



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Laurel Lunt Prussing, Mayor

FROM: Elizabeth H. Tyler, FAICP, Director, Community Development Services

DATE: February 5, 2009

SUBJECT: **Market at the Square Annual Report**

Introduction and Background

Farmers' markets are enjoying increased popularity throughout the United States. According to the USDA's Agricultural Marketing Service figures for 2008, there has been a 61% increase nationwide in the number of farmers' markets across the US since 2000. Illinois boasts 257 of those markets, and while there is no official ranking of farmers' markets in Illinois, Urbana's **Market at the Square** is widely considered to be one of the best and largest producer-only markets in the state.

Market at the Square is one of Urbana's strongest attractions. It is a large, popular special event running every Saturday for seven months, drawing people from both Urbana and the surrounding area. It serves as an incubator for local business activity, and is home to nationally-recognized, award-winning food producers. While its economic impact is difficult to quantify, it is undeniably significant. Farmers' markets, including the Market at the Square, are an integral part of a viable, sustainable community, and Market at the Square contributes enormously to Urbana's identity and sense of "place".

The 2008 season for Market at the Square began on Saturday, May 10, 2008 and ended on Saturday, November 8, 2008, running for a total of 27 weeks. There were many new components of the Market in the 2008 season – a new Director, some new staff, new programming initiatives, and new participants. The following summary analyzes the year's data regarding Market participants, operations, programming, marketing and financial expenditures, and identifies aspects of the Market requiring evaluation for 2009.

Discussion

Market at the Square Participants

The Market's participants include vendors, community groups, and performers. Each season, every participant receives separate guidelines and applications to complete prior to participating at the Market. Guidelines and applications are modified each year to improve clarity and to respond to any outstanding issues from the previous season. [see Attachment 1]

The Market's participants also include patrons, who are the economic and social force behind the Market.

Vendors

There were 159 **registered** vendors for the 2008 season. Six of those vendors opted not to participate after registering, placing the total **participating** vendors at 153. While the number of registered vendors decreased slightly, the retention rate for vendors increased 6% over that of 2006 (2007 figures not available), implying that vendors are returning to the Market for multiple seasons and, once re-registered, are increasing their space and/or "Market days". Weekly vendor attendance at the Market averaged 65 vendors in 2008, using an average of nearly 160 spaces. A total of 66% of vendors were returnees from previous seasons. Overall, vendor participation has remained fairly steady for the last four years.

As in previous years, just under half of participating vendors were from the Urbana-Champaign area, with remaining participants originating from other areas throughout Illinois. Some traveled significant distances to participate at the Market, with several coming from Southern Illinois.

Vendors were separated into two main categories, **growers** and **non-growers**. Growers were subcategorized as **produce vendors** (34 participants) and included fresh fruit and vegetable producers, meat/dairy/honey producers, fresh flower producers, and live plant producers. New vendors were inspected by the Director before they participated; existing vendors were inspected when a complaint or question (by either a patron or another vendor) was lodged regarding questions related to the origin of a vendor's items. Non-growers were subcategorized as **prepared food vendors** (21 participants) and included bakers, candy-makers, ice cream vendors, and other prepared foods designed to be consumed on- and off-site. **Art & craft vendors** (98 participants), the other component of the non-grower category, included artisans and crafters who produce items such as photography, clothing, woodwork, pottery, furniture, soaps, and more. Art & craft vendors remain the vendor category with the highest number of participants, with 64% of the Market's vendors fitting into this category.

Vendors were charged \$15 per space per week. Vendor revenues in 2008 totaled \$43,018, a 3% increase over the 2007 total of \$41,944. According to records, the vendor fee has not changed in at least sixteen seasons. While fees were originally set at an affordable level to encourage participation, the costs incurred related to running the Market have increased. It is likely an increase in vendor fees will be recommended for the 2010 season. [see Attachment 2, charts A, B and C]

Vendor Survey

Market vendors were given their first-ever vendor survey to complete after the season ended. The survey, designed to be completed either online or via US Mail, provided the vendors with a much-desired outlet to give anonymous feedback to the Market Director, and provided the Director with demographic information, responses to programming initiatives, and ideas/input regarding Market operations and direction.

2008 was a good year for most of the vendors, with over 47% of respondents noting their 2008 sales were better than their 2007 sales and 29% noting that sales were about the same. The survey showed they are engaged – vendors are interested in participating in marketing and promotional efforts, and want to continue to communicate with Market staff regarding Market improvements and enhancements. The Market is extremely important to local vendors – over 80% of respondents do not sell at any other farmers’ market in the area. [see Attachment 3]

Community Groups

The row of community groups at the north end of the Market is a valuable resource for the Urbana-Champaign community, both for the groups publicizing their efforts and for patrons who are looking for ways to contribute, volunteer, or otherwise engage in their community. A record-high 72 groups registered for space at the Market in 2008, a 6% increase over 2007. [see Attachment 2, Chart D] The booths retained by political parties were very active in 2008, with occasional complaints related to minor tension and crowding. Generally, all groups worked well together and were responsive to requests by staff and the Director.

Weekly participation by community groups in 2008 averaged out to 16 groups per week using an average of 24 spaces per week. Occasionally, more space was allotted at both the east and west ends of the row in order to better accommodate groups or special events by groups, such as giveaways, reading to children, etc. Walnut Street, which is blocked off during the Market, was also occasionally used. A total of \$4,436 in fees was collected from community groups in 2008, up from the \$4,166 collected during the 2007 season.

Performers

Performers remained a popular but slightly controversial component of the Market experience. 2008’s performers ranged in scope from folk and bluegrass and indie rock acts to spoken word, balloon sculpture, and traditional busking performances. A total of 40 performers registered in 2008,

up from 38 in 2007, a 3% increase. [see Attachment 2, Chart E]

Though performers are not required to pay fees to participate at the Market, they are required to follow the guidelines related to performers and to fill out an application prior to performing. Performers are required, for example, to perform without amplification. With one exception, this regulation was observed by the performers. Other guidelines, however, were not followed as closely. There were minor conflicts between vendors and performers, usually involving vendor complaints that transactions were difficult with multiple performers in the vicinity. Clarification of existing guidelines and better enforcement is expected to mitigate vendor/performer issues in 2009.

Patrons

Patron attendance increased sharply at the Market in 2008. Averaged across the 27-week season, the Market drew **5,903** patrons per weekend, a **19%** increase over 2007's average weekend attendance of 4,975. Peak season (July and August) drew the most people, with staff estimates nearing 10,000 patrons per week for three weekends in August. These three weekends broke previously existing Market attendance records not just for those weekends in August, but for any recorded weekend during Market season.

Patron feedback was collected on Market days by City staff both at the City tent and as the Director made rounds. The Director also fielded phone calls during the week. The feedback was overwhelmingly positive, particularly regarding new programming initiatives for children, vendor product mix, the quality of performers, and the accessible, social nature of the event. Complaints by patrons included the presence of dogs at the Market (for sanitary and safety reasons), lack of amenities available for dogs at the Market by dog owners, and smoking by vendors and other patrons at the Market. The Director is working with the City's Legal Division to create fair policies covering pets and smoking at the Market for the 2009 season. Policies related to sexual harassment are also being developed as a result of concerns expressed by Market employees.

There is significant interest in Market at the Square from outside the area, particularly by individuals and groups wanting to start a farmers' market or augment an existing market in their area. The Director attended two market management workshops during and after the season and led several conversations pertaining to Market at the Square's use of new, mostly free tools to market and publicize farmers' markets.

Operations

Operations are the behind-the-scenes engine of Market at the Square. In 2008, operations included the Director's **day-to-day** tasks during the season, such as processing applications, assigning vendor and community group space, accepting vendor payments, accounting, scheduling staff, purchasing necessary supplies, producing educational materials for Market patrons, planning any Market programming, and implementing a marketing plan. Operations also include **on-site** tasks at the Market for both the Director and Market staff, such as setting up and

managing the City's booth, vendor/community group/performer placement, general Market supervision, guideline enforcement, and assisting all participants with any issues or problems that arise.

Programming

New nutrition/farm-linkage programming for young children, **Sprouts at the Market**, was created in 2008. This programming was co-developed by the Director and a volunteer, University of Illinois dietetics student Jennifer Hewitt. The goal of the programming was to provide opportunities for children to taste fresh produce or other whole foods in season and receive nutrition information about these foods while simultaneously meeting the farmer/producer responsible for the food. 2008's two Sprouts events, held in August and October, were hugely successful, averaging 40 participants per event. Feedback was overwhelmingly positive from all participants, including farmers.

In May, the Market Director organized a listening session, attended by about 75 people, for the State of Illinois' Local and Organic Food and Farm Task Force. The statewide listening sessions, including Urbana's, provided the Task Force with information for their recommendations, which will be presented to the Illinois State Legislature in early 2009.

Other programming included collaboration with the Urbana Free Library and the Urbana Public Arts Commission, as well as special events around holidays. [see Attachment 4]

Marketing/Financial

In 2008 Market at the Square used both traditional and less-traditional marketing tools to attract patrons to the Market.

Traditional marketing tools included print advertising, radio advertising and underwriting, a page on the City website, posters and handbills, banners, merchandise, press releases, and media coverage. Some traditional marketing tools, such as television and radio advertising, were used creatively. For example, the Market received a \$4,000 grant from the Illinois Department of Agriculture in 2008 to purchase air time for television advertising. The resulting collaboration with Urbana Public Television provided Market advertisements that ran on a local network (WICD) and on the Food Network and Lifetime via Comcast. The Market also invested in a month-long radio promotion called "The Farmer & Michelle", where a disc jockey from a local radio station (WLRW/94.5) sourced her personal food supply primarily from vendors at the Market in September. This "locavore" project received significant airtime (both in scheduled advertisements and in live conversation), as well as promotion on both the station's weblog and a separate weblog set up specifically for the project.

Less-traditional marketing included internet-based social networking tools, such as Facebook, Twitter (a "microblogging" site), a Market weblog, and Flickr (a photo hosting site). These tools are no- or low-cost, but are very popular and effective. [see Attachment 5]

Primary expenditures for the Market in 2008 included marketing, supplies, and staff, and did not differ significantly from expenditures from past seasons. In addition, each season there are many Market tasks and services that have been covered by the City of Urbana as in-kind assistance and have not been billed directly to the Market fund. These include, but are not limited to, vehicle use and maintenance, legal and clerical services, utility expenses, partial Director's salary, phone/fax expenses, web/email expenses, sandbags, and trash barrels.

Overall income for the 2008 Market, including vendor participation fees, community group participation fees, and grant income, totaled **\$51,454**. Overall expenses for the Market, including part-time staff, marketing expenditures, and supplies, were \$37,117. Solid financial management over the years has resulted in a carryover for the Market, which is invested, when appropriate, on marketing initiatives such as new banners, increased radio and television advertising, or Market infrastructure improvements as the need arises. [see Attachment 2, Charts F and G]

2009 Market Season Concerns

Several minor improvements and upgrades are being considered for the 2009 season. These are summarized as follows.

Access

Fiscal accessibility to the Market for all citizens of Urbana and surrounding communities will bring more people to the Market and to Urbana. Enhanced accessibility can be accomplished through the following:

- Exploring funding opportunities for eventual implementation of Electronic Benefits Transfer (EBT) technology at the Market for low-income residents
- Working more closely with Champaign-Urbana Public Health District and the Farmers' Market Nutrition Program/WIC to encourage low-income residents to shop at the Market

Operations

Several small improvements in the Market's day-to-day and on-site procedures will make a significant difference in the Market season's flow and will allow more time to be spent on programming, marketing and promotion, and other Market-enhancing activities. These improvements include:

- Review and redevelop Market guidelines and procedures
- Work with Legal Division to add policies regarding smoking, dogs, and sexual harassment

- Work with Legal Division to enhance and clarify existing policies regarding health permits, insurance, and tax information
- Enhance and clarify existing policies regarding payment deadlines, missed days due to inclement weather, and space assignments
- Recruitment of more produce vendors
- Redevelop the grower inspection policy. All growers should be inspected in 2009
- Explore, with the Legal Division, the possibility of including local wine and beer producers as vendors

Programming and Marketing

Augmentation of programming initiatives and development of a more targeted marketing campaign for the Market will result in increased numbers of participants, increased participant buy-in, and further support of the Market. The following ideas are under consideration for 2009:

- Expand the “Sprouts at the Market” programming to four scheduled events
- Increase City- and partner-centered special events (e.g., Urbana Free Library, U-Cycle, Public Arts Commission, MTD/ZipCar, University of Illinois Extension, and others)
- Increase use of social networking tools to reach out to current and potential patrons
- Redirect Market advertising dollars to maximize return on investment
- Using Illinois Department of Agriculture grant, expand on 2008 season’s television advertising campaign (awaiting funding decision)

Conclusion

The 2008 season for Market at the Square was a success. The Market Director and staff are always open to feedback, questions, and ideas for continuing this success into the 2009 season and beyond.

