



PEARL MARKET

Market Season 2016

Dear Farmer/Producer:

We are excited to announce that we are now accepting applications for the **2016 Pearl Market season**.

Downtown's Pearl Market is a mixed farmers' & merchants' market that offers a unique urban setting to bring your products to an appreciative audience. The market sits in the heart of downtown Columbus, in the alleys between Broad, High, Gay, and Third Streets. More than 40,000 people work within a five minute walk of our location. 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**, which could translate to more than \$61 million in the area in and around Pearl Market. In addition, more than **1,200 hotel rooms** and approximately **600 apartments and condo units sit within a 5-minute walk**.

The market will operate, **June 3 through October 14, Tuesdays and Fridays** from **10:30 a.m. to 2 p.m.** Booth space costs \$100/month for two days a week, \$80/month for Tuesdays only, or \$90/month for Fridays only. Seasonal rates are available for \$400 (2 days/week), \$320 (Tuesdays only) and \$380 (Fridays only), respectively. Electricity and storage are available for additional fees. We also provide market promotions and retail coaching.

In order to participate, you must provide proof of carrying a minimum of \$1,000,000 insurance, obtain an Ohio Vendor License (if you sell a taxable item), and provide a farm tour to staff before your first scheduled Market day and upon request.

We hope that you are as excited as we are about this special opportunity. We will select growers 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
23 N. Fourth St.
Columbus, OH 43215

For more information on the Market visit www.downtowncolumbus.com/pearlmarket. We look forward to working with you.

Sincerely,

Adam Schroeder
Pearl Market Manager



23 N. Fourth St.
Columbus, OH 43215
USA

PHONE (614) 645-5061
FAX (614)724-0276
E-MAIL aeschroeder@SIDservices.com
WEB SITE <http://www.downtowncolumbus.com/pearlmarket>

2016 PEARL MARKET FARMER/PRODUCER APPLICATION

CAPITAL CROSSROADS SPECIAL IMPROVEMENT DISTRICT (CCSID)

Questions marked with an * are required

PLEASE PRINT

NAME*: _____

FARM NAME*: _____

ADDRESS*: _____

CITY*: _____ STATE*: _____ ZIP*: _____

PHONE*: BUSINESS: ____ - ____ - _____ HOME: ____ - ____ - _____

MOBILE: ____ - ____ - _____ FAX: ____ - ____ - _____

WEB ADDRESS: _____

E-Mail ADDRESS*: _____

1. Which day(s) will you participate at Pearl Market*?

- Tuesday and Friday Tuesday Only Friday Only

2. Which month (s) will you participate at Pearl Market*?

- Entire 2016 Season or June July August September October

3. How did you hear about us*?

- Returning vendor Market mailing (Please circle: paper or electronic) Market brochure
 Referred by another vendor _____ Met staff at event _____
 Picked up information at the Market Other _____

4. How long has your farm been in business*? What do you grow and/or raise*?

5. What will you sell at Pearl Market*? What is your price range*? (Attached photographs of products are encouraged)

6. Do you sell any value added products? _____

If so, do you have a Vendor's License*? Yes (enclose a copy) No

Do you have a Mobile Food License*? Yes (enclose a copy) No

(over)

7. Do you accept WIC Coupons? Yes No

8. Will you require electricity (extra monthly charge)? No generators will be permitted.

No Yes For what purpose? _____

9. Can you provide proof of 1 million dollars insurance*? Yes (enclose a copy) No

Please note: Completion of this application does not guarantee placement in Pearl Market. Farmers for Pearl Market will be selected by the Capital Crossroads SID by mid April. The Market will be open for business from 10:30 a.m.-1 p.m. Participants are expected to be present for set-up and close-down, typically 9:30 a.m.-1:30 p.m., and follow all Market Rules & Regulations.

Signature _____ Date _____

For Office Use Only

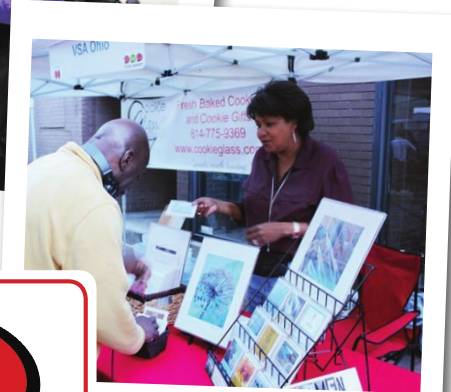
Accepted: _____

Declined: _____

Date Enrolled: ____/____/____

Start Date: ____/____/____

Notes:



PEARL MARKET

ENERGIZES DOWNTOWN

