_\_ Date: 2/1/23

Dobbs Ferry Waterfront Park

Print Name and Title: \_\_\_\_\_

By initialling, the signatory for each of the Parties hereby certifies that he/she is fully authorized to bind the respective party to the terms and conditions of this Agreement.

For Phoenicia Flea: \_\_\_\_\_

For the Village of Dobbs Ferry: \_\_\_\_\_

## **VILLAGE OF DOBBS FERRY**

### **Date & Description of Event:**

Date: June 3, 2023

Description: Use of Waterfront Park for Curated Vendors Market ("Event")

Organization/Sponsor: Phoenicia Flea

### **WAIVER OF LIABILITY FOR USE OF PUBLIC PROPERTY**

Village of Dobbs Ferry assumes no risk of loss or damage to equipment, supplies or products (including works of art or craft) brought to and/or vended at Waterfront Park by me or others participating in the Event. By my signature below, I acknowledge that there may be risks of loss, damage or injury associated with the Event which I have curated and organized, and which will be taking place on Village-owned public property. Except for any percentage directly resulting from gross negligence by the Village of Dobbs Ferry, and its officers, employees and agents, to the fullest extent of the law, I hereby fully release and hold the Village of Dobbs Ferry, its officers, employees and agents harmless from liability for injury, damage, loss and any other claims which may result from the Event. I agree to include an acknowledgement of this waiver in the terms of any agreement with staff, vendor, sub-contractor or similar entity.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name:

Title:

### **AUTHORIZATION FOR USE OF PHOTOGRAPHIC LIKENESS**

I agree to allow the Village of Dobbs Ferry to take and utilize photos and/or video images of me and my employees, vendors, agents, licensees, participants and/or volunteers at the Event. I agree to include an acknowledgement of this release in the terms of any agreement with staff, vendor, sub-contractor or similar entity.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name:

Title: