

Market Manager Report
Presented January 16, 2014

Market Updates

Marketing

- Newcomer ads for 2014 will be sent to the Newcomer service this month. This service provides area information to new Ann Arbor residents. 741 new residents received information about the market delivered directly to their homes in 2013.
- The market has reached 7,000 Facebook likes and will aim to reach 10,000 in 2014.
- Signs that incorporate the Wednesday Evening Market hours will be created this winter to be posted by spring 2014.

Operations

- All returning vendors have been sent their 2014 application that includes most of the information from their 2013 applications. All returning vendors will need to submit their 2014 application by March 1, 2014.
- Applicants for the market commission shopper representative vacancy have been encouraged to send their applications to the mayor's office as soon as possible.

Events

- In 2014 the market will host the Ann Arbor Symphony Orchestra for a free Chamber Music Concert and Instrument Petting Zoo. The Ann Arbor Symphony received grant funding from the Community Foundation for Southeast Michigan to put on these events at several markets in the area. The Orchestra hopes to "cultivate a taste for the arts" just as organizations like yours are cultivating a taste for healthy, fresh, local food. More information on the event will be provided once a date has been chosen.