



April 12, 2019

Dear 2018 Downtown Marquette Farmers Market Vendors,

On behalf of the Marquette Downtown Development Authority (MDDA) we are pleased to kick off the 20th anniversary year of the Downtown Marquette Farmers Market. Attached is the vendor application for the 2019 season, please take note of the additional market day and the updated vendor fee structure.

Many vendors attended the 2018 season wrap up meeting in January to review and look ahead to 2019 and beyond. Two major points that came out of that meeting were:

- 1) The Downtown Marquette Farmers Market has to review and adjust vendor fees to better align the market operational costs to the Marquette Downtown Development Authority budget. For many years the market has operated at a substantial loss. It is not sustainable to operate the market in a continued negative revenue position.
- 2) The suggestion of an market day, so vendors could expand their business.

A few vendors attended the March meeting of the MDDA Board, pursuing a second market day. It was at this meeting those vendors learned the extent of the MDDA's subsidy of the Downtown Marquette Farmers Market. The MDDA Board of Directors decided to hold a work session, and special board meeting at the end of March to address market concerns. At the invitation of the MDDA Board, vendor representatives attended the work session to provide feedback. An outcome of the special board meeting was the appointment of a Farmers Market Ad-hoc Committee. The task of the ad-hoc committee was to develop recommendations for the 2019 market season to be presented to MDDA Board at their April 11, 2019 meeting.

The Farmers Market Ad-hoc Committee was comprised of three MDDA Board Directors: Paul Balconi, Board Treasurer; Jim Johnson; and Jeremy Ottaway; MDDA staff: Executive Director, Mona Lang; Assistant Director, Rebecca Salmon; and DMFM Market Manager, Myra Zyburt; vendor representatives: Rowan and Shailah Bunce, Rock River Farm; Trevor Case, Case Country Farm; and Kathryn Debs and Joe Newman, Mighty Soil Farm. The ad-hoc committee met April 5 and prepared recommendations to the MDDA Board. These recommendations were approved April 11, 2019:

- A) Formation of a permanent Farmers Market Committee. The MDDA Board approved the committee to be comprised of three MDDA Board of Directors, three market vendor representatives-recommended by the Market Manager and appointed by the MDDA Board of Directors, and the Market Manager. Terms are one year.
- B) Set the MDDA's 2019 budget commitment for the Downtown Marquette Farmers Market at \$13,000. (The market will operate in a more sustainable position through cuts to the market budget, implementation of a convenience fee for the credit card service, and an increase in vendor fees.)
- C) Set the dates for the 2019 Saturday Market season: May 25-October 26. Approved the continuation of the Late Fall Market season: November 2-December 14. Approved implementation of a pilot Wednesday Evening Market: June 12-September 25, 5 pm-7 pm. Requires a minimum of 15 vendors to commit to that market by May 3 for it to commence.
- D) Set vendor fees for all three markets to better align with the MDDA DMFM budget. Financial Statement available



The operation of the Downtown Marquette Farmers Market in a sustainable manner is important to the future growth and success of the market.

We look forward to your continued participation in the Downtown Marquette Farmers Market and the expanded market options.

Thank you, see you at the market!

Myra E. Zyburt

Market Manager

Downtown Marquette Farmers Market

906-362-3276

mqtfarmersmarket.com

Marquette Downtown Development Authority (MDDA)

337 W. Washington St.

Marquette, MI 49855

906-228-9475

downtownmarquette.org