

**WESTERVILLE FARMERS MARKET
DOUG WINBIGLER – MARKET MANAGER**

February 10, 2009

Dear Uptown Westerville Farmers' Market Vendor,

We are looking forward to another great season as the market develops and grows. The season will officially begin May 6th at 3 p.m. and will run through October 28th. Once again, our market will be located at the northeast corner of Home Street and State Street thanks to the generosity of staff and members of Church of the Messiah, U.M.

Fees and Times:

The seasonal fee for 2009 is \$125.00 per spot. If you require more than one assigned location the fee will be multiplied accordingly. If paid before March 31st you may deduct \$15.00 and reduce your seasonal fee to \$110.00.

Short-term vendor fees will be assessed by month. The fee will be \$60 per month, \$75 for the five Wednesday months of July and September, payable the first Wednesday of each month. If space is available, weekly vendors will be charged \$20 per day. New participants will be notified as soon as possible about space availability. Some vendors may not be accepted in an effort to avoid excess of a particular product.

Please make your check payable to WUMA and return with the enclosed application.

Payment is due April 22, 2009 if you do not take advantage of the early pay discount.

The Market officially opens each Wednesday at 3 p.m. and closes at 6 p.m. Some vendors have suggested the market remain open later than 6 p.m. If some vendors wish to remain beyond 6 p.m. they may do so unofficially. It is wise to arrive by 2:30 p.m. to set up. The Market is held on holidays, during rainstorms, snowstorms, etc. so **BE PREPARED!** As you may guess, inclement weather tends to keep some customers away, but the regulars expect us to be there and ready for business.

Rules and Regulations:

Enclosed are the Rules and Regulations for the Market and the Registration Form. Please read carefully as some changes have been made. Let me know as soon as you can if you will be present on May 6th and what you will have to sell.

Other

Once again, Linda Foor will maintain the market website. She does an outstanding job.

Please help keep the website interesting and informative by providing her with recipes, “what’s happening at the farm” updates, and any other items of interest. Feel free to include cute little stories about how the geniuses in federal government have saved you from certain disaster by spending nearly one trillion dollars they haven’t taken from you yet. The warm fuzzy factor should be overwhelming. In all seriousness, the website, www.uptownwestervillefarmersmarket.com, is a tremendous marketing tool. It’s up to you to make it work.

Jennifer Moon will help again this year, and Tim Bullock of Edward Jones Investments will join our group as well. One of the keys to the success of the market is the willingness of vendors to help one another. Once again, we will have a terrific group of folks.

We will continue to work with WARM to make fresh produce available to those finding themselves in a period of difficulty. Fresh Green coupon value will increase to \$5 each. Thank you to those participating in this program.

We will also partner with ODA again this year in the cost-sharing program designed to promote the market. Our goal is to secure additional funds for an increased quantity of marketing materials.

Opening day will be here before we know it. I understand from several of you that the use of high tunnels will allow for earlier produce. We would like to do a big splash of publicity about our opening, but we need to know who and what will be present. We are expecting potted plants of all kinds. Will we have some peas, asparagus, rhubarb, spinach, lettuces, or other early green?

Can’t wait to get rolling. Please contact me with any concerns, questions, or changes.

Thank you,

Doug Winbigler – Market Manager