

Market Manager Report
Presented January 21, 2016

Marketing

- The Spring Parks Guide will be available in February. This includes information about the market's token programs, upcoming events, and hours of operation.
- Requesting commissioner input on customer communication:
 - How often?
 - What medium?
 - Content?

Operations

- Returning daytime vendors have received their 2015 market applications. Applications for current vendors are due back by March 1, 2015.
- Daytime and evening market applications for new vendors will be available Friday, January 22, 2016. Priority areas for new applicants in 2016 are as follows:
 - Heirloom vegetables
 - Organic fruit
 - Native plants
 - Heritage livestock meats
 - Maple syrup
 - Nuts
 - Edible fungi
 - Edible grains
 - Food carts
 - Handcrafted hardwood items
- Market Staff for 2016: two assistant managers supporting market operations throughout the season, focused on marketing, food assistance reporting and documentation, and partnership development.

First Wednesday Food Truck Rallies

May 4 | June 1 | July 6 | August 3 | September 7 | October 5

First Wednesday Food Truck Rallies will run 5:00 – 8:00 pm. Vendors are expected to arrive on site between 4pm and 4:30 p.m. in order to ensure adequate time to setup and unload. Vendors will be permitted to stay on site until 9p.m. for sales and clean up. Daytime vendors wishing to stay for the event will be permitted to leave necessary stall equipment on site between the end of the market and the start of the rally.

Fees:

Trucks

Full Season: \$250 (\$288 value) Per Event: \$48

Carts

Full Season: \$125 (\$144 value) Per Event: \$24

Single Stall Food Vendors & Daytime Market Vendors

Full Season: \$60 (\$72 value) Per Event: \$12