Prepared by:

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Attachments:

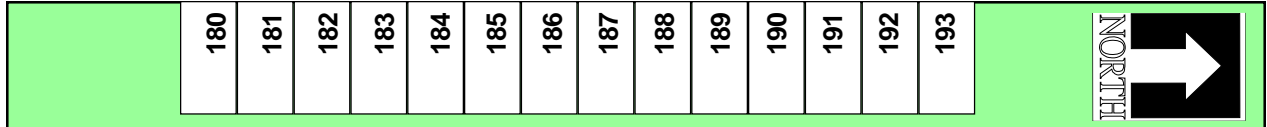
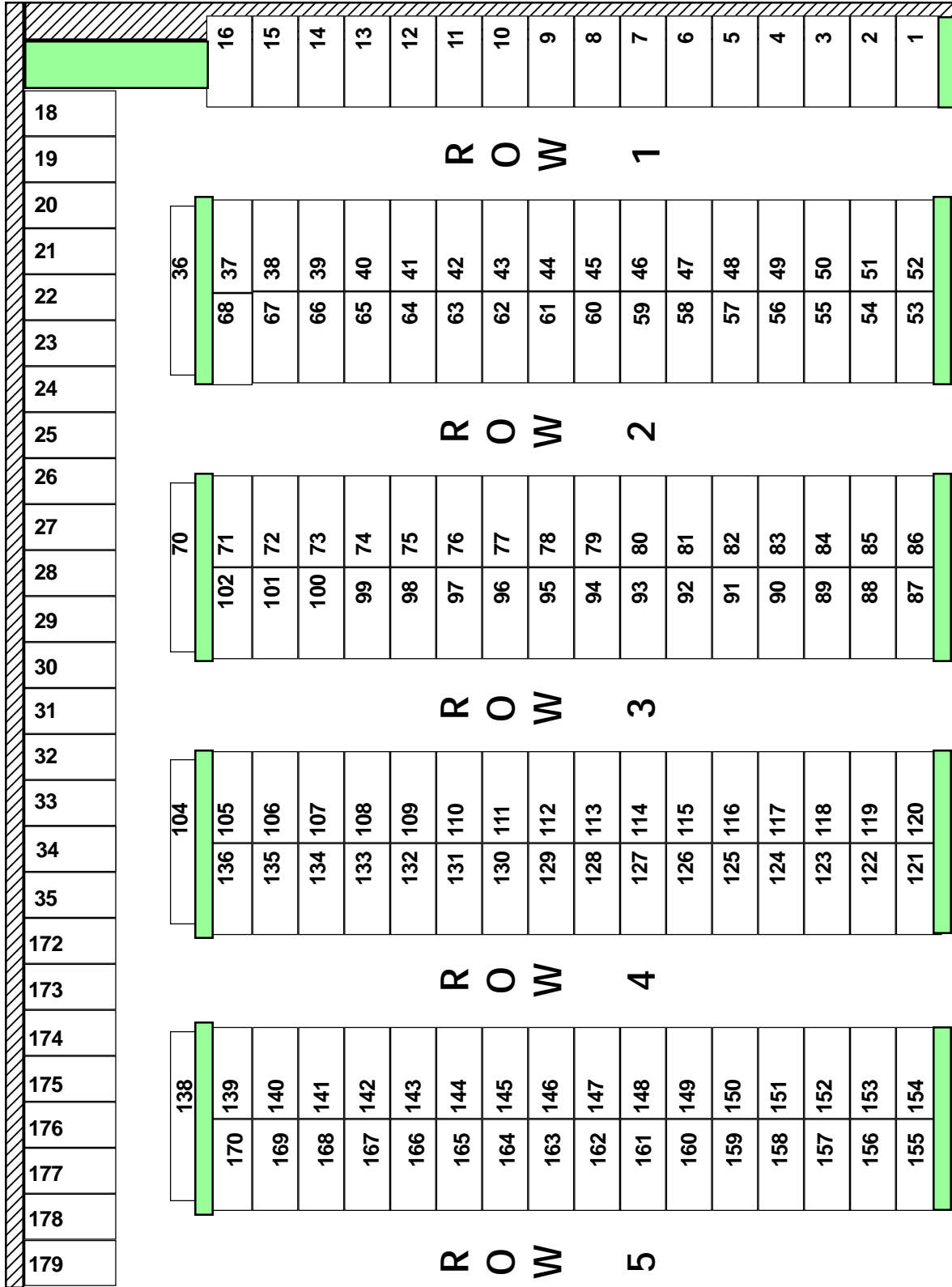
1. Market at the Square Charts for 2008
2. 2008 Market Map and Regulations
3. 2008 Vendor Survey Instrument and Summary
4. Examples of Market at the Square Promotional and Marketing Activity
5. Examples of Market at the Square Programming

Attachment 1:

2008 Market Map and Regulations

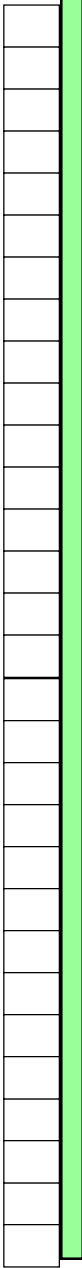
Walnut Street Drive

Illinois Street



Vine Street

City & Market



2008



Market at the Square 2008 VENDOR REGULATIONS



Market at the Square, organized by the City of Urbana and located in Downtown Urbana, Illinois, is a farmers market featuring over 160 vendors. Urbana is proud to support local and regional growers and artisans—homegrown and handcrafted items from vendors all across Illinois are sold at the Market. The following vendor regulations provide Market policies and vendor lease details.

I. DATES / TIME OF OPERATION:

- A. Market at the Square 2008 is a 27-week season beginning May 10 and ending November 8, 2008.
- B. The Market takes place every Saturday from 7:00 a.m. until 12:00 noon, rain or shine.
- C. Vendors with pre-assigned spaces are required to be present in their spaces by 6:30 a.m. Any space that does not have its assigned vendor present by 6:30 a.m. will be reallocated/reassigned by the Market Director. All vendors are required to be set up and ready for business by 6:45 a.m.
- D. Vendors are free to leave the Market beginning at 12:00 noon, utilizing caution and courtesy.
- E. Any vendor needing to leave the Market early must walk their items out of the Market. Driving through the Market between 7:00 a.m. and 12:00 noon is prohibited.

II. LOCATION / VENDOR SPACES:

- A. Market at the Square is located in Downtown Urbana, near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square Village (Lot 10X).
 - B. All vendor space assignments are issued by the Market Director upon application approval. Spaces are located in Rows 1 thru 5, and along Illinois Street.
 - C. The highest priority for assignment of permanent spaces is given to vendors who are committed to at least half of the season (at least 11 weeks), having submitted payment and/or having established the attendance record of those weeks in prior years, based on seniority. Waiting lists for space changes adhere to the same priority. Vendors utilizing generators will be placed in the outer spaces of the market. Vendors who attend less than half or full season may have a different space assignment each week that they attend.
 - D. Any vendor who is absent for 3 or more committed Market days without giving advance notice forfeits the right to his/her current space assignment.
 - E. Vendor space dimensions are approximately 9.5 feet wide by 17 feet deep (vehicular parking space).
 - F. Although the space markings are angled, vendors are encouraged to set up perpendicular to the curb, positioning the booth closest to the non-curbed end of the parking space line.
 - G. Booth space frontage should be consistently lined up with neighboring vendors along the row, and at a reasonable boundary. Clearance must be kept for crowds and accessibility.
 - H. Vendors who have an important need to utilize electricity must obtain approval from the Market Director in advance. Electricity is extremely limited in availability and is allocated on a seniority and need basis. Any vendor utilizing a cord to electrical power must secure the cord tightly and safely to the ground.
 - I. Parking can be found in the lots to the north, south, and west of the Market.
 - J. In coordination with continued expansion of the Market, Row 5 is unavailable for vendor parking prior to 7:00 AM each Saturday. If there are absolutely no vendors set up in Row 5 at 7:00 AM, and if the Market Director has not specified otherwise, the spaces may then be used for vendor parking. Any vehicle in violation of this policy may be towed at the vendor's expense.
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III. ITEMS FOR SALE / VENDOR CATEGORIES:

Market at the Square encourages a variety of quality goods to be sold. **All items must be homegrown, hand-made, and/or vendor-created from locally owned operations within the state of Illinois.** Examples of approvable items include homegrown fruits, vegetables, flowers, plants, baked goods, prepared foods, handmade art, and crafts.

A. GROWER:

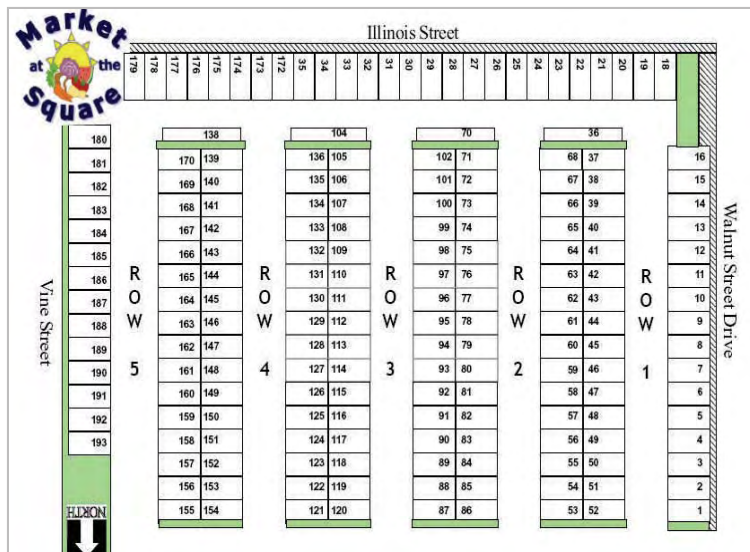
- A **grower** sells products such as produce, meat, flowers, and/or plants, and must pay for at least half a season in order to participate. *All items must be grown by the vendor in Illinois. A grower is not allowed to purchase products from a supplier and resell the items at Market.*
- A new grower to the Market must have an inspection completed by the Market Inspector (fee: \$50) prior to participation at the Market. Inspection is done merely to provide evidence that the products sold at Market are grown by the vendor on his/her designated property. To ensure coordination, new growers must apply at least two weeks prior to the first day that they wish to attend Market. Vendors are not obligated to provide any trade secrets or personal growing methods to the Market Inspector. In order to monitor existing growers, inspections may also be conducted on their properties, free of charge, under coordination and appointment made by the Market Inspector.
- All food items must comply with appropriate local, state, and federal health regulations. For local regulations, contact the Champaign-Urbana Public Health District at (217) 373-7900 or visit their website at www.cuphd.org. All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.
- Products sold by weight must comply with the standards of the State of Illinois for sales by weight. All scales must be legal and certified prior to participation in the Market. For a list of Illinois Registered Small Scale Service Companies, visit www.agr.state.il.us or call (800) 582-0468.
- All growers must have an Illinois Business Tax (IBT) number, and are required to collect and pay all sales tax related to items sold at the Market. These taxes **MUST** be reported to the Illinois Department of Revenue as collected in Urbana. For business registration forms, contact (217) 785-3707 or visit www.revenue.state.il.us. The IBT number must be listed on the Market application.

B. NON-GROWER:

- A **non-grower** sells products such as baked goods, prepared food, art, crafts, fine craft, jewelry, and décor. *All items must be handcrafted/created by the vendor in Illinois. A non-grower is not allowed to purchase products from a supplier and resell the items at Market.*
- New non-growers must apply at least one week prior to the first day that they wish to attend Market.
- Non-growers do not have to be inspected in order to attend the Market. However, if a product is questionable or becomes questionable, an inspection may be scheduled.
- All food items and food preparation must comply with appropriate local, state, and federal health regulations. For local regulations, contact the Champaign-Urbana Public Health District at (217) 373-7900 or visit their website at www.cuphd.org. All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.
- For vendors who create/prepare hot food on site at the Market, an allowance to sell beverages such as soda may be given by the Market Director.
- Home-baked goods are allowed with a maximum of three selling events permitted in a calendar year, and must adhere to all Public Health regulations.
- All non-growers must have an Illinois Business Tax (IBT) number and are required to collect and pay all sales tax related to items sold at the Market. These taxes **MUST** be reported to the Illinois Department of Revenue as collected in Urbana. For business registration forms, contact (217) 785-3707 or visit www.revenue.state.il.us. The IBT number must be listed on the Market application.

