

OAK RIDGE FARMERS' MARKET

A Plan for Growth & Renewal!



Dear FARM Members:

On May 24, the Jackson Square Business Association joined with Grow Oak Ridge LLC to submit a plan to the Oak Ridge City Council for *growth and renewal* of the Oak Ridge Farmers' Market.

Our plan is **not** to “replace” or “remove” any farmers, but rather to grow the market and make sure that fresh, locally grown foods are available for everyone! All FARM vendors and producer vendors are invited, and we hope that you will find that the programs we can provide will help increase your customer counts and sales.

We are residents of this community, and care deeply about your success, and about our city! Let's work together, and make a vibrant, thriving farmers' market in Oak Ridge. Please read the whole proposal at www.GrowOakRidge.org. We hope you will consider this plan for growth, and support it.

Our Vision

- **We will move the market inside Jackson Square**, around the fountain, opening at 9 a.m. instead of 8. This will create crossover foot traffic between shops and the market, and create a gathering spot for customers under shaded walkways and around our beautiful fountain.
- **Vendors will have assigned spaces and be managed by** Rebecca Williams, who also runs the Winter Farmers' Market by Grow Oak Ridge, LLC. This market was named one of the 10 Best Farmers' Markets in Tennessee by www.BestThingsTN.com.
- **Marketing plans** include text reminders, email, social media and print.
- **FREE children's programs** each week to bring in young families.
- **Easy Market Token System** - SNAP (food stamps), Fresh Savings (double SNAP) POP Club coupons (Power of Produce, kids take 2 bites of a veggie and get \$2 to spend) will be offered market-wide. These are reimbursed 100% at no extra cost to you. 20% of our county receives SNAP.
- **Jackson Square Business Association** will provide vendor restrooms, storage, and respect vendor spaces. On Lavender Festival Day only, market will move to Broadway Avenue parking lot.
- We have decided not to do a **Wednesday market**, so if FARM wants to continue that tradition, we do not object.
- **Vendor Advisory Team** - Please join our Vendor Advisory Team! For more info, contact Rebecca Williams, 865-483-9124, manager@growoakridge.org.

HOURS

Spring & Fall, Saturdays 9-12
Summer, Saturdays, 9-1
Mid-April thru Mid-November



FEES

Ways to Save:

- Pay for 30+ market days up front and save 10%!
- Share a space between approved vendors.
- Reserve the walkway (#55-60), 50% off
- FARM members, spring special, April & May booths extra 10% off.
- All fees must be paid one week before selling and are non-refundable. But if you notify us one week in advance, you can switch your paid fee to another date.

Registration Fee

\$30 All Vendors
\$20 Early bird special, pay by
March 1, 2019.

Weekly Fees

Agricultural

\$10 per space, 10x10'
\$5 vehicle charge

No vehicle charge if you sell
without it (drop off and go park)

Crafters

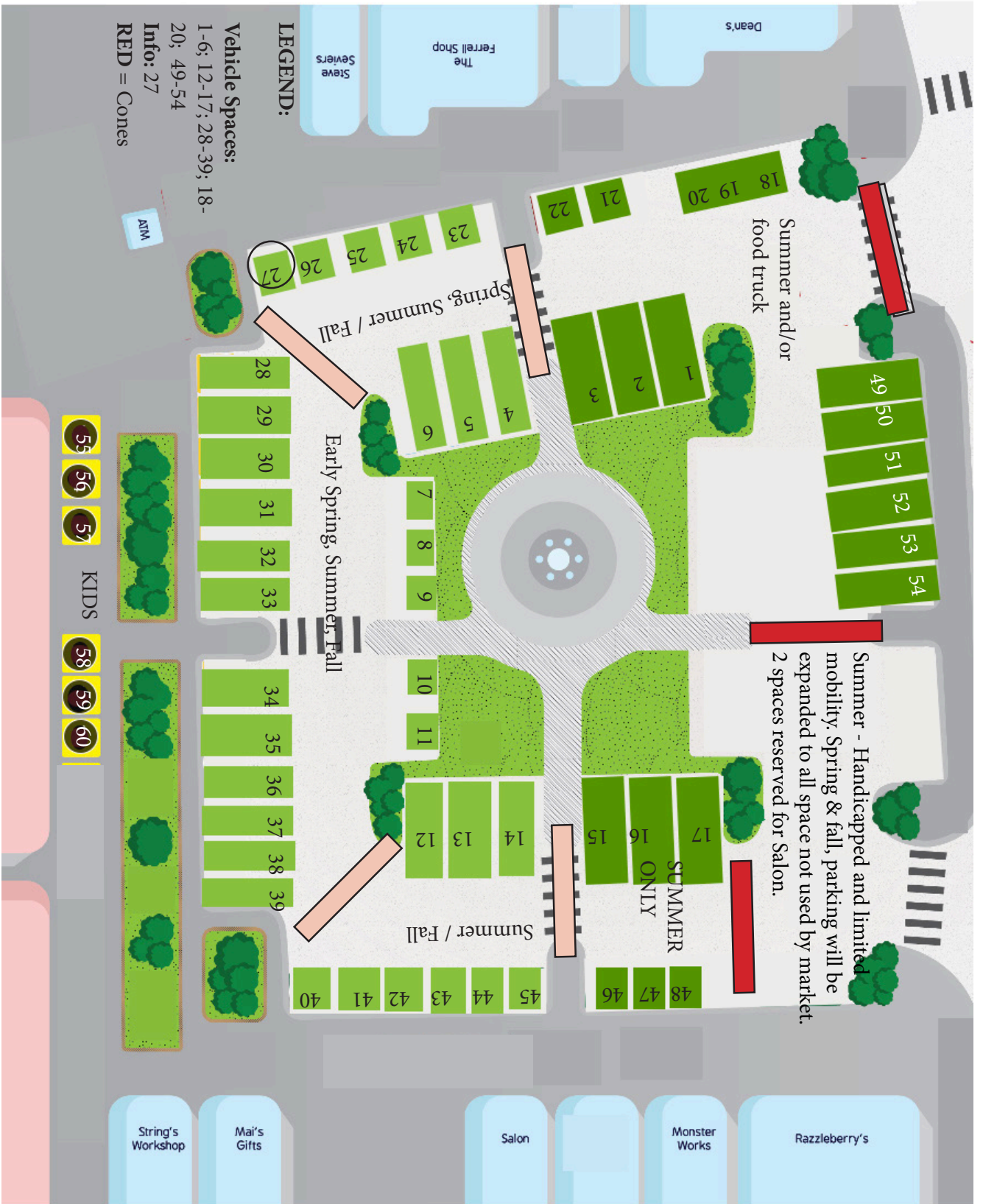
\$15 per 10x10 space, no vehicle

Prepared Foods

\$20 per 10x10 space, no vehicle

Food Trucks

\$20 for up to 20' vehicle
One per week



LEGEND:

Vehicle Spaces:
 1-6; 12-17; 28-39; 18-20; 49-54
Info: 27
RED = Cones

Summer - Handicapped and limited mobility. Spring & fall, parking will be expanded to all space not used by market. 2 spaces reserved for Salon.

55 56 57
 KIDS
 58 59 60