



## DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

### *Economic Development Division*

#### m e m o r a n d u m

**TO:** Bruce K. Walden, Chief Administrative Officer

**FROM:** Elizabeth H. Tyler, Community Development Director

**DATE:** March 4, 2004

**SUBJECT: Market at the Square Synopsis**

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### **Introduction**

Market at the Square is a significant event and project coordinated by the City of Urbana. Over the past four years, the Market has grown increasingly in popularity and participation. By keeping the community leaders and residents informed of the Market's progress and highlights, downtown Urbana and the community can continue to reap the benefits of such a noteworthy event. The corresponding power point summary for this report provides a highlighted summary of the 2003 Market and a preliminary overview for the 2004 season.

### **Background**

When analyzing the Market, there are four primary categories that can be observed: participants, patrons, operations, and marketing/promotions (Slide 2). Regarding participants, the 2003 Market had 148 total vendors registered, which is an all-time high (Slide 3). As seen in the chart, the Market has seen a steady increase in number of registered vendors since 1999. For weekly vendor participation totals, the chart, "2003 Vendor Attendance Pattern" shows turnout pattern for each week of the 2003 season (Slide 4). Factors that contribute to fluctuations included weather, products available, and conflicting events. Vendor locations within the Market vary by seniority and space needs, and also change in some areas throughout the season. Beginning in 2002, vendor spaces were expanded into Row 4 for the first time and increased usage during 2003 (Slide 5). On the map, red signifies food vendors, green symbolizes plant and flower vendors, blue signifies art or craft vendors, and yellow symbolizes community groups. On average, 62 vendors per week utilized 126 spaces.

A breakdown of the vendor list shows that 62% of all registered vendors were art or craft related and 32% were food related, while 6% sold flowers and plants (Slide 6). Financially, food vendors paid the highest percentage for participation at 56%, while art/craft vendors paid 28% in fees, and flowers/plants vendors paid 16%. Food vendors and plant vendors generally participate for more weeks during each season and are able to participate more consistently than art/craft vendors. Food and plant vendors are also required to pay for at least half the season versus paying week by week, as established by the vendors for many years now.

Participants at the Market also include community groups and musicians. During the 2003 Market, the total number of registered groups was 53 and total of 22 registered musicians (Slide 7). On average, 8 groups and 4 musicians participated each Saturday.

In Slide 8, the top picture catches a glimpse of the Urbana Free Library staff providing free items and information to the public near the northwest entrance of the Market. In the bottom picture, a view of patrons in the row along Illinois Street is shown, with the newly constructed Market Arch and streetscape streetlight in the background. Slide 9 offers a view of vendor booths in the early morning hours and vendors in Row 4 during the summer.

The 2003 season witnessed larger crowds than seen in previous years (Slide 10). Patron attendance was higher for more Saturdays and for longer periods of time each Saturday. Fluctuations seemed to be driven by similar factors to those influencing vendors. Through a variety of methods, staff also received increased amounts of feedback from patrons and responded to multiple requests and comments. In Slide 10, views of Row 2 are shown, while Slide 11 shows views of Row 1.

Concerning operations for the Market, Director tasks and site logistics are the most integral components of successfully managing the activities and needs. Slide 12 lists tasks that the Director assumes, while Slides 13 and 14 provide summary of site logistics that are coordinated between participants, Director, and supporting staff.

Marketing and promotions for the Market are covered by a variety of methods, as outlined in Slide 15. Almost half of the list costs little to no money for utilization. A breakdown of Market expenses in general can be seen in Slide 16.

For the 2004 Market season, staff will continue to improve and expand the policies, site logistics, and promotions for striving toward an even more successful year.

### **Economic Impact**

Market at the Square uses all vendor fees to put back into support the marketing/promotions, supplies, and staff expenses.

### **Staff Recommendation**

Staff submits this report for the purpose of information and promotion of the Market at the Square.

Attachments: PowerPoint Slides

Prepared by: \_\_\_\_\_

Kathy A. Larson  
Economic Development Specialist / Market Director

# Synopsis of 2003 Market at the Square



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## Primary Categories:

Participants

Patrons

Operations

Marketing/Promotions



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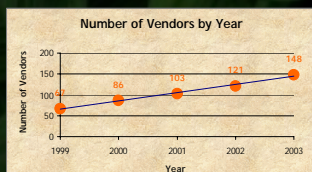
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## Participants:

2003 Registered  
Vendors Total: **148**



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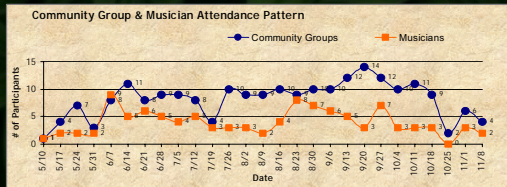
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# Participants:

Community Groups: 53  
Musicians: 22




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# Participants:




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# Participants:




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## Patrons:

**\*Bigger Crowds**

**\*Feedback**



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## Patrons:



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## Operations:

**\*Director Tasks**

Applications, Payments, Spaces, Reports,  
Marketing/Promotions, Policies/Strategies,  
Budget & Financial Decisions, Site Logistics,  
Public Relations, Comments/Feedback,  
Disputes, Set-up/Teardown, Inspections,  
Provisions/Supplies, Attendance

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## Operations:

### \*Site Logistics

- > Set-up/Teardown
- > Parking
- > Vendor Spaces and Coordination




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## Operations:

### \*Site Logistics

- > Community Group Spaces
- > Musician Locations
- > Misc.: Dogs, Security, Hours

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## Marketing/Promotions:

Newspaper	Radio	Other	
Commerce Connection	WDWS	Adams Outdoor Advertising (Billboard)	Websites
Eye on Urbana	WHMS	"Word of Mouth" and Networking	Mailings
News Gazette	WEFT	Community Concierge Magazine	Banners
Thrifty Nickel	WILL	Calendars of Events & Guides	Posters
Daily Illini		Images Magazine	Flyers
		Media Coverage	UPTV
		Press Releases	
		Merchandise	




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# Marketing/Promotions:



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# Planning for 2004:

- \*Policies
- \*Site Logistics
- \*Promotions

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