



## PEARL MARKET

Market Season 2008

Dear Merchant:

We would like to invite you to apply for a space in an exciting retail venture. Currently we are seeking merchandise vendors for the **2008 Pearl Market season** (formerly the Lynn & Pearl Alley Markets).

**Downtown's Pearl Market** offers a unique urban setting to introduce your merchandise to an appreciative audience. The market is situated in the between Broad, High, Gay, and Third Streets in the heart of downtown Columbus! Within a five minute walk of this location are **41,000 office workers** with significant disposable income, plus over **1,200 hotel rooms** and approximately **600 apartments and condo units**. According to a survey conducted by the International Council of Shopping Centers, daytime employees spend an average of **\$1,500 per year on lunch and retail goods and services**. This indicates that potential annual spending around Pearl Market is approximately **\$61,500,000!** With the right merchandise, you can be successful by capturing even a slight fraction of this audience.

The markets will operate from **June 3, 2008 through October 2008** as weather permits, on **Tuesdays and Fridays from 10:30a.m. to 2:00p.m.** The fee for space is only \$70/month for two days a week, and \$50/month for one day a week. Seasonal rates are available for \$250 and \$150 respectfully. **Set up is a breeze!** As part of your rental fee, we will set up and tear down your booth and provide one table for you. Electrical and storage access are available for small extra fees. Additionally, market promotions, advertising, retail coaching, and support are provided at **no cost**. Loans to help you run and support your business are also available for those who qualify.

In order to participate as a vendor, you must obtain an Ohio Vendor License. Also, you must provide additional displays and signage if needed, remain open for business during scheduled market hours, and record and submit weekly sales information (reported sales are strictly confidential).

We hope that you are as excited as we are about this special opportunity. We will select merchants to participate in this year's Pearl Market based upon their product line and appropriateness for our venue. Please submit your application to:

Capital Crossroads SID  
Adam Schroeder  
20 E. Broad St. Suite 300  
Columbus, OH 43215

For more information on the Markets visit [www.downtowncolumbus.com](http://www.downtowncolumbus.com). We look forward to working with you!

Sincerely,

Adam Schroeder  
Pearl Market Manager