

Dear Sunday Artisan Market Vendor,

Now you are a vendor at the Ann Arbor Sunday Artisan Market! We hope this letter will answer some questions you may have. Many people at the market are willing to help or mentor you. We want you to succeed and come back week after week!

BEFORE YOUR FIRST DAY AT THE MARKET

MAKE A LIST OF THINGS YOU WILL NEED. Visualize being at the market and setting up your booth. Visualize each step, from the time you begin setting up your booth until the market closes at 4 p.m. Make a list of everything you can think of that you'll need for your display and for setting up your booth. On the last page of this letter are some things you might want to bring.

BOOTH SPACES: Space sizes vary. You may wish to consider doing a trial setup at home. Most of the market spaces are 7.75' wide and 5' to 6' deep, depending on location.

If you don't live far away, it might help to come to the market on a non-market day or on a Sunday when you don't want to set up your display. Bring a measuring tape. Look at the market layout and the various spaces. There is a market map on our website, www.sundayartisanmarket.org, under **Info for Vendors**.

- **Key questions to ask yourself:** Can I fit in one space? What size tables will be the best? Do I need sun or shade? (Do you have a product that you want to sparkle in the light, or do you have a product that might fade if exposed to sunlight?) Do I need parking behind my booth, or doesn't that matter? You will have more options if your display is flexible (for example, three smaller tables are more flexible than one large table). A 6-foot table will fit in a booth, but an 8-foot table is too long. 3'-x-3' card tables and 2'-x-4' tables are ideal.
- **Do some planning ahead of time.** If your estimation was wrong, you can always change it, but any advance planning you can do ahead of time will save you time and stress on market day.
- **Pack your merchandise in waterproof tubs/bins**, if possible. If it rains, your stuff will be safe and dry. If you have "backup stock," consider putting it in plastic bags to protect it and keep it dry.
- **Table covers (or table skirts) are required.** With a table cover, you can keep all kinds of stuff hidden under your table, and your display will still look neat. Table covers should cover the table top, front, and 3 sides.
- **Make a sign for your business.** A good sign will answer most of the "W" questions: **Who** (are you), **What** (do you sell), **Where** (do you come from). Don't worry about "when" and "why." Large signs can be hung from the market roof. If you don't have a sign for your first day, you can get ideas from other vendors.
- **Price your merchandise.** This is critical. No one wants to ask, "What is the price of this, please?" You can use hang tags or stickers, or price things in groups (for example, "Large Dolls - \$15") and eliminate individual price tags on each item.
- **Supplies to Bring:** Consider basic things like pens & paper, markers, rope, tape, scissors or knife, clamps, table(s), table cover(s), a chair, and towels and tarps (or plastic) in case it rains. If you have a dolly (handcart) and have room for it, bring it. A list of supplies is on the last page of this letter.
- **Business Cards.** At some point, you will want to have business cards made. You want to "brand" your business (and your products!) and want customers to know how they can reach you. Business cards might have the name of your business, your name, and how you would like customers to reach you (phone number, email, website).

SPACE RESERVATIONS & ASSIGNMENTS

SPACE RESERVATIONS: Space reservations are required for each Sunday you are planning to set up at the market. Please read the Attending the Market section in the New Vendor Welcome Letter you received via email. Space reservations must be made each week in order to pre-assign your space(s) for that Sunday.

SPACE ASSIGNMENTS: Space assignments are done weekly after all space reservations have been made. Final space assignments will be emailed to all vendors on Friday evening, 2 days before that Sunday.

YOUR FIRST DAY

PARKING WHEN YOU ARRIVE: When you arrive, please park in the half of the lot that is closest to Fourth Avenue. You can move your vehicle after confirming with the market manager whether your booth space has an adjacent parking space.

VENDOR SETUP TIME: Vendors may arrive and begin to unload and set up their booths any time after 7am. Your booth and display should be set up and ready for business by 11am, when the market opens.

LATE ARRIVALS: If you are going to be later than 9am, call the market voicemail at **734-913-9622** and leave a message with your expected arrival time.

PARKING: Some spaces come with parking; some do not. Just tell the manager what your needs are. If your space does not come with parking, you may park in either of the two market parking lots. If you don't need to park behind your booth, you will have more options for desirable booth spaces. Parking is free on Sundays.

MARKET HOURS: The market's operating hours for customers are **11 a.m. to 4 p.m.** Vendors may sell as soon as they are set up in the morning.