IV. BOOTH REGULATIONS:

- A. Vendors shall provide all booth materials. Products and goods may be sold from tables, carts or other similar structures supplied by the vendor.
- B. During setup and teardown, vendors must utilize caution at all times, respect neighboring vendor spaces, and leave clearance for other vehicles.
- C. The vendor is liable for any incidents, accidents, or injuries resulting during setup, teardown, and during the hours of operation of the Market.
- D. Vehicles are not allowed to drive through the Market between 7:00 a.m. and 12:00 noon.



- E. The City of Urbana prohibits vendors from driving over sidewalks and medians.
- F. Generators must be kept to minimum noise level, with deflectors/enclosures used as needed. Vendors utilizing generators will be placed on the outer spaces of the Market.
- G. Signs displaying the vendor name and/or price ranges of product are to be kept within the assigned booth space(s).
- H. Tips for booth success include: closely monitoring products/items and utilizing safety precautions; refraining from keeping large amounts of cash within booth space; utilizing bright colors and creative, appropriate signage within booth space; engaging in positive conversation with patrons; networking with other vendors; keeping booth area clean and inviting; and implementing your own marketing in addition to the promotion that the City of Urbana coordinates.
- I. Electricity may be available to select booth spaces and, if available, may be used by the vendor upon advance approval by the Market Director. Vendors must secure cords tightly and safely to the ground.
- J. Vendors are responsible for the actions of their employees at the Market.
- K. Vendors shall not interfere with pedestrian traffic to or from and within Market at the Square, nor shall a vendor interfere with business of other vendors.
- L. In order to provide a successful Market and pleasant shopping atmosphere, vendors shall refrain from disorderly, disruptive or impolite conduct, including refraining from loud, obscene, coercive or disruptive activities. Use of sound amplifying or sound producing equipment to attract shoppers, and/or soliciting outside of the booth space is prohibited.
- M. Vendors may request a performer to relocate if needed, and must notify the Market Director upon doing so.
- N. For reference, community groups are required to locate and remain along their designated row, which is at the north end of the Market.
- O. Prior to leaving the Market area, it is each vendor's responsibility to take any leftovers or garbage with them, especially in the case of produce. Any discarded boxes must be taken with the vendor or deposited into the City of Urbana cardboard recycling dumpster. Any large trash that is unable to be transported with the vendor must be taken to the City of Urbana trash dumpster. These items are NOT to be left in the Market area nor at the Market trash barrels, which are provided for patrons. For information on the dumpster locations, contact the Market Director. A warning will be issued if debris is left, and the vendor's lease may be revoked if the infraction is repeated or continues.

V. LEASE DETAILS:

- A. Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All vendors agree to hold harmless and indemnify the City of Urbana, the owner of Lincoln Square Village, and agents, representatives and employees of those organizations, from any and all responsibilities, losses of income, claims, damages, lawsuits, reasonable attorney fees, costs, expenses or judgments incurred by, or resulting from, the enforcement of any rules or from the sale or consumption of goods sold by the vendors at the Market.
- B. Market at the Square is a public market, and as such is a special event. A vendor may be prohibited from participating in the Market when the Market Director determines that a vendor does not fit any of the criterion of the Market as set forth in the regulations. However, in no event shall the approval or disapproval of an application be based upon the applicant's race, sex, color, religion, creed, national origin, physical or mental disability, age, sexual orientation, marital status, or any other protected class.
- C. Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the vendor and possible legal action.
- D. Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor should be directed to the Market Director.
1st Offense/Complaint: Verbal Warning issued by the Market Director
2nd Offense/Complaint: Written Warning issued by the Market Director
3rd Offense/Complaint: Suspension of Market vendor privileges/cancellation of lease with vendor
- E. No vendor shall use any action or language to insult another vendor, shopper, Market staff, or to intimidate a shopper into purchasing the product being sold.
- F. It is the vendor's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any vendor who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.

VI. VENDOR FEES:

GROWERS

- Prospective growers must apply at least 2 weeks prior to their first Saturday
- Growers must pre-pay for at least one-half season, which covers 11 paid weeks. Additional weeks are \$15 per week per space, paid in advance.
- Half Season Fee (11 paid weeks): \$165 per space
- Full Season Fee (23 paid weeks): \$345 per space
- Pre-Pay by 4/23/08 and take a 10% discount: 11 weeks \$148.50, 23 weeks \$310.50

NON-GROWERS

- Prospective non-growers must apply at least 1 week prior to their first Saturday
- Non-growers may pre-pay for as many weeks as desired. Once the vendor application is approved, any weekly payments must be submitted by 5:00p.m. on the Thursday prior to each Market Saturday.
- Pre-Paid Weekly Fee: \$15 per space
- Pre-Pay by 4/23/08 and take a 10% discount: for example, 5 weeks \$67.50, 11 weeks \$148.50, 23 weeks \$310.50

May 10, May 17, November 1, and November 8 are free of charge to all registered vendors.

Payments may be in the form of cash, check, or money order. All checks/money orders must be made payable to the City of Urbana. There are no refunds. If an application is declined, the payment will be returned.



MARKET AT THE SQUARE

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Market at the Square 2008

COMMUNITY GROUP REGULATIONS



While the mission of Market at the Square involves the promotion of supporting local Illinois growers and artisans, the Market also allows tables for non-profit community groups during Market hours as a service to the community. Groups are encouraged to read the Vendor Regulations packet as well, in order to gain insight into the primary concentration of the Market. Homegrown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

I. DATES / TIME OF OPERATION:

- A. Market at the Square's season for 2008 is 27 weeks, beginning May 10 and ending November 8.
- B. The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.
- C. Community groups must check in at the City of Urbana tent at the northwest corner prior to set-up.
- D. Community groups that have been pre-approved to set up on the specified dates are required to be present in their spaces by 8:00 AM (check in at the City of Urbana first). Any community group space that does not have its pre-approved and pre-assigned group present by 8:00 a.m. may be reallocated/reassigned by the Market Director.
- E. Driving through the Market between 7:00 AM and 12:00 noon is prohibited.

II. LOCATION / COMMUNITY GROUP SPACES:

- A. Market at the Square is located in Downtown Urbana near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square Village (Lot 10X).
- B. All spaces are assigned by the Market Director upon approval of the application, and as space permits. Community group spaces are located along the east-west row at the northernmost end of the Market.
- C. The highest priority for assignment of community group spaces is given to groups who have shown long-term commitment by payment and attendance record in prior years, based on seniority, and have applied for long-term participation in the current Market season.
- D. Any group who is absent for 2 committed Market days without giving advance notice forfeits the right to their space assignment.
- E. An approved community group that would like to participate on a date in which there is a waiting list may check in at the City of Urbana tent after 8:00 AM on that date for space cancellations.
- F. Community group space dimensions are 6 feet wide by 10 feet deep. Multiple spaces may be leased based upon availability, as space permits.
- G. Booth space frontage should be consistently lined up with the space markings. Clearance must be kept for crowds and accessibility.
- H. Parking can be found in the lots to the north, south, and west of the Market. Parking within the Market lot is prohibited.

III. ITEMS FOR DISPLAY / SALE REGULATIONS:

- A. Community groups must be non-profit organizations.
- B. If the organization is interested in selling their handcrafted, homemade, or homegrown items on a regular basis, they should submit a vendor application.

...ITEMS FOR DISPLAY / SALE REGULATIONS:

- C. Items for sale must be created/produced by, directly linked to, and representative of the organization. They should include identification such as logo upon the merchandise, and must not compete with vendor items. *Any item not representing or directly linked to the organization shall not be sold at the booth. Groups are not allowed to purchase products from a store and resell the items at the Market.* Approval of all items will be determined by the Market Director.
- D. All food items and food preparation must comply with appropriate local, state, and federal health regulations. For local regulations, contact the Champaign-Urbana Public Health District at (217) 373-7900 or visit their website at www.cuphd.org. All local, state, and federal food/health safety requirements must be met prior to applying for the Market. Food license, permit, and certification copies must be attached to the Market application.

IV. BOOTH REGULATIONS:

- A. Community groups shall provide all booth materials. Items and displays may utilize tables, tents, carts, or other similar structures supplied by the group.
- B. All booth representatives are responsible for knowing Market community group regulations and abiding by them. Community groups are responsible for the actions of their employees and volunteers at the Market.
- C. During setup and teardown (before 7:00 AM and after 12:00 noon), groups must utilize caution at all times, respect neighboring spaces, and leave clearance for other vehicles.
- D. Driving over sidewalks and medians is prohibited, and vehicles are not allowed to drive through the Market between 7:00 AM and 12:00 noon.
- E. Each community group is liable for any incidents, accidents, or injuries resulting during its setup, teardown, and during the hours of operation at the Market.
- F. Signs displaying the group name and/or information must be kept within the boundary of the assigned booth space(s).
- G. In order to provide a successful Market and pleasant shopping atmosphere, community groups shall refrain from disorderly, disruptive or impolite conduct, including refraining from hawking, soliciting, shouting, or use of loud, obscene, coercive or disruptive activities. Use of sound amplification and sound producing equipment to attract shoppers is prohibited, and soliciting outside of the assigned booth space is prohibited.
- H. Community groups shall not interfere with pedestrian traffic to or from and within Market at the Square, nor shall a group interfere with business of other groups or vendors.
- I. Tips for booth success include: closely monitoring products/items and utilizing safety precautions; refraining from keeping large amounts of cash within booth space; utilizing bright colors and creative, appropriate signage within booth space; engaging in positive conversation with patrons, networking with neighbors, keeping booth area clean and inviting, and implementing your own marketing in addition to the promotion that the City of Urbana coordinates.
- J. Prior to leaving the Market area, it is each group's responsibility to take any leftovers or garbage with them. Any discarded boxes must be taken with the group. These items are NOT to be left in the Market area nor at the Market trash barrels, which are provided for patrons. For additional information, contact the Market Director. A warning will be issued if debris is left, and the group's lease may be revoked if the infraction is repeated or continues.
- K. Electricity may be available to a select few booth spaces and if available, may be used by the group upon advance approval by the Market Director. Groups must secure cords tightly and safely to the ground.
- L. Groups may request a performer to relocate if needed, and must notify the Market Director upon doing so.

V. LEASE DETAILS:

- A. Market at the Square is an arrangement whereby space at the Market is leased by the City of Urbana to vendors, groups, and individuals who are sole proprietors, partnerships, or independent entities not connected with the City of Urbana or Lincoln Square Village (or its owners, agents, employees, and management). All community groups agree to hold harmless and indemnify the City of Urbana, the owner of Lincoln Square Village, and agents, representatives and employees of those organizations, from any and all responsibilities, losses of income, claims, damages, lawsuits, reasonable attorney fees, costs, expenses or judgments incurred by, or resulting from, the enforcement of any rules or from the sale or consumption of goods sold by the groups at the Market.
- B. A community group may be prohibited from participating in the Market when the Market Director determines that the group does not fit any of the criterion of the Market as set forth in the regulations. However, in no event shall the approval or disapproval of an application be based upon the applicant's race, sex, color, religion, creed, national origin, physical or mental disability, age, sexual orientation, marital status, or any other protected class.
- C. Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the community group from the Market and possible legal action.
- D. Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a vendor, group, or performer should be directed to the Market Director.
 1st Offense/Complaint: Verbal Warning issued by the Market Director.
 2nd Offense/Complaint: Written Warning issued by the Market Director.
 3rd Offense/Complaint: Suspension of Market privileges/cancellation of lease with the group.
- E. No group shall use any action or language to insult another group, vendor, performer, shopper, Market staff, or to intimidate a shopper into purchasing the product being sold.
- F. It is the community group's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any group that fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.

VI. COMMUNITY GROUP FEES:

- Prospective groups must apply at least 1 week prior to the first Saturday that they wish to attend.
- Community group participation fees must be paid prior to participating at the Market.
- Space assignments are issued by the Market Director upon application approval, as space permits.
- The deadline for returning full-season community groups to maintain similar space assignment is April 27, 2008.
- Each space is 6 feet wide by 10 feet deep. Multiple spaces may be purchased, depending upon availability, as space permits.
- Each 6-foot space is \$7.50, and must be pre-paid.
- A 10% discount can be taken on any pre-paid payment covering 5 or more Saturdays. For example, 10 weeks for 1 space would cost \$67.50; 10 weeks for 2 spaces would cost \$135.00.
- Payments are non-refundable; however, payment may be applied to another date if a group cannot attend/needs to cancel.
- Payments may be in the form of cash, check, or money order. All checks/money orders must be made payable to the City of Urbana. There are no refunds. If an application is declined, the payment will be returned.



