



Market Season 2017

Dear Merchant:

We are excited to announce that we are now accepting applications for the **2017 Pearl Market season**. Pearl Market was recently voted by ColumbusUnderground.com readers and staff as the #2 farmers market in Central Ohio.

**Downtown's Pearl Market** is a mixed farmers' & merchants' market that offers a unique urban setting to introduce your merchandise 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**.

This season, **Ohio Farm Bureau members** are eligible to one free month of participation in Pearl Market or Ohio Farm Bureau Members wishing to enroll at the seasonal rate may do so at a reduced cost (on top of already reduced seasonal rates).

The market will operate, **June 2 through October 13, Tuesdays and Fridays, 10:30 a.m. to 1:30 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. As part of booth fees, Pearl Market includes a tent and one six-foot table, which our crew will set up and tear down. Electricity and storage are available for additional fees. We also provide market promotions and retail coaching.

In order to participate, you must obtain an Ohio Vendor License (if you sell a taxable item). You must also provide any additional displays and signage as needed, remain open for business during scheduled market hours, and provide weekly sales information (all reported sales are kept 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  
23 N. Fourth St.  
Columbus, OH 43215

For more information on the Market visit [www.downtowncolumbus.com/pearlmarket](http://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) 591-4559  
FAX (614) 591-4360  
E-MAIL [aeschroeder@SIDservices.com](mailto:aeschroeder@SIDservices.com)  
WEB SITE <http://www.downtowncolumbus.com/pearlmarket>

---

# 2017 PEARL MARKET MERCHANT APPLICATION

CAPITAL CROSSROADS SPECIAL IMPROVEMENT DISTRICT (CCSID)

Questions marked with an \* are required

**PLEASE PRINT**

NAME\*: \_\_\_\_\_

BUSINESS 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 2017 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. Do you currently have a business\*? \_\_\_\_\_ Yes \_\_\_\_\_ No For how long? \_\_\_\_\_**

**If Yes, What type of business? Where is it located? What products do you sell?**

\_\_\_\_\_

**5. Are you currently employed outside of your business? \_\_\_Yes \_\_\_No If yes, what is your work schedule?**

\_\_\_\_\_

- 6. Do you currently have a Vendor's License\*?                       Yes (enclose a copy)                       No**  
**Do you have a Mobile Food License\*?                                       Yes (enclose a copy)                                       No**

(over)

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

---

---

**8. Are you a member of the Ohio Farm Bureau?**       **Yes ID#:** \_\_\_\_\_       **No**

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

**No**     **Yes For what purpose?** \_\_\_\_\_

Please note: Completion of this application does not guarantee business placement in Pearl Market. Merchants for Pearl Market will be selected by the Capital Crossroads SID by mid April. The Market will be open for business 10:30 a.m.-1 p.m. Participants are expected to be present for set-up and close-down, typically 9:30 a.m.-2:00 p.m., and follow all Market Rules & Regulations.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**For Office Use Only**

**Accepted:** \_\_\_\_\_

**Declined:** \_\_\_\_\_

**Date Enrolled:** \_\_\_\_/\_\_\_\_/\_\_\_\_

**Start Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_

**Notes:**



# PEARL MARKET

