

Hello from the New Baltimore Farmers Market!

We are reaching out to give you an open invitation to join us in our milestone 15th Season. We are so excited to start the 2022 Market Season and look forward another record-breaking year! The 2021 Season brought a record-breaking boost in customer count and participant involvement. Last year the market hosted an average of 2920 guests per market date with some markets seeing over 7000 customers in one day! Participants grew throughout the season with a finale of 150 spaces filled by the last handful of market dates. 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~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 & helpful. We encourage you to try us out for a couple of markets and see!

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 2022 market dates (even if mixed with 'Standard' products)

AND

Any non-profits, educational groups, businesses, etc. that are **selling these types of items** at the market.

If you are not offering any of these types of items in the 2022 Season, please email an inquiry, listing your general products to receive the information that applies.

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

>**Partnership Opportunities** are also available at many different levels offer a variety of opportunities to promote, advertise and/or personally interact with potential customers.

Please pass on this information to those that you believe would like information on becoming a 2022 NBFM Partner.

RETAIL ROW SYNOPSIS:

The New Baltimore Farmers Market (NBFM) Board of Directors (BOD) has released the FULL Retail Row APPLICATION PACKET for their 15th Annual Market Season in 2022. 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 the Board of Directors can include you/your products/company while planning for the upcoming season!

Full Retail Row Applications must be received no later than March 21st by everyone that is planning to attend in May, June, and/or July of the 2022 NBFM Season. Payment is required to reserve attendance dates. Attendance dates may be chosen and paid for on a month-by-month basis; however, spaces per company/product are always filled first-come, first-serve based on date of payment received. Month by month attendance must be paid by the 10th of the previous month (excluding May which needs to be paid by March 21st) For example: if you are applying for any dates in the month of June...payment needs to be received by May 10th to have your space reserved.

Beginning March 22nd, a backup list of interested Retail Row attendees will be started. This list will be used in the event a space becomes open for the company/product carried. This list is compiled in order of the date that notification is received for each company/product.

Those that submitted a 2022 Retail Row Reservation Form still need to submit a full 2022 application.

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. Those beginning as Weekly Attendance may Inquire to Change to Seasonal and Approved as Available.

Please note the full NBFM Rules/Guidelines in the last pages of the application packet attached.

We realize this information as well as the application packet can be quite a lot to digest; however, it is ALL IMPORTANT. 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**. Contact details including email address and cellphone number along with the signed acknowledgements MUST be submitted before or at check-in for ANYONE that is ATTENDING in your SPACE on that market date, even if it is 'only for one time' that you are not the main contact/emergency contact person for. This is necessary in the case of an emergency situation.

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 / vendors 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.

All participants are asked to attend the 2022 Seasonal NBFM Attendance Forum on April 12, 2022, in the New Baltimore Civic Club Hall at 36551 Main Street in downtown New Baltimore with doors opening at 5:30pm for a 'Meet and Greet' with light refreshments and informational meeting starting at 6:30pm. ALL APPLICATIONS are to be SUBMITTED by mail BEFORE this Date if POSSIBLE. There will be a DROP BOX available to drop off applications at the Forum; however, the Market Manager will not be available for personal meetings. This year's forum will be a little different, as the rules/guidelines at the end of the application packets will be completely reviewed by the Market Manager. Lastly at the meeting the SNAP Bridge Card/DUFB program will be reviewed with those participants offering food products of any kind completing their enrollment signatures before leaving the meeting.

NBFM 2022 Participants are asked to RSVP for the forum by texting FORUM along with your name and/or company name, general type of products and the number of people attending to 586-215-7484.

Meet Me at the Market!

Gratefully

Debra

Debra Williams

MIFMA-Certified Market Manager

New Baltimore Farmers Market

New Baltimore, Michigan - Macomb County

586-215-7484 (text preferred)

marketmanager@newbaltimorefarmersmarket.com

The New Baltimore Farmers Market is a 501(c)(3) non-profit community organization whose purpose is to provide a link to local foods, farmers, and artisans, with supportive access to fresh foods for all consumers, while educating, sharing and encouraging the health and economic benefits of local foods, entrepreneurship, and activities with partnerships and volunteers from the Macomb / St. Clair County areas.