SETTING UP: Prioritize your job of setting up your display and merchandise. Try to get the big things done first, so that you will "look good" as early as possible. Small tasks like fine-tuning your display, rearranging, etc., can be done at the last minute or even throughout the day.

If you have several products, get the most important ones displayed first. It may be useful to have someone help you set up in order to get done on time (11 a.m.) or even early. Customers walk through the market before we are open, and you want to be able to sell to them, even if your display is not completely finished.

You may realize that you have forgotten something. Don't worry – you can usually borrow from fellow vendors who have the essentials (table covers, tarps, rope, other supplies).

WEATHER PROTECTION: We are lucky to have the roof that protects us from rain, snow, and sun. On a rainy day, it's good to bring tarps. White tarps are available to purchase from one of our vendors, and we can show you how to hang them. Tarps or plastic sheeting are important, even if there is only a small chance of rain in the forecast. Rope is an important essential. Many vendors bring their own short ladder. The market owns a large ladder that can be borrowed, so you don't need to worry about a ladder at first.

FOOD: There are restaurants in the area, and Sparrow market has lots of good things to eat. But if you want to save money and not leave your booth, bring a cooler packed with ice, lunch, and beverages.

OTHER CONVENIENCES: Our market has running water and rest rooms for vendors (porta-johns are available for customer use in the market parking lot). Electricity is available at most stalls. If you need electricity, be sure to mention this to the market manager. Bring a heavy-duty, 25-foot extension cord if you need electricity.

Because the market is outdoors, being a market vendor can be challenging in the winter months (November and December), but we can warm up in the heated office. You can bring your own electric or propane heater, or even an electric blanket.

DURING THE DAY: Be attentive to people walking through the market area. If someone is in the aisle in front of your booth and you catch their eye, say, “*Good morning.*” A friendly greeting is like an open door. Everyone is a potential customer. If you spend the day talking to your neighbor, reading a book, texting, or talking on the phone, you will be disappointed at the end of the day with your lack of results. It’s a bad idea to read a book; it’s a sure way to tell people non-verbally, “*I am not interested in talking to you.*” During the day, if you find yourself with nothing to do, some activities can interest and engage customers: work on your product, sketch, tidy-up or arrange your booth, etc.

THE END OF THE DAY: The market ends at 4 p.m. You may start packing up at 4 p.m., not before. Customers are confused and disappointed if vendors are packing up before the market ends. The office closes at 5, so if you have to use the rest room or return the market ladder, do that before 5pm.

THE WEATHER: In November & December, those of us who have done the market for years know how to dress. Some suggestions:

- **Warm socks and good shoes or boots** are critical. If your feet get cold, you are finished.
- **Hats, scarves, and gloves** are essential.
- **Dress in several layers.** You can buy hand or toe warmers. We have electricity, so heaters can be used. For most of us, if the temperature is above 30 degrees, we manage just fine. You get used to it, believe it or not. Blowing snow or rain can be very difficult. High winds are a problem for many vendors if their products are lightweight and/or breakable.

OTHER THINGS YOU NEED TO KNOW

SAFETY AND CONSIDERATION: A few things to be aware of:

- Anchor everything, especially displays. A display that falls over can result in an injury. Tie your display to the vertical metal roof supports, the overhead beams, or your vehicle. Many vendors also use weights to anchor their tarps or their display.
- If you back up your vehicle, have someone outside the vehicle watching, and back up slowly. There are people and small children walking everywhere.
- Don’t use chemicals or other things to which people might be allergic or sensitive. Examples are spray paint, solvents, perfumes.
- The use of fire/open flames (*e.g.*, blow torches) is prohibited by Ann Arbor fire code.
- Smoking is prohibited on market property.
- “Hawking” is not allowed. (Hawking is calling out things like, “*Come and get your candles, folks!*”)

In short: Be considerate.

MENTORS: Please take advantage of the experienced vendors and the market manager. If you need advice on your products, your setup, pricing, or your selling strategy, we are glad to help. The market manager knows who these experienced people are, and your neighbor is usually glad to help.

ANNUAL AND DAILY FEES: You can decide at any time to be an annual and pay the annual fee. The annual fee provides you with a designated booth space and saves you money if you plan to be at the market regularly (more on that later).

If you decide to become an annual vendor after your first three market days as a daily vendor, we will apply the first 3 daily payments (total \$60) toward the annual fee. You may wait to decide. If you wish to continue as a daily vendor, you will pay the daily booth fee each day you set up at the market.