MARKET AT THE SQUARE

City of Urbana Community Development Services, 400 S. Vine St., Urbana, IL 61801

Lisa Bralts, Economic Development Specialist & Market Director

(217) 384-2319 / FAX: (217) 384-2367

Email: ljbralts@city.urbana.il.us





Market at the Square 2008

PERFORMER REGULATIONS



While the mission of Market at the Square involves the promotion of supporting local Illinois growers and artisans, the Market also allows musicians and entertainers to perform during Market hours as a service to the community. Performers are encouraged to read the Vendor Regulations packet as well, in order to gain insight into the primary concentration of the Market. Homegrown, handcrafted, and created items from vendors all across Illinois are sold at the Market.

I. DATES / TIME OF OPERATION:

- A. Market at the Square 2008 is a 27-week season beginning May 10 and ending November 8.
- B. The Market takes place every Saturday from 7:00 AM until 12:00 noon, rain or shine.

II. LOCATION / PERFORMER SPACES:

- A. Market at the Square is located in Downtown Urbana near the corner of Illinois and Vine Streets, utilizing the southeast parking lot outside of Lincoln Square Village (Lot 10X).
- B. A performer application must be submitted and approved PRIOR to participating at Market. All applications are approved by the Market Director and as space permits.
- C. Performers must check in at the City of Urbana tent at the northwest corner of Market each Saturday prior to setting up.
- D. Upon check-in, the Market Director and/or Market Staff will inform the performer of allowed, pre-approved locations within the Market that are available to performers that morning. Locations will be allocated on a first-come, first-served basis, and as space permits. These locations will vary each week, and performers may rotate throughout the morning as arrival times vary. If all spaces are utilized on a morning and additional performers arrive, existing performers should rotate on the hour (i.e., 9:00 AM, 10:00 AM, 11:00 AM) so that additional performers may have an opportunity to perform that day. If performers are unable to rotate amongst themselves and further assistance is needed, the Market Director will determine the rotations.
- E. If a performer desires to set up in a location that is not already on the pre-approved list, the performer must fulfill **each** of these requirements:
 - 1. The location must be located away from another performer already in place.
 - 2. The location must not prohibit accessibility for participants, staff, and patrons.
 - 3. The performer must obtain approval from immediately neighboring vendors and/or community groups of the desired performance location before entertaining.
 - 4. The location must be approved by the Market Director/Staff (at the City of Urbana tent).
- F. Vendors and community groups lease their spaces, and so have the right to relocate a performer if needed in order to ensure the success of patron interactions and transactions.
- G. Parking can be found in the lots to the north, south, and west of the Market. Parking within the Market lot is prohibited.

III. PERFORMANCE REGULATIONS:

- A. All lyrics and actions must be kept "clean" and all sound must be kept at a low to moderate level. Entertainment must be appropriate for a family-oriented open-air market.
- B. Music and performances are required to be performed live and be acoustic/unplugged in nature. Amplification (microphone, bullhorn, amplifier, speaker, etc.) is not allowed, nor are instruments that have electronically controlled volume. Tape players and compact disc players are not allowed. Performances are to enhance the environment, rather than overpower the activities of the Market.
- C. Performers may display a location for tips, informational brochures, and sale of their own recorded music. Any promotional information and/or signs about the performer must be kept within the performer's allowed space.



...PERFORMANCE REGULATIONS:

- D. The performer is liable for any incidents, accidents, or injuries resulting during setup, teardown, and during the hours of operation of the Market.
- E. Performers are responsible for the actions of their ensemble at the Market. All members are responsible for knowing Market Performer regulations and abiding by them.
- F. Performers shall not interfere with pedestrian traffic to or from and within Market at the Square, nor shall a performer interfere with business of other performers, groups, vendors, and staff.
- G. Driving over sidewalks and medians is prohibited, and vehicles are not allowed to drive through the Market between 7:00 AM and 12:00 noon.
- H. In order to provide a successful Market and pleasant shopping atmosphere, performers shall refrain from disorderly, disruptive or impolite conduct, including refraining from hawking, soliciting, shouting, or use of loud, obscene, coercive or disruptive activities. Use of sound amplification and sound producing equipment to attract shoppers is prohibited, and soliciting outside of the assigned performance space is prohibited.
- I. Prior to leaving the Market area, it is each performer's responsibility to take any leftovers or garbage with them. Any refuse **must** be taken with the performer. These items are NOT to be left in the Market area nor at the Market trash barrels, which are provided for patrons. For additional information, please contact the Market Director. A warning will be issued if debris is left, and the performer's privileges may be revoked if the infraction is repeated or continues.

IV. LEASE DETAILS:

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- B. A performer may be prohibited from participating in the Market when the Market Director determines that the performer does not fit any of the criterion of the Market as set forth in the regulations. However, in no event shall the approval or disapproval of an application be based upon the applicant's race, sex, color, religion, creed, national origin, physical or mental disability, age, sexual orientation, marital status, or any other protected class.
- C. Any behavior deemed by the Market Director to be disruptive in any way shall be cause for eviction of the performer/ensemble and possible legal action.
- D. Common courtesy and mutual respect are essential for a successful Market. Any complaints regarding a performer or participant should be directed to the Market Director.
1st Offense/Complaint: Verbal Warning issued by the Market Director.
2nd Offense/Complaint: Written Warning issued by the Market Director.
3rd Offense/Complaint: Suspension of Market privileges/cancellation of lease with the performer.
- E. No performer shall use any action or language to insult another performer, group, vendor, patron, Market staff, or to intimidate someone into observing the performance.
- F. It is the performer's full responsibility to comply with all of the rules and to conduct business at the Market accordingly. Any performer who fails to comply with Market at the Square regulations may lose their privilege to participate. The Market Director has the final decision on conflicts and/or loss of privileges.

**MARKET AT THE SQUARE**

City of Urbana Community Development Services, 400 S. Vine St., Urbana, IL 61801
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Market at the Square

