

**Market Manager Report**  
*Presented November 21, 2013*

**Market Updates**

Marketing

- Facebook Advertising Campaign: First two weeks of November
  - \$300 ad campaign resulting in 1,585 new page likes for the market's Facebook page. More than 21,000 unique viewers were able to see the ad.
- Winter ad in the December edition of Edible Wow, plus a web banner to appear on Edible Wow's website. Additionally, flyers will be included with the magazine offering market customers a discount on market t-shirts.
- The Farmers Market is included in larger Parks advertising that appears regularly in The Ann magazine, The Observer, and other local publications.
- Market Holiday Gift Guide: a guide featuring our vendors' products will be published on the market blog ([annarborfarmersmarket.blogspot.com](http://annarborfarmersmarket.blogspot.com)) on the day after Thanksgiving.

Operations

- Upcoming market hours
  - Last Wednesday daytime market of 2013 is December 18<sup>th</sup>
  - Saturday market hours remain 7am-3pm through December 28<sup>th</sup>
  - Market hours move to winter schedule (Saturdays, 8am-3pm) on January 4th
- The 2014 market application will be made available early next year for all new and returning market vendors. All returning vendors will be sent a preloaded 2014 application in January that includes most of the information from their 2013 applications. All returning vendors will need to submit their 2014 application by March 1, 2014.

Events

- Saturday November 16, 2013: GIVE365 Volunteers decorated the market for the holiday season. Lights and snowflake decorations were put up around the market to celebrate the winter holidays.