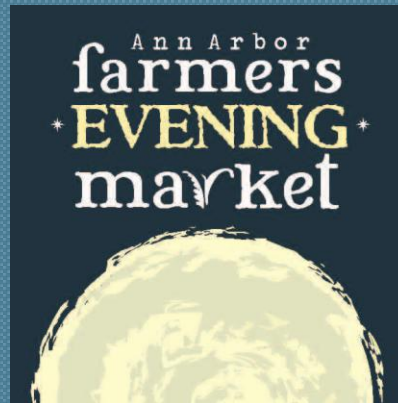


2013 Wednesday Evening Market

The Wednesday Evening Market is dedicated to supporting small-scale growers and producers through the creation of a vibrant marketplace that is welcoming to all members of our community. The market aims to preserve both the region's rich agricultural history and foster innovation, while meeting the demands of area residents for additional opportunities to purchase local, fresh food.



2013 Changes

- **New Schedule & Time**

- June through October from 4:00 PM – 8:00 PM

- **Update Stall Assignment Process**

- **Direct response to Customer/Vendor Survey**
 - Attempting to give vendors more permanent locations
 - Hoping to give customers a more pleasing shopping experience
- **Aggregating vendors by type**

Vendor Updates

- Returning Vendors
- New Vendors for 2013
- Daytime Vendors
- Still Looking for:
 - Prepared Foods, Food Carts, Meat Vendors
- Planning to do outreach for specific vendor types throughout May

Programming Updates

- Live Performances
 - Currently booked through July
- Beer Garden
 - Slow Food Huron Valley committed
 - Looking to recruit larger non profits with broader reach & more staff
- Mad River Theatre Performance June 19th
- Book Club second Wednesday of the month starting June 12th
- Family Fun Night- June 26th
 - Ann Arbor Hands on Museum, Starr Valley Farms, Green Adventures Camp, Robinsongs for Kids, Project Healthy Schools
- Working on 'Back to School Night' in August

Staffing Plan

◉ Wednesday Evening Intern

- Help staff the office, run market set up and take down
- Research projects
- Unpaid, Resume Building Experience
- Assist with marketing & outreach

◉ Part-time Office Assistant

- Staff office during the market, answer customer questions, run token programs

Marketing Plan

- Printed Items
- Social Media
- Press Releases
- Wednesday Evening Page on market website
 - Events calendar
 - Live Music/Beer Garden pages