CHARTS

2008 Season

Chart A

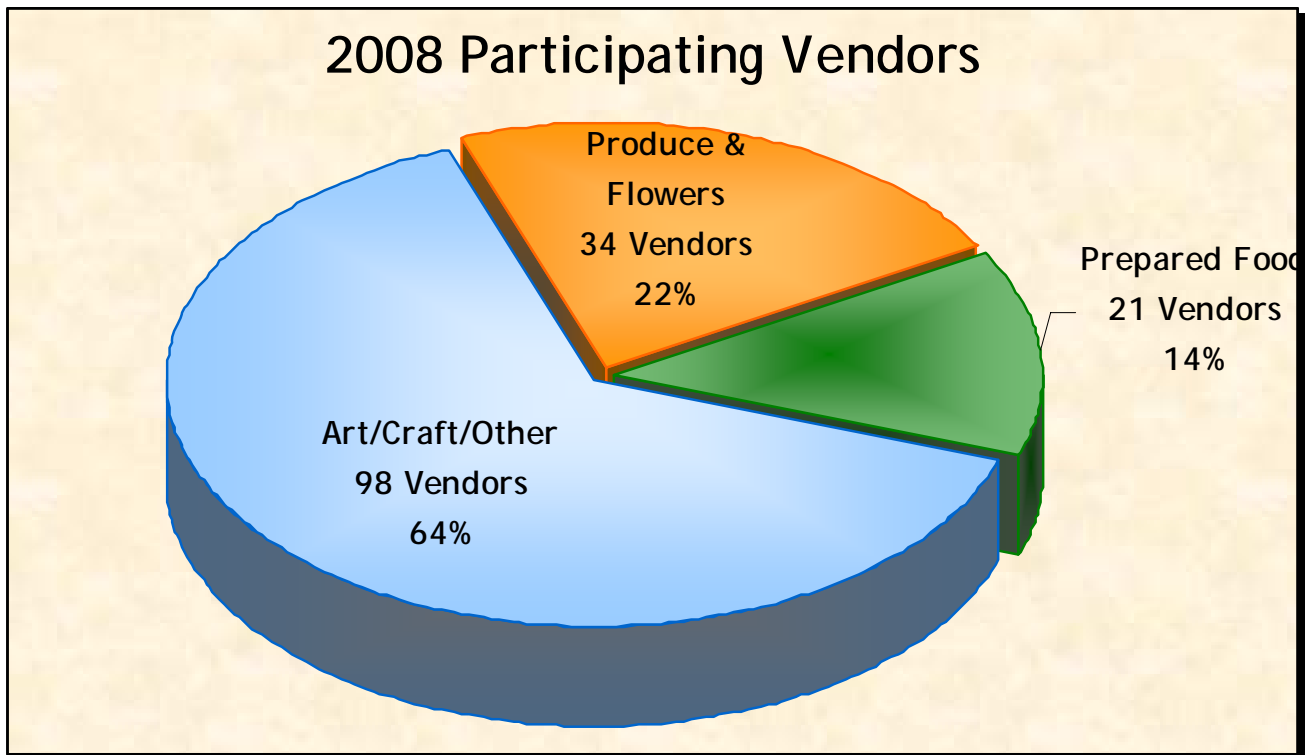


Chart B

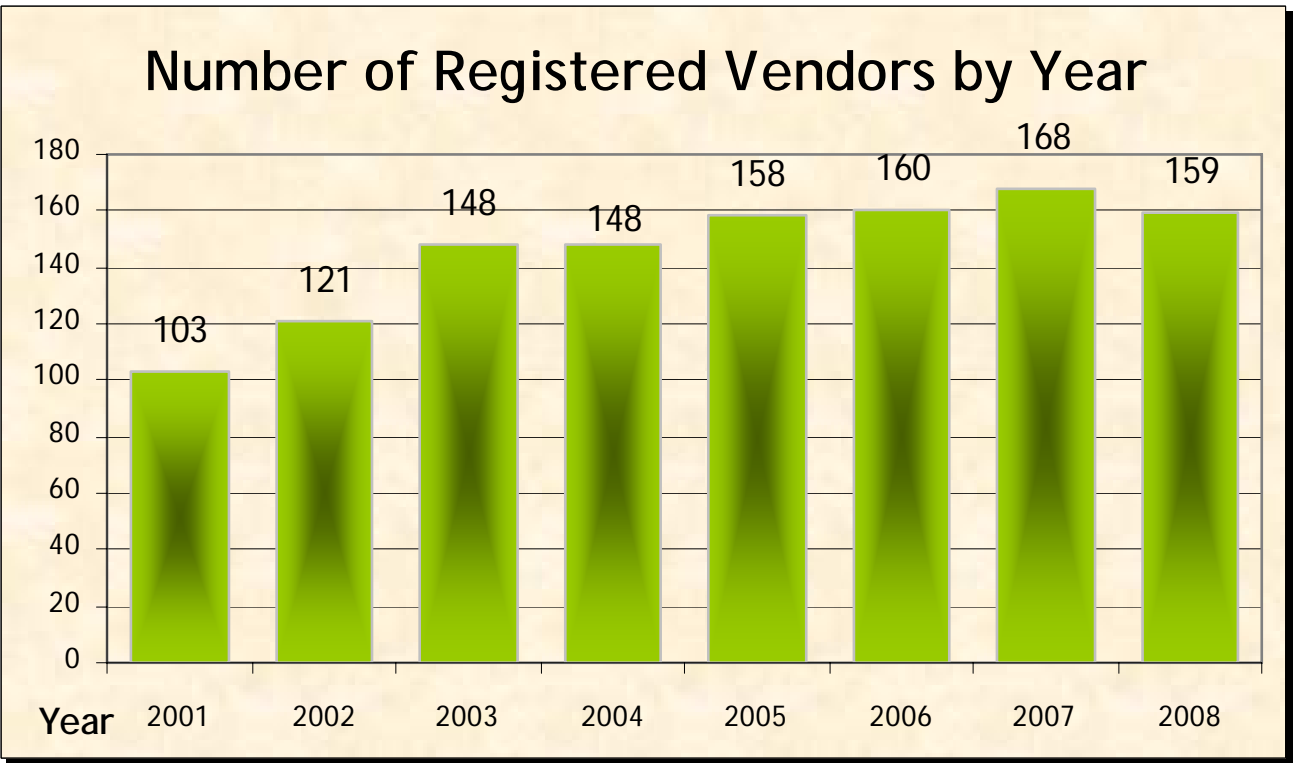


Chart C

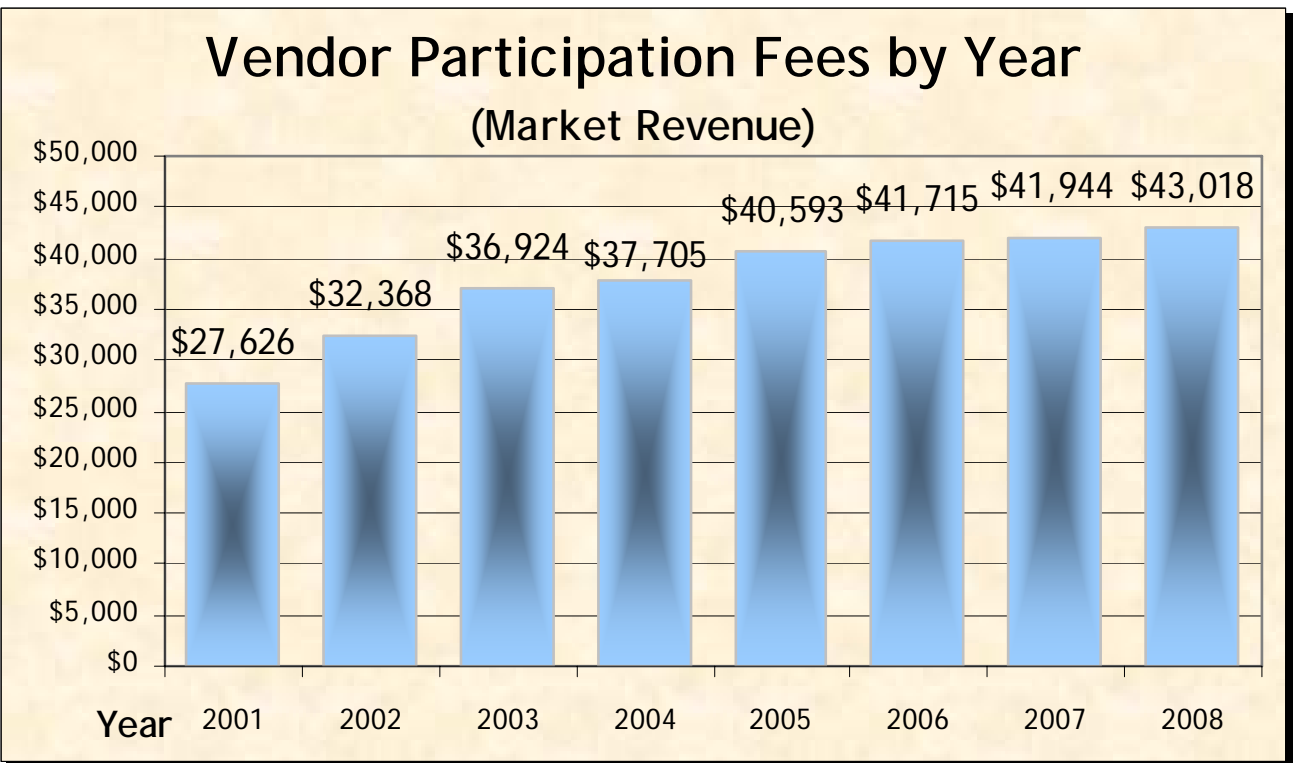


Chart D

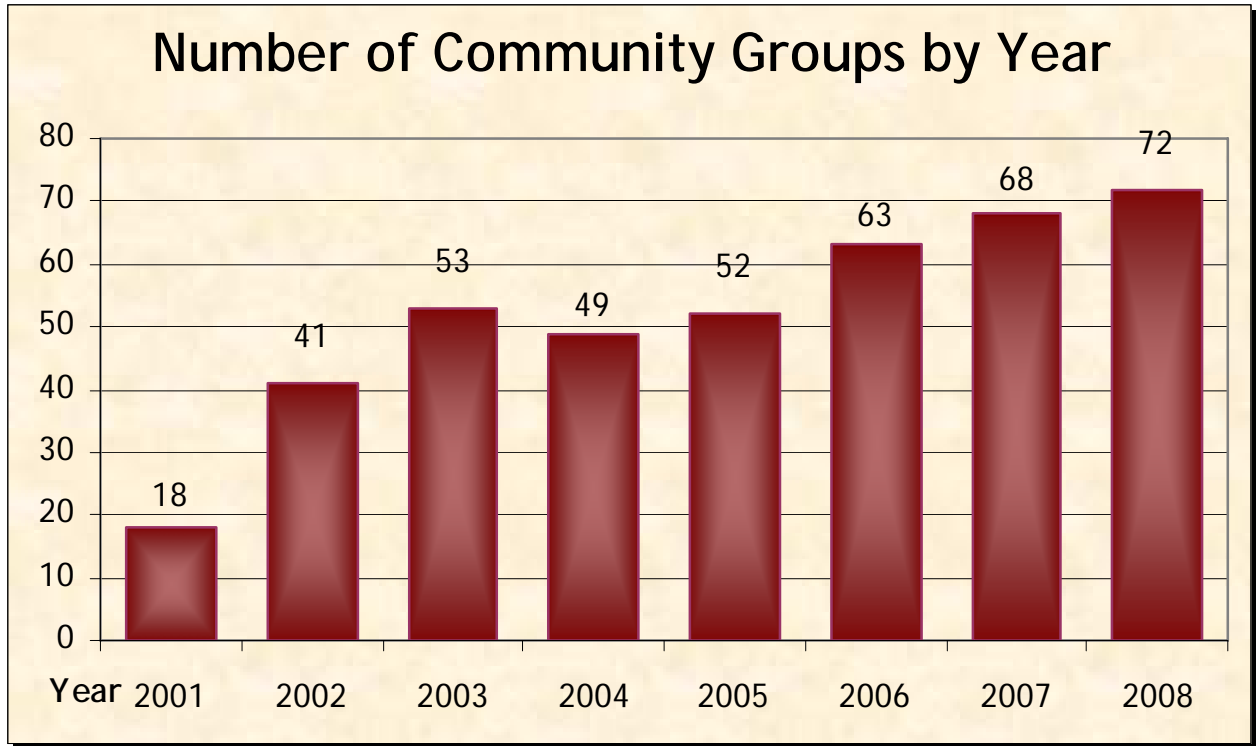


Chart E

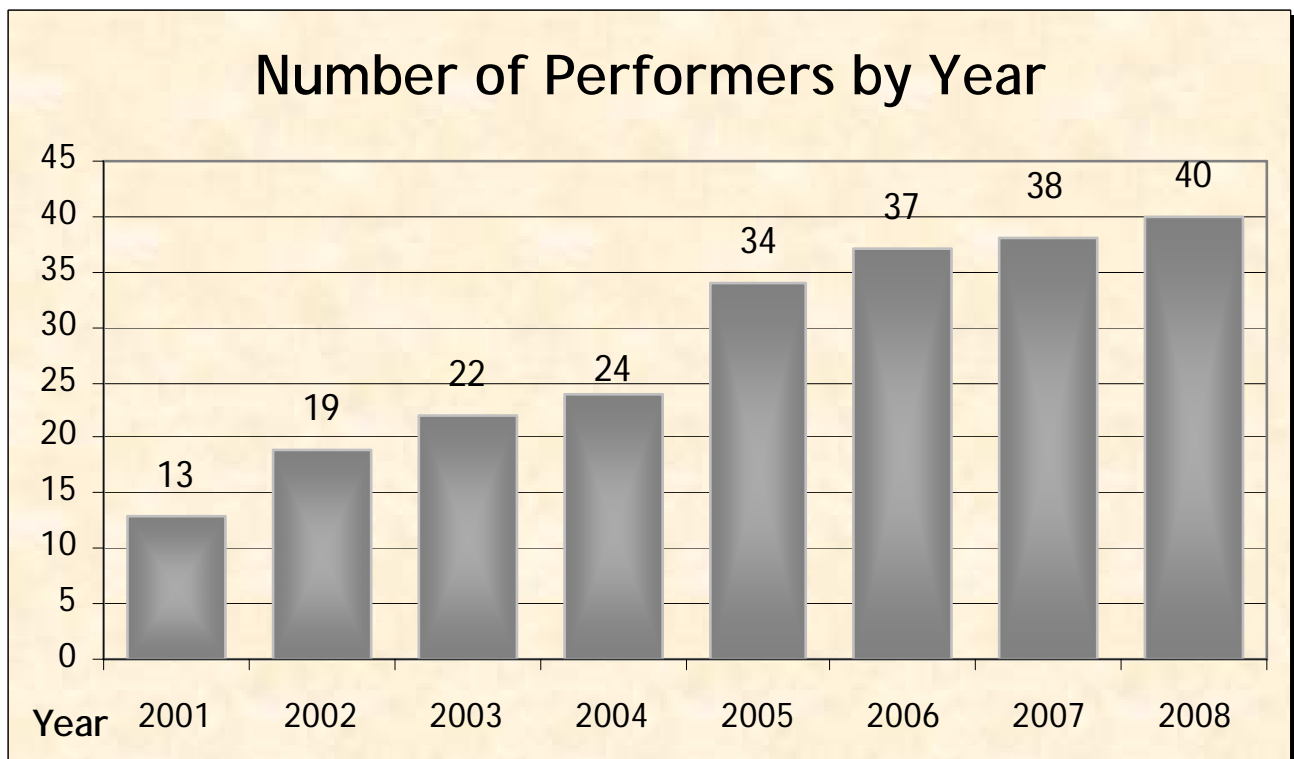


Chart F



Chart G

REVENUES 08	
Vendor Fees	\$43,018.00
Community Group Fees	\$4,436.00
Grant Income	\$4,000.00
TOTAL REVENUES	\$51,454.00

EXPENSES 08	
Marketing	\$19,712.00
Staff	\$15,285.00
Supplies	\$2,120.00
TOTAL EXPENSES	\$37,117.00

Attachment 3:

2008 Vendor Survey Instrument and Summary



Urbana's MARKET AT THE SQUARE VENDOR FEEDBACK FORM 2008

Please fill out this feedback form according to your vendor type. While you don't need to answer every question, feedback is needed in all areas and will be much appreciated. Thanks!



Let's talk about you:

1. Vendor type (please check all that apply):

- produce grower (fruits, vegetables, meats, eggs, honey, etc)
- prepared foods (baked goods, smoothies, ice cream, etc)
- artisan/crafter (painting, photography, fiber, textiles, woodwork, jewelry, etc)

2. How long have you been selling at Market at the Square?

- 0-2 seasons
- 2-5 seasons
- 5-10 seasons
- more than 10 seasons

3. How far do you travel to participate in Market at the Square?

- 0-10 miles
- 10-30 miles
- 30-50 miles
- 50-100 miles
- more than 100 miles

4. Do you sell your products at other farmers' markets?

- yes
- no

If yes, please list the markets and their locations below.

5. On what basis do you work off-farm or away from your farmers' market enterprise during the market season?

- none
- part-time (less than 30 hrs/week)
- full-time (more than 30 hrs/week)

6. Approximately how many representatives work for you at your booth on Market days?

- just myself or my representative
- 2-5 people
- more than 5 people



Urbana's MARKET AT THE SQUARE VENDOR FEEDBACK FORM 2008

Let's talk about you & Market at the Square:

7. How do you measure success at the Market? (check two)

- Gross sales
- Net sales
- Selling enough to cover the day's expenses
- Selling out by the end of the day's Market
- Having repeat customers
- Other (please describe below)

8. Please check the methods of payment you accept:

- cash
- personal check
- credit cards
- other (please describe below)

9. Sales at the Market for the 2008 season were:

- up
- down
- about the same as last year's

10. Do you use electricity at the Market? (check all that apply)

- yes, I use the City-provided power
- yes, I use my own generator
- no, but I might want to in the future if it's available
- no, and I don't foresee ever needing to

11. The amount of booth space you had in 2008 was:

- Too much—I would be happy with a smaller vendor space if that ever becomes available
- Too small—I will definitely want more space in the future
- Just the right amount of space

12. Would you be interested in receiving a vendor-only email update on a bi-weekly basis featuring news, opportunities, information about regulations, etc?

- yes
- no



Urbana's MARKET AT THE SQUARE VENDOR FEEDBACK FORM 2008

PRODUCE GROWERS ONLY

(please fill out ONLY if you are PRIMARILY a produce grower)

1. Check the box that BEST describes your produce business:
 - strictly seasonal—I bring a couple types of fruit, vegetable, or other produce for a few weeks
 - half season—I attend the Market for at least 14 weeks with a variety of produce
 - full season—I attend the Market for over 20 weeks with produce during all parts of the growing season

2. Approximately how much does the average shopper spend at your booth per visit?
 - \$0-\$5
 - \$5-\$10
 - \$10-\$20
 - \$20-\$30
 - More than \$30

3. What do you offer at your booth to shoppers besides produce ? (check all that apply):
 - business cards
 - brochures or other information about your business (includes info about CSA, farm tours, etc)
 - business-related merchandise (T-shirts, hats, etc)
 - recipes
 - information about local food, nutrition, events, etc NOT necessarily having to do with your business
 - other (please describe below)

4. Did you participate in any of the following programs at Market at the Square in 2008? (check all that apply)
 - Farmers' Market Nutrition Program (accepting WIC coupons)
 - Sprouts at the Market (youth programming)
 - I did not participate in these programs

4a. Would you be interested in participating in these programs if something about them was changed? If so, please list desired changes below.



