

RETAIL ROW APPLICATION PACKET 2021 INTRODUCTION LETTER (Direct Sales & Manufactured Products)

Hello from the New Baltimore Farmers Market!

We are so excited to start the 2021 Market Season and look forward another record-breaking year! The 2020 Season brought a record-breaking boost in customer count and participant involvement. Last year the market hosted an average of 2580 guests per market date with some markets seeing over 5000 customers in one day! Participants grew throughout the season with a finale of 130 spaces filled by the last handful of market dates.

As in last year's spring phase of the pandemic, in the interest of the well-being of the community ~ the Opening Day of the market has been pushed back to May 16th. All special event activities will be held on this new opening date as scheduled previously for May 2nd. Any participant previously applied to attend May 2nd will be emailed with options for attendance on other dates. We have officially extended the market area of the NBFM to include three sites that will all inter-connect with one another. However, even with this extended market layout ability, Spaces are filling up Very Quickly for this Year!!

We are aware that many people are often not familiar with working in an outdoor environment BUT the many that we have hosted throughout the years are surprised to find out how simple, enjoyable, rewarding & profitable it really is! Our 'market family' is very friendly and helpful. We encourage you to try us out for a couple of market dates to see for yourself!

Before moving forward with this application packet, please take careful note of the sections below.

➤ This RETAIL ROW Application Packet applies to
ONLY Direct Sales & Manufactured Products
including ANY manufactured products in your sales offerings
that you will offer at ANY 2021 market dates
(even if mixed with 'Standard' products)
AND
Any **non-profit organizations, educational groups, etc.**
that are **selling these types of items or services** at the market.

➤ **If you have ONLY**
Homemade, Handmade, Homegrown Products, Cottage Foods, Licensed Foods, and Food Trucks/Trailers, etc. This includes any non-profit organizations, educational groups, etc. that are selling these items or services from their space at the market.

PLEASE send an Email Inquiry for a Standard Application Packet
(*AFTER reading this entire email first please)

➤ To Receive **Special Guest Application Packets**
Covering **Community/Education/Non-profit Groups,**
Entertainers, Store-Front or From-Home Businesses or Other types
of interested parties not mentioned above – Please send an email inquiry.

➤ The NBFM does 'hire' a **limited number of entertainers and entertaining activities** during each season. Please inquire at marketmanager@newbaltimorefarmersmarket.com for Information.

➤ **Partnership Opportunities** are also available at many different levels for anyone to take advantage of that include the ability to promote, advertise and/or personally Interact with potential customers.
Please email or text your interest in receiving a 2021 Partnership Packet.

Please address your inquiries to the NBFM by texting 586-215-7484 or email to marketmanager@newbaltimorefarmersmarket.com.

The New Baltimore Farmers Market (NBFM) Board of Directors (BOD) has released the FULL Retail Row APPLICATION PACKET for their 14th Annual Market Season in 2021. In keeping with the NBFM's Primary Stipulation of offering local, community-made products: Retail Row is simply several participants of this category lined up together within a market site/market area to fulfill part of our mission in supporting entrepreneurs/businesses and ensuring the community access to the products/companies that they desire to frequent.

The NBFM BOD only allows one participant for each company; except in limited approved situations. For instance, the first Retail Row application received from Company A gets the 1st choice of dates or to be seasonal & the second received gets to choose 2nd etc. Applications are welcomed throughout the Season and will be approved for any companies that are not participating or that open dates are available for. We encourage you to get your application in as soon as possible, so you/your products/company can be included while planning for the upcoming season!

If you submitted a **Reservation Form with fee for the 2021 Season**; you are already in the market's scheduling database. However, you **NEED to FULLY COMPLETE** this FULL application and mail it in with the applicable amount due. Those that submitted a paid Reservation Fee only need to remit the amount required to bring their total amount paid to equal the Full Application/Processing Fee as noted in the attached packet. Your reservation fee is held on account to be applied to your 2021 application fee. If you are **increasing your number of spaces** to use during the upcoming season from that which you selected and paid for in your 2021 Reservation – you **WILL need to pay** the entire application (and processing fee) for the space(s) that you are adding.

Seasonal Status is Greatly Encouraged and SAVES MONEY in Attendance Fees. This Status may be **More Applicable to Your Situation than Realized** with Allowance for Absences & Payment Plans...PLUS a 'Team' representing a company may apply for a Seasonal Space and **Share Dates to Attend**. Team Members may also share attendance in Weekly Status. Please note full details in attached packet. Those beginning as Weekly Attendance may Inquire to Change to Seasonal and Approved as Available.

We realize this information as well as the application packet can be quite a lot to digest; however, it is ALL IMPORTANT information. It is IMPERATIVE that **you and anyone that will be attending in your space** for more than a 'quick visit' has **knowledge of and has signed agreement to the rules, guidelines and instructions** of our market. Contact Information including email address and cellphone number along with the signed acknowledgements MUST be submitted before or at check-in for ANY and EVERYONE that is ATTENDING in your SPACE on that market date; even if it is 'only for one time'. This is a requirement of not only the NBFM but of officials who are involved behind the scenes of the market also.

All participants are asked to attend the 2021 Seasonal Forum on April 13, 2021. The doors will open at 6:30pm with offered beverages and 'meet & greet' time. Informational meeting starting promptly at 7:00pm in the NB Civic Club Hall at 36551 Main Street, Downtown New Baltimore. An official invitation will be emailed with full details and attachments to be printed and brought to the Forum.

A DROP BOX will be available for applications at the Forum; however, the Market Manager will not be available for personal meetings. If you have any questions, please do not hesitate to let us know! If you'd like to contact other retail row participants that have participated in long-standing at our market, please send an inquiry to the market manager.

- Visit our website for more details & pictures of past seasons: [New Baltimore Farmers Market Website](#)
- Find us on Facebook & 'Like', Follow our Page to Keep Current: [New Baltimore FarmersMarket FAN PAGE](#)
- Text **NBFMNEWS to 22828** to Join the FREE New Baltimore Farmers Market NEWSLETTER CLUB

We are happy to feature a wide-variety of participants at our market...something that our market has become known for and that our customers much appreciate. Market participants are to provide their own supplies needed to conduct business at the market; i.e., table(s), chair(s), canopy, etc. We recommend the use of canopies BUT do not require them. Canopies used MUST be weighted down on each canopy leg as specified in the application packet.

Meet Me at the Market!

Gratefully, **Debra** - Debra Williams, Certified Market Manager, 586-215-7484 (text preferred)