

**UPTOWN WESTERVILLE FARMERS MARKET  
DOUG WINBIGLER & LINDA FOOR – MARKET MANAGERS**

February 15, 2010

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 5<sup>th</sup> at 3 p.m. and will run through October 27<sup>th</sup>. 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 2010 is \$125.00 per spot. If you require more than one assigned location the fee will be multiplied accordingly. If paid before March 31<sup>st</sup> 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 **UWFM** and return with the enclosed application.

Payment is due by April 21, 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. We feel strongly about opening each week with every vendor ready to do business. Set up begins at 2 p.m., and it is wise (and encouraged) to arrive no later than 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. (In the event of severe weather, such as lightning or tornado sirens, during market hours, market activity will be suspended.) Ohio summers bring breezes, so we encourage you to be prepared for wind, and have a plan for weighting down your canopy.

**Rules and Regulations:**

The Rules and Regulations for the Market and the Registration Form are included. Please read carefully as some changes have been made. Let us know as soon as you can if you will be present on May 5<sup>th</sup> and what you will have to sell.

## **Other**

Once again, Linda Foor will maintain the market website. 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. The warm fuzzy factor should be overwhelming. In all seriousness, the website and blog (which includes a weekly market report) are tremendous marketing tools. It’s up to you to make it work.

[www.uptownwestervillefarmersmarket.com](http://www.uptownwestervillefarmersmarket.com)

[www.uptownwestervillefarmersmarket.blogspot.com](http://www.uptownwestervillefarmersmarket.blogspot.com)

The market is also featured on twitter, so we can tweet up-to-the-minute market info to keep our patrons informed. Follow the market at: [www.twitter.com/marketwednesday](http://www.twitter.com/marketwednesday)

Tim Bullock of Edward Jones Investments will continue to help us out.

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.

## **WARM Fresh Green**

We will continue to work with WARM to make fresh produce, foods, and fruit bearing plants available to those finding themselves in a period of difficulty. In 2009, WARM Fresh Green recipients redeemed \$2,470 in coupons.

The WARM Fresh Green Program coupon value is \$5. (WARM Fresh Green coupons are the only currency, there is no need to give change.) Thank you to those participating in this program.

WARM Fresh Green coupons are reimbursed on-site at the end of the last market of each month, beginning in June (May & June are combined). So reimbursement dates are: June 30<sup>th</sup>, July 28<sup>th</sup>, August 25<sup>th</sup>, September 29<sup>th</sup>, October 27<sup>th</sup>.

Help us pay you efficiently: Be ready for us as we visit you to write you a reimbursement check. All coupons should be filled-in as completely as possible, including amount of sale and your business name (if you do this at the time of sale, that’s not a big deal), and coupons should be totaled and either stapled together securely or placed in an envelope. Reimbursement is a one-time a month deal, so if you forget your coupons or leave the market before we get to you to write your check, save your coupons for the next month.

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. 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 us with any concerns, questions, or changes.

Thank you,

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