Urbana's MARKET AT THE SQUARE VENDOR FEEDBACK FORM 2008

PRODUCE GROWERS ONLY

(please fill out ONLY if you are PRIMARILY a produce grower)

5. The City of Urbana/Market at the Square is considering possible implementation of a Food Stamp (Link Card redemption program). Would you be willing to participate in such a program?

- yes
- no
- maybe—it depends on how the program would be administered

6. Did you donate produce to the Eastern Illinois Foodbank during the 2008 season?

- yes, and I will again in 2009
- yes, but am not sure I will in 2009
- no, but I might in 2009
- no, and I will not in 2009

PREPARED FOOD VENDORS ONLY

(please fill out ONLY if you are PRIMARILY a prepared food vendor)

1. Check the box that BEST describes your prepared food business:

- I sell at the Market less than 14 weeks during the season.
- I sell at the Market more than 14 weeks during the season.

2. Approximately how much does the average shopper spend at your booth per visit?

- \$0-\$5
- \$5-\$10
- \$10-\$20
- \$20-\$30
- More than \$30

3. What do you offer at your booth to shoppers besides prepared food? (Check all that apply):

- business cards
- brochures or other information about your business
- business-related merchandise (T-shirts, hats, etc)
- recipes
- information about local food, nutrition, events, etc NOT necessarily having to do with your business
- other (please describe below)



Urbana's MARKET AT THE SQUARE VENDOR FEEDBACK FORM 2008

PREPARED FOOD VENDORS ONLY


(please fill out ONLY if you are PRIMARILY a prepared food vendor)

4. I would be interested in attending a pre-season workshop sponsored by the City/Market, the Health Department, U of I Extension, and others geared toward better understanding rules/regulations for selling at farmers' markets:
- yes
 - no
 - maybe

ARTISANS/CRAFTERS ONLY

(please fill out ONLY if you are PRIMARILY an artisan or crafter)

1. Check the box that BEST describes your art/craft enterprise:
- I/we typically sell at the Market less than 14 weeks during the season.
 - I/we typically sell at the Market more than 14 weeks during the season.
2. Approximately how much does the average shopper spend at your booth per visit?
- \$0-\$5
 - \$5-\$10
 - \$10-\$20
 - \$20-\$30
 - More than \$30
3. What do you offer at your booth to shoppers besides your wares? (Check all that apply):
- business cards
 - brochures or other information about your enterprise
 - business-related merchandise (T-shirts, hats, etc)
 - information about events or other endeavors NOT necessarily having to do with your business
 - other (please describe below)
-
-
-
4. I would be interested in working with the Market Director and Urbana's Public Arts Coordinator on special arts-related events at the Market.
- yes
 - no
 - maybe



2008

Market at the Square

VENDOR

SURVEY

SUMMARY

THE SURVEY

Market at the Square's first-ever survey of all participating vendors began shortly after the season closed in November 2008. The survey closed to participants on January 9, 2009, after being given a five-week period in which to review and answer the survey. The survey was available to vendors electronically and via US Mail.

WHO RESPONDED

There were 159 registered vendors at the Market in 2009, with six opting not to participate in the Market at all after registration.

77 vendors (50%) responded to the survey. 23 of these respondents were primarily produce vendors, 10 were prepared food vendors, and 44 were art/craft vendors.

All vendors answered questions on the general survey, but not all vendors chose to answer the questions in the area of their specialty.

GENERAL

41% of respondents have been selling at the Market for 2 seasons or less.
24% have been selling at the Market for 3-5 years.
35% have been selling at the Market for more than 5 years.

39% of respondents travel fewer than 10 miles to sell at the Market.
24% travel between 10-30 miles.
36% travel more than 30 miles .

80% of respondents do not sell at any other farmer's market.

38% of respondents work solely at their Market enterprise for employment.

32% work part-time away from their Market enterprise.
30% work full-time in addition to their Market enterprise.

65% of respondents either are the sole representative or have only one person representing them at the Market. 32% have a staff of 2-5; just 3% have a staff of more than 5 on market days.

When asked to give their top two indicators of success at the Market, 59% of respondents said repeat shoppers were a primary indicator. 56% listed gross sales as another primary indicator. Other indicators included net sales (20%), covering the day's expenses (19%), and selling out by the end of the day (14%).

100% of all respondents accept cash and personal checks as forms of payment. 14% accept credit cards. Other forms of payment included WIC coupons, Paypal, and barter/trade (with other vendors only).

47% of respondents felt that sales in 2008 were up over the previous year. 27% felt sales were down, and 29% felt that sales remained about the same.

91% of respondents do not use the City-provided electricity. However, 32% of respondents who currently do not use City-provided electricity say they may be interested in using power in the future, if it were more readily available.

91% of all respondents are satisfied with the size of the Market's booth spaces.

83% of respondents are interested in receiving a vendors-only biweekly email update regarding special events, reminders about various Market issues, etc.

PRODUCE VENDORS

15 produce vendors (out of 34 total Market participants, and 23 survey respondents) opted to take this portion of the survey, for a 44% registered vendor response rate (15 respondents out of 34 registered) and a 68% general survey respondent response rate (15 respondents out of 23 surveyed).

60% of respondents sell at the Market for the full market season – i.e., more than 20 weeks with a wide variety of produce.

60% of respondents estimated the average shopper spends between \$5-10 per booth visit. 40% estimated shoppers spend between \$10-\$20.

When asked about additional materials provided to shoppers by vendors (they could check all that applied):

33% have business cards available

27% have brochures detailing farm operations

27% offer information about local food and any activities about local food

13% offer recipes and information about food preparation

53% of respondents participated in the Market's Sprouts at the Market programming. 47% participated in the Farmers' Market Nutrition Program (WIC coupon redemption).

73% of vendors are or could be interested in participating in an Electronic Benefits Transfer (LINK card) program, depending on how it was administered.

47% of respondents indicated they had donated excess produce to the Eastern Illinois Foodbank during peak season. However, of those who did not participate, 33% indicated they would be interested in participating in 2009.

PREPARED FOOD VENDORS

7 prepared food vendors (out of 21 Market participants and 10 survey respondents) opted to take this portion of the survey, for a 33% registered vendor response rate (7 respondents out of 21 registered) and a 70% general survey response rate (7 respondents out of 10 surveyed).

All respondents indicated they sell at the Market for more than half the season (>14 weeks).

57% stated that the average shopper spends between \$5-10. 29% said shoppers spent between \$10-20.

When asked about materials provided to shoppers from vendors (they could check all that applied):

43% provide business cards

43% provided brochures

29% provided recipes

More than half (57%) indicated they would be willing to attend a pre-season workshop regarding adherence to Federal, State, and County health codes. (This workshop has already happened; 10 vendors from the 2008 Market season were in attendance, out of 55 total attendees.).

ARTISANS/CRAFTERS

36 artisans/crafters (out of 98 Market participants and 44 survey respondents) opted to complete this part of the survey. Their overall response rate to the general survey was 37%, for a 37% registered vendor response rate (36 respondents out of 98 registered) and a 82% general survey response rate (36 respondents out of 44 surveyed).

53% of respondents attend the Market for more than 14 weeks/season.

31% stated the average shopper spent between \$10-20 at their booth. 22% stated between \$5-10, 17% stated between \$20-30, and 25% stated more than \$30 was spent by the average shopper.

When asked about materials provided to shoppers from vendors (they could check all that applied):

92% provided business cards

39% provided brochures

7% provided information about local events (classes, etc)

83% of respondents indicated they were willing or might be willing to work with the Public Arts Program on Market programming initiatives.

VENDOR COMMENTS

Vendor comments were extensive, with more than 40 respondents offering their critiques. The following comments comprise all responses, though some comments have been edited for length. Full comments are available upon request.

*I've already sent my recommendations of small carts for rent for carrying produce, canvas bags for sale, biodegradable plastic bags, maybe a plastic bag recycling station. Thought this year's Market was terrific! **[the Market offered tote bags in late 2008 and will do so again in 2009]***

Work on some way to get more people in there.

I think the community activities are good pull in addition to Market and are important to keep up. They could be expanded to have more interactive booths, places to buy quality food (not fair grounds style), etc.

Port-a-pottys.

If there are going to be more art/craft vendors, I would try to have a row of these vendors, instead of mixed up among food vendors... if this is something that you want to expand upon in the future, I'd say have a limited amount of art/craft vendors, say 10 for example, and have them juried... all of that said, I think the Market is great and I had a fantastic experience.

*Start Market season one week earlier and end Market season one week earlier and move inside.... Offer indoor market on rainy days for vendors and customers. Once every two weeks offer breakfast/lunch at the Market featuring meats, cheeses, eggs, fruits and vegetables from the Market prepared by local chefs. **[The Market is beginning one week earlier than previous seasons in 2009.]***

*Please do not allow smoking at the Market! Please crack down on musicians who do not have permission from nearby vendors to play. Some are so loud/bad that our customers have to shout to be heard.... Otherwise, you are doing a great job. We like how easy it is to get in contact with you. We like that you have continued to assign booth locations based on seniority. Location is everything! Good job! **[Market Director is currently developing better methods of enforcing performer policies, and is working with Legal Division on a smoking policy for the Market in 2009.]***

Children's booksellers aren't a big seller at the Market, but it could help me if another bookseller participated at the Market and possibly in a nearby booth.

More grouping of types of booths such as one row with all baking goods, another row with all crafts, another with produce... also people never knew where to find me from week to week. Often they wouldn't buy anything first week but wanted to the next week but couldn't find me.

I would love to see the name go back to Urbana Farmers' Market...don't let any more

craft people in (or any more vendors)...When the Market was smaller we had more customers coming through and I am sure that is due to parking... I would also like to see Lisa take over the inside market, then maybe there would also be benefits to us people who really can't go inside. Plus everyone would be on the same page instead of all the he said she said going on. I do think that Lisa did do what she could for the first year. I also hope that the city will listen to some of her ideas. Thanks.

*I would like to see someone confirm that ____ produces his own ____ or have him/her post some sort of disclaimer [stating] that he/she did not harvest his/her product personally, nor does he/she know where it came from. I can tell my customers that I produce all my own product, and show them where it was produced and under what conditions it was harvested. Not so sure he/she is able to do the same. **[Market staff will be conducting inspections of every grower's operation in 2009.]***

Sometimes the sounds and sound levels of some of the "musicians" can be annoying while trying to talk and listen to customers, especially when they play for long periods of time.

Farmers' market oversight committee, with patrons, City, farmers, crafts, and of course you.

I appreciated your efforts during the Market this year. I think you went above and beyond the call of duty doing your very best to make the Market a success. Insofar as the Market itself goes, it seems to be "free" Saturday morning entertainment for many families... this year, I think the \$4.00 a gallon gas sign looking in the background did NOT inspire sales—at least not for the arts & crafts vendors.

Dim Sum at the Market!

*I would like to see the vendors follow the arrows in the parking lot for pulling into the rows. When you have so many people trying to unload or pack up at the same time having people going in different directions causes accidents. We have enjoyed the Market and everyone that is in charge of it. Most of the vendors are very friendly and we always seem to have a good day. **[Market staff is developing new procedures to help streamline the Saturday load-in/load-out process.]***

I would like to figure out a way to get the shoppers to visit the whole Market and not just the first two aisles. We need a large map featured prominently at the entrance to the Market. The market manager needs to ensure that vendors are selling their own products and enforce this rule. We should have a designated "stage" for performers and have one perform at a time. We need to make sure there is adequate parking on days that there are other events going on in Urbana.

*I'd like there to be more advertising if possible, for the many people who don't know about the market, like a short piece on the local early show or something. **[The Market will continue to increase and expand its advertising campaign in 2009.]***

We would like to remain in the same spaces, but we would like to use electricity...I would also like to see people unload their vehicles and then move them out before setting up...I think barking dogs and aggressive dogs should be left at home.

This past year I was only there 4 or 5 times, near the end of the season... I am trying to work out my schedule to be at the market next year weekly.

The presence of entertainment this season was generally much better than in the past, in that there were fewer times when the entertainers became an absolute bother and more when they truly provided good "background" for the market itself.