PAYMENTS: You will get a receipt for each payment you make to the market. Please keep your receipts for filing your taxes or for other purposes.

ANNUAL VS. DAILY STATUS

Annuals have the following advantages:

- You know where your space will be.
- You will save money if you come often. If you plan to come more than 14 times, you will break even - it will be cheaper to be an annual.

Dailies have the following advantages:

- If you know you will only come a few times, it makes sense (economically) to be a daily.

Whether you are an annual or daily vendor, It is up to you when you come.

ATTENDANCE: Please keep a record of the days you set up at the Market. Though the market maintains attendance records, you should also keep your own records.

At the end of market season, annual vendors must have attended at least 10 days in order to maintain their seniority and keep their spaces — or choose a different one — for the following year. This does not mean you cannot be an annual vendor if you don't attend at least 10 times in a season; it only means that you must attend at least 10 days in order to retain your space and your seniority for the following market season. (Note that the minimum requirement of 10 times in a season for annual-vendor attendance has been suspended during COVID operations.)

VENDOR SENIORITY: Seniority is based on start date (the first day you set up at the market). You must set up at the market at least 3 times in a season in order to maintain your seniority.

WE ALL PROMOTE OUR MARKET. We have handouts that you can use to promote the market when you are at other markets and shows. There are quarter-page flyers on our website that you can print as needed. Social media is important. Post your market participation and our events on Facebook and Twitter. You might also add the market's website address and Facebook page to your own website. Our website is **www.sundayartisanmarket.org**. Our Facebook page is **Sunday Artisan Market**.

EVENTS: During the year, we may create and participate in several events. These will be announced in advance and will be listed on our website and Facebook page. The events take effort and we welcome help with them. We need all of our vendors to promote the market and its events.

DO YOU HAVE QUESTIONS AND IDEAS? We are always looking to make your experience better, to improve our website and to improve communication with our vendors. If you have any suggestions, please communicate them to us. We welcome your input. Contact information for the market is provided at the bottom of this page, under **Contacts**.

PROBLEMS?

1. At the market, please speak to the market manager immediately if you have a problem, complaint, or safety issue.
2. If you see an emergency — a fire, accident, dangerous person, etc. — call 9-1-1 without delay.

CONTACTS

1. You can reach the market manager by email: **tsammanager@gmail.com**.
2. You can reach the vendors who are on the board of directors. For this information, go to our website: **www.sundayartisanmarket.org**, under **Info for Vendors > Board Members**.
3. Our voice mail phone number is **734-913-9622**.

MARKET RULES & REGULATIONS

Go to the market website — www.sundayartisanmarket.org — under **Info for Vendors** and read the **Rules & Regulations**. We suggest you also read the bylaws for an understanding of how the market operates.

SUPPLIES YOU MAY NEED

Below are things various vendors bring with them to the market; some of these things may not apply to you. Make your own list.

- Tables (folding)
- Cash box with coin and currency
- Some kind of cover for the cash box so that it is not visible to the public
- A box or toolbox to contain all the little things you may need (listed below)
 - » pens, markers
 - » paper, notebook, note cards
 - » rubber bands
 - » tools - screwdriver, scissors, hammer
 - » rope, bungee cords
 - » tape (duct tape, other tape)
 - » cable ties (zip ties) - very useful! 7" or 8" (You can buy cable ties in bulk at places like Home Depot.)
- table covers
- your business sign
- supplies for taking credit cards
- tarps, sheets of plastic
- clamps (large/small)
- a dolly/handcart
- weights/sandbags for weight
- business cards
- flyers/handouts for your business/for the market
- bags for merchandise when you make a sale
- the market phone number (734-913-9622: voice mail)
- a copy of your sales tax license (required to have on hand while you are vending at the market)
- receipt book (if you give receipts to customers)
- a calculator
- towels (for cleanup if it rains)

Personal and Clothing

- eyeglasses and/or sunglasses if you need them
- a change of clothes and shoes (a sweatshirt if it gets cold or a t-shirt if it gets hot)
- extra shoes in case it rains
- hat
- work gloves
- raincoat
- comb/brush
- a cooler/food - snacks, lunch, drinks
- water (there is running water on site)

We look forward to seeing you at the market.

Sincerely,
The Sunday Artisan Market
Manager and Board of Directors