*Restrict vendors to parking far away to free up closer spots for customers – especially for large trucks and vendors with trailers that take up multiple spots. More clearly marked booth perimeters would be nice. More communication to market customers like a weekly email that vendors could submit a blurb to highlight what they have for sale. **[Market staff plans to ask vendors to leave parking spots nearest the Market open for patrons in 2009.]***

Please... NO DOGS... I think more commercials would be good or maybe a larger audience due to many people in my area are not informed of the market.

The advertising was very well done and people are definitely aware of the Saturday Market. I have been told time & again that this is their one time a week to get fresh, local produce, and people take advantage of it. My only complaint is vendors on the corners were slow to pick up which made it difficult to leave the market... other than that, I was very pleased with the market.

___ and I believe we craft people should be able to come in later than the produce sellers. We never make a sale before 10 AM and yet we have to set up hours before. How about a separate area for craftspeople to set up without disturbing others?

I wish the hours were more like 8-2 – it seems like the majority of people don't come until around 10 or so.

I would like to see all prices clearly marked on vendor products. I also liked the community involvement. We had a great year and look forward to 2009. We did have many customers and vendors say something about once-a-month farmers market indoors Jan-April.

Everything went very well for us at the market! The support from the Urbana staff was excellent. We were very pleased with the way the Market was run and publicized.

I love this Market, and am constantly telling people about it when I travel. I don't know what I'd do without the market—it is my income and my social life altogether. If I could change one thing, I'd say, "Leave the dogs at home!"

More vendor parking away from the Market area. People will buy more if they don't have to walk very far to their transportation. Port-A-Potties nearby would be great.

I have to say that selling at the spring/summer market was so enjoyable. While my sales were not great (but definitely worth the trip), I feel Lisa Bralts is a wonder coordinator and very laid back, down to earth, and extremely accommodating. She came by my stand and complimented my art work and treated me with the utmost respect and courtesy. I don't know how she does what she does but she is great at it!!!

What we like best about the Market is the festival feel – the large variety of booths, the food, the music. It is an event. You are very easy to work with. Thank you for that.

For Lisa's first year—she did great!

Change hours later in the season—it's freezing, dark, and shoppers show up later. And I know you're working on this—Wine!!

Attachment 4:

Examples of Market at the Square Programming



sprouts at the market

What is Sprouts at the Market?

Sprouts at the Market is Market at the Square's nutrition and farm linkage programming. We want to help kids ages 3-8 have fun discovering fresh, local fruits and veggies (and the people who grow them)!

What kind of programming is offered?

Activities vary! We've had tours of the Market to meet farmers as well as workshops about nutrition, and we're planning even more fun stuff for 2009. Every activity will always have some sort of fruit- and vegetable-tasting component.

Who runs the workshops?

Programming has been co-developed by the Market Director and by Jen Hewitt, a Dietetics student at the University of Illinois.

How often are the workshops held?

Plans are to eventually have one Sprouts event each month during the season; look for at least four Sprouts events in 2009.

How much do workshops cost?

We're working hard to always keep workshops free or very close to free!

How do we register?

Right now, registration isn't necessary. That could change, though, as more kids want to participate in Sprouts.

For more information about Sprouts at the Market, contact:

Lisa Bralts, Director
(217) 384-2319
ljbralts@city.urbana.il.us



LIKE TO EAT?

**The Illinois Local & Organic Food & Farm Task Force
Is Coming To Town**

Listening Session

Date: Wednesday, May 28 Time: 7-9 PM

Location: Urbana Civic Center, 108 E. Water St., Downtown Urbana

Featured Speakers

Mayor Laurel Prussing, Urbana

Dr. Wes Jarrell, University Of Illinois & Prairie Fruits Farm

Debbie Hillman & Jim Braun, Illinois Local & Organic Food & Farm Task Force

& YOU

For more information, contact:

(217) 384-2319

ljbralts@city.urbana.il.us



**Urbana's
Market
at the
Square**



Attachment 5:

Examples of Market at the Square
Promotional and Marketing Efforts

Urbana's Market at the Square

Illinois-grown
produce, meat
& dairy products,
food, fresh flowers,
plants, fine art, fibers,
crafts, performance,
and much more.



Every Saturday

7am - Noon

May 10 - November 8

Rain or Shine

Corner of Vine & Illinois Streets

Downtown Urbana

www.city.urbana.il.us/market



slanky design

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The Farmer and Michelle

How A Champaign-Urbana Radio Girl Lived Locally and Seasonally for Three Weeks...and How It Changed Her

Wednesday, September 17, 2008

Questions Answered

Well, I'm about 1/2way through The Farmer and Michelle. It's been quite a curiosity to people, who tend to ask similar questions - thought I could answer them in one place:

1. **Has it been hard to eat this way?** NOT AT ALL. The food is fresh and amazing and the variety is such that I can have all sorts of meals. I've deliberately tried to break out of my routines and demonstrate how many types of dishes are possible, using almost entirely market food. It's not hard in the least. The challenge?

2. **How time-consuming is this lifestyle?** To be honest, very. I make it more so than it would have to be, but you know that cooking things from scratch takes time, PERIOD. I could try to be more simple, but again - I'm making huge efforts to be creative and I'm pretty obsessed overall. If I'd started out as a better cook, I wouldn't spend so much time researching and pondering every day's diet. I truly enjoy the time spent cooking, though - it's relaxing and fulfilling when you're not in a hurry. Nights like last night are really stressful, though. I understand that's why most people don't cook like this anymore.

The most time-consuming part? Washing dishes!!! It's insane, actually. :)

3. **Have you lost weight, because you aren't snacking or eating processed foods?** I don't think so; in fact, I worried for a while that I would GAIN weight because I'm eating so much!! I just can't go crazy with the bacon or butter or bread...but avoiding sugars and trans fats and hydrogenated stuff balances it out.

4. **Do you feel better? Aren't you craving junk food?** Yeah, I really do feel better. I usually eat well so some changes weren't drastic - I always do whole wheat pasta, turkey burger, etc. I think the



Every Saturday 7a - 12p, rain or shine

About Me



Michelle Ryan
Champaign, IL,
United States
Middays @Mix 94.5

[View my complete profile](#)

Sites to check out

- ◆ [All About Locavores](#)
- ◆ [All Recipes](#)
- ◆ [Earthbound Kitchen: Seasonal Eating](#)
- ◆ [Info About Illinois Grass-Fed Farms](#)
- ◆ [Local Harvest: Real Food, Real Farmers, Real Community](#)
- ◆ [Locavores](#)
- ◆ [Pick Your Own farms](#)
- ◆ [Simply in Season](#)
- ◆ [Slowly She Turned](#)
- ◆ [Sustainable Table](#)
- ◆ [The Story of Stuff](#)
- ◆ [Urbana Market at the Square](#)

Cool blogs

[The 217 The Hope Community Health Center raises awareness with](#)

biggest difference is that I'm eating healthy, substantial meals almost every time, so I'm not hungry every couple hours. If I do get hungry, I'll eat an apple or piece of zucchini bread (mmmm...critical). Because of that, I don't have cravings. I just don't think about it. Now when you put a plate of cheese fries RIGHT IN FRONT OF ME, I may buckle a little. lol But I'm honestly not thinking about how I can gorge myself after The Farmer and Michelle ends.

5. Is it financially feasible to live this way? People who don't shop at the Market would be surprised to find that many foods are comparably priced or even cheaper than their counterparts in the grocery store. The fruits and vegetables couldn't be more fresh - many of them were picked the day before. (Ever wondered why tomatoes in the store are often pale and hard? They were picked too early and shipped hundreds of miles, if not more.)



Some things at the Market are more expensive, yes - like meat. But you're getting fresh cuts that come from grass-fed animals raised in a humane environment. You don't have to worry about hormones or pesticides or the cruelty that

may have been exacted toward those creatures. It tastes soooooo good, too. I understand that some people feel they can't afford to spend more than they do, but I argue that budgeting and some shifting of priorities would allow for the slightly higher cost. I bought a 4-pk of huge polish sausages for \$4...what I would've paid for one value meal at a fast food restaurant. My dozen farm-fresh brown eggs were \$3.75, less than an omelette at almost any greasy spoon. Oberweiss milk is \$4 a half-gallon; how much was that little bottle of water or fancy chain-store coffee? I'm not saying I plan on giving up splurges here and there, but the point is valid.

When people gripe that organic or locally-grown food costs too much, they fail to consider all the work that goes into it. Have you ever picked blueberries? I spent an hour at Pontious Farm in Monticello in 90-degree summer heat, and got about 1.5 lbs (and a few Japanese beetles). They were awesome and I had fun, but I **worked** for them. These farmers toil to bring you the freshest and most beautiful produce I've ever seen, driving their products to the market and burning up outrageously-priced gas. They deserve every penny they earn and more, and again - their prices are definitely comparable.

its first fundraiser.

10 hours ago

Urbana's Market at the Square

Just the First Sentence Makes Me Laugh

2 weeks ago

Smile Politely

Smile Politely will be back Monday, Jan. 12

4 weeks ago

Pick-Your-Own Fruit / Vegetable Farms

Related Reading

◆ Animal, Vegetable, Miracle by Barbara Kingsolver

◆ Fast Food Nation by Eric Schlosser

◆ Harvest For Hope by Jane Goodall

◆ How To Cook: An Easy and Imaginative Guide for the Beginner by Raymond Sokolov

◆ Simply in Season by Mary Beth Linde and Cathleen Hockman-Wert

◆ The Omnivore's Dilemma: A Natural History of Four Meals by Michael Pollan

◆ The Way We Eat: Why Our Food Choices Matter by Peter Singer

Blog Archive

▼ **2008** (49)

▼ **October** (8)

We Are One Big Corny Family

OPRAH

Wonderful Market weather

Bless The Beasts and Children

Getting creative with STEEL CUT OATS

One leg on the wagon, one leg off...

You CAN eat "junk food"... Amazing applesauce

[► September](#) (41)

I really think that shopping locally is feasible, especially if you plan and do the research. You may not be able to afford everything, but you could certainly start out buying a little here and there. Gradually, you may figure out ways to add more local stuff to your diet, and I promise you that you'll feel great on many levels.

I've never been into shopping and I'm a beginner cook, but I'm having a blast at the Market. Give it a shot this Saturday...maybe you'll come home with an eggplant.

Posted by Michelle Ryan at 12:04 PM

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Location: [Corner of Illinois and Vine Streets - May 2 - November 7, 2009](#)

Urbana, IL, 61801

Phone: (217) 384-2319

Sat: 7:00 am-12:00 pm

Mini-Feed

Displaying [5 stories](#)

[See All](#)

February 3

Urbana's Market at the Square wrote on its own wall.

Tuesday at 8:49am
January 31

Urbana's Market at the Square updated its profile. It changed Location.

Saturday at 6:15pm

Urbana's Market at the Square wrote on its own wall.

Saturday at 6:14pm

Urbana's Market at the Square wrote on its own wall.

Last Saturday at 6:01am
January 16

Urbana's Market at the Square imported a note.

January 16 at 5:03pm

[Just the First Sentence Makes Me Laugh](#)

"The local food movement has been all about buying seasonal food from nearby farmers.

[Continue Reading...](#)

Information

<http://www.city.urbana.il.us/market>

Website: <http://www.market-at-the-square.blogspot...>

<http://www.flickr.com/photos/26736306@N0...>

Parking: Street
Parking Lot

[The Wall](#)

Displaying 5 of [22 wall posts](#).

[See All](#)



[Urbana's Market at the Square](#) wrote at 8:49am on February 3rd, 2009
OK, I went with greens. Spring IS coming...



[Urbana's Market at the Square](#) wrote at 6:14pm on January 31st, 2009
Row one, winter style. If you imagine hard enough, you can see Kleiss on the left and Blue Moon on the right...

[Urbana's Market at the Square](#) wrote at 6:01am on January 31st, 2009



Hi, Andrew:

Which event are you speaking of? The Market is free, there are no tickets involved, and the selection of food is pretty impressive, IMO.



[Andrew](#) wrote at 12:37am on January 18th, 2009

can't say i was too impressed with the event. I have to buy tickets in order to buy corn that i can just get at the store? It's like adding a step to my shopping process. If the offered more of a selection of food, i might like it more

[Urbana's Market at the Square](#) wrote at 2:52pm on January 5th, 2009



<http://market-at-the-square.blogspot.com/2009/01/food-rules.html>

http://www.city.urbana.il.us/urbana/community_development/economic_development/market/Food_Workshop.html

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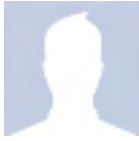
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[Summer Market Photos](#) Created about 4 months ago



[Fall Market Photos](#) Created about 4 months ago

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- [Just the First Sentence Makes Me Laugh](#) 12:59pm Jan 16
- [Food Rules!](#) 1:20pm Jan 5
- ['Tis the Season!](#) 7:27am Dec 22

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urbanamarket

1. Days 'til vernal equinox: 46 Days 'til Market opens: 88! Working on bringing in more produce vendors... any other suggestions?
[9:57 AM Feb 2nd](#) from web
2. Market @ Square FACT: 59% of vendor survey respondents say they feel repeat shoppers are a primary indicator of success. Good job, patrons! [3:56 PM Jan 15th](#) from web
3. Food Rules wkshp tonight - we're expecting about 75! Still taking reg onsite, \$10. I'll be there to answer questions about the Market, too. [8:37 AM Jan 13th](#) from web
4. Days until Market at the Square 2009 opens: 112. I talk about it a little bit here: <http://tinyurl.com/8n5olv> Feedback most welcome!
[3:50 PM Jan 9th](#) from web
5. Food Rules wkshp has 40 pd registrants! Plenty of room for more - rec'd if you want to sell food at 2009 Mkt.
<http://tinyurl.com/6sr9ax> [3:39 PM Jan 9th](#) from web
6. Food Rules wkshp will help current/potential Market prepared food vendors get a handle on rules & regs:
<http://www.tinyurl.com/6sr9ax> [1:47 PM Jan 8th](#) from web
7. @[news_gazette](#) Urbana's Market at the Square here on Twitter! Will have update regarding Food Rules workshop on 1/13 later today. [9:08 AM Jan 8th](#) from web [in reply to news_gazette](#)
8. Happy holidays, everyone! [10:10 AM Dec 22nd, 2008](#) from web
9. new blog entry: <http://tinyurl.com/8e4ys9> [10:09 AM Dec 22nd, 2008](#) from web
10. working on beefing (vegging?) up Sprouts at the Market programming for 2009. Kids tasting fresh fruit/veg + meeting farmer = WIN. [3:01 PM Nov 20th, 2008](#) from web

- *Name urbanamarket*

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11. Thanks for a great season! Will be updating once in awhile, but mark your calendars - Market at the Square relauches on May 2, 2009! [8:29 AM Nov 13th, 2008](#) from web
12. LAST MARKET SAT. A variation moves into L. Square starting 11/15, but it's entirely different - last chance for some vendors until May '09. [9:15 AM Nov 6th, 2008](#) from web
13. Market at the Scare photos coming soon. All about getting people out for final 2 mkts - 11/1 & 11/8. Still lots of food even w/hard freeze. [9:02 AM Oct 29th, 2008](#) from web
14. 301 bags of candy stuffed, many gallons of cider procured. Carved pumpkin giveaway canceled due to carver fatigue. See everyone tomorrow! [4:23 PM Oct 24th, 2008](#) from web
15. Market at the Scare this wknd, rain or shine - take those costumes out on a test run at the Market from 9-12! Candy, cider, photos, etc! [8:23 AM Oct 22nd, 2008](#) from web
16. Last Sprouts event for the 2008 season this weekend - short workshop and healthy trick-or-treating! <http://www.market-at-the-square.blogspot.com/>! [10:31 AM Oct 16th, 2008](#) from web
17. lots going on this wknd at the Market: <http://tinyurl.com/4uxjlr> [11:51 AM Oct 9th, 2008](#) from web
18. Hooeybatiks at tomorrow's Market - yay! Check her stuff out at <http://www.hooeybatiks.com/>. She'll be in Row Four tomorrow. [1:53 PM Oct 3rd, 2008](#) from web
19. Bike Rodeo this Saturday at the Market - 8:30-11:30 - bike skills course, free helmet fitting, helmets for sale, and more. Bring kids/bikes! [3:00 PM Oct 2nd, 2008](#) from web
20. Saturday's attendance: just shy of 8000. Am working with Kent of IL Willows to get him back... I knwo some folks who will be v happy! [8:38 AM Sep 30th, 2008](#) from web



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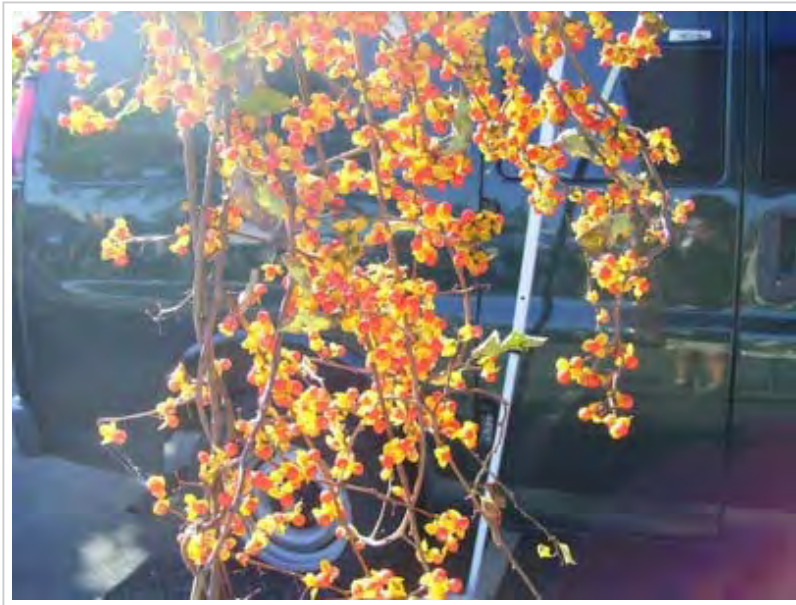
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URBANA'S MARKET AT THE SQUARE

THIS IS THE BLOG FOR URBANA'S MARKET AT THE SQUARE, THE WEEKLY FARMERS' MARKET IN URBANA, ILLINOIS. FRESH PRODUCE, MEAT AND DAIRY PRODUCTS, PLANTS, CUT FLOWERS, BAKED GOODS, COFFEE AND TEA, ART AND CRAFTS, FIBER, PERFORMANCE AND MUCH MORE.
BUY LOCAL!

THURSDAY, OCTOBER 9, 2008

Market at the Square, Week 23



Bittersweet from Illinois Willows (back 10/25, we hope)

Good grief, there's a lot going on at the Market in October. Let's get started with this Saturday's event:

October 11: Market at the Square and [Urbana's Public Arts Program](#) are co-sponsoring a mask-making workshop headed up by local artist Lori Caterini. She'll be using recycled materials to help patrons of all ages create wearable works of art. The workshop begins at 8 AM and runs until the Market ends at noon. It's free and open to EVERYONE, and registration is not required. Please stop by the table - it'll be next to the City's Information Station at the northwest entrance to the Market. Please call Anna Hochhalter, Urbana's Public Arts Coordinator, at 384-2311, or Lisa at 384-2319 with questions.

Still to come in October:

NO FARMS, NO FOOD



SLIDESHOW

Loading...

ELSEWHERE ON THE INTERNET

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URBANA'S MARKET AT THE SQUARE

October 18: **Sprouts at the Market**, the Market's nutrition and farm-linkage program for kids, is back for some education and some healthy trick-or-treating. U of I dietetics student Jen Hewitt will provide a short nutrition workshop for the kids during 4 sessions (9, 9:30, 10, 10:30), who'll then take their official Market bag and trick-or-treat for produce at participating vendors' booths. Produce and bag supplies are limited, so please arrive early for a session to ensure participation. Registration is not required. The Sprouts tent will be located next to the City's Info Station at the northwest corner of the Market. Questions? Call Lisa at 384-2319.

October 25: **Market at the Scare!** Patrons of all ages are encouraged to attend the Market in costume (your Market Director is already planning hers). There'll be candy, a local photographer documenting the whole thing for posterity, pre-carved pumpkin giveaways, and more! The hijinks get underway at 8 AM. More information is coming soon, but in the meantime, you can call Lisa at 384-2319 with questions.

Etc:

WILL-AM's Celeste Quinn, host of "The Afternoon Magazine", will be at the WILL tent this weekend along with other station folks - stop by and say hello if you get a chance. There might be a meteorologist hanging around, too - in that case, you can thank them for [the beautiful weather they're promising us](#).

The [Eastern Illinois Foodbank](#) is gearing up for their annual Food For Families drive, which happens this year from October 18 - November 1. They'll be at the Market this weekend - stop by their tent, donate some non-perishables, and find out what Food For Families and the Foodbank are all about.

Row 5 has been retired for the season. The Market is seasonal and a lot of vendors end their season after the summer is over, so we consolidate operations to keep the Market vibrant and bustling. Many of the vendors you've come to know and love over the last few months that were in row 5 - [Tiny Greens](#), the bagel folks, Ed the Bonsai Guy, etc - have been relocated to Row 4, so look for them there. If you're missing someone, please feel free to stop by the City's Info Station at the northwest entrance and ask - we can help you find them.



7 AM 'til noon every Saturday through November 8 - RAIN OR SHINE

ABOUT ME

MARKET AT THE SQUARE
URBANA, IL

The City of Urbana, Illinois presents Market at the Square every Saturday morning, rain or shine, at the corner of Illinois and Vine Streets. Call (217) 384-2319 for information.

[VIEW MY COMPLETE PROFILE](#)

FRESH FOOD, FLOWER, AND PLANT VENDORS

- [Triple S Farms](#)
- [Country Arbors Nursery](#)
- [Ropps' Flower Factory](#)
- [Brackett Farm](#)
- [Blue Moon Farm](#)
- [Country Cottage Farm](#)
- [Moore Family Farm](#)
- [Tomahnous Farm](#)
- [Prairie Fruits Farm](#)
- [Tiny Greens](#)

PREPARED FOOD VENDORS

Did you know that each week, a different recipe using produce/meat from local graowers is being developed by [Prairie Fruits Farm](#) Chef Alisa DeMarco and distributed both online and at the Market? Plans are in the works for 2009 to make a really big deal about this - recipes and cooking demonstrations are things many patrons have asked for - but through the rest of the 2008 season, you can access the recipes three ways:

- a) Check out this area's best food blog, [Champaign Taste](#), on Friday mornings for the week's recipe.
- b) Pick up the recipe Saturday morning at the Market at the Triple S farms booth (along Illinois Street).
- c) Download the recipes in PDF format any time from the City's Market page (the previous four recipes should be up by this Friday, and each Saturday's recipe will go up after the Market has closed).

Speaking of [Prairie Fruits Farm](#), they're [blogging](#). Definitely worth a look!

Whew. That's it for now. See y'all at the Market!

POSTED BY MARKET AT THE SQUARE AT 9:54 AM

1 COMMENTS:

[Lisa](#) said...

Hey Lisa, thanks for so kindly mentioning and linking to my blog. The recipes are so much fun, and such a wonderful way to promote Market products. I can't wait to try this week's recipe.

And thanks for pointing out the [Prairie Fruits](#) blog! Love it!

OCTOBER 10, 2008 10:12 AM

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Meyer Asparagus



Asparagus from Meyer Produce. May 24, 2008.

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Uploaded on [May 24, 2008](#)

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Busy Corner



A busy corner at the Market - probably around 11 AM.

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Uploaded on [May 24, 2008](#)

[0 comments](#)

Bob's Berries



Bob Kleiss brought these gorgeous berries to the May 31 Market.

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Rainbow Chard

Balloon Guy



This gentleman wowed the kids with his balloon animals.

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Prairie Fruits Farm



Chef Alisa DeMarco helps out customers of Prairie Fruits Farm, an artisanal goat/cheese operation...

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Indefatigable



The Market's dedicated staff taking a breather between cloudbursts. Saturday, June 7, 2008.

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Yep, Still Raining

Glass Treasure



They remind me of tiddly winks.

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Row Three



Fairly early in the day, probably around 9 AM. May 31, 2008.

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Our Patrons Rock!



A little bit of rain didn't stop folks from coming out to see what the vendors had for them this...

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Blue Moon



Such a fantastically vivid vegetable. Grown (and arranged just so) by Blue Moon Farm, Urbana,...

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Row One, June 7, 2008.

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As always, the finest in organic produce. Look at the kohlrabi! Yum.

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Strawberry Acres



New strawberry vendors this year totally kicking it.

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Wire Trees



Some of my favorite art at the Market.

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Most Popular (Or Close)



These guys sell out of their rain barrels every week - they re-purpose food grade barrels and add...

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Knitters!



It was International Knit in Public Day, and the Market was happy to oblige them. They attracted a...

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Classic Central IL Shirts



Made by Larry.

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Lilies



From the Owens' place. Excellent cut flowers!

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