



www.sequimmarket.com

PO Box 1817

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Mark Ozias, Market Director

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August 2008

August at the Market

Wow! Only ten Market Saturdays left in 2008. We've had an exciting infusion of new vendors to help carry us through October: Tuna Dan selling *delicious* fresh locally-caught salmon and halibut, Emily's Flowers with beautiful fresh-cut bouquets and produce, Artistic Hangups featuring fine photography and framing and Bentley Cedar Furniture with hand-made outdoor cedar furniture. Please stop by and welcome these great new vendors to the Market!!!

A Short Sales Report

- "Handmade Item" vendors (fine art, personal care products, clothing, woodcraft, etc.) comprise the largest segment of vendors with total sales of nearly \$87,000 and a weekly average sales total of \$178
- "Plant and Produce" vendors are the next largest group with \$24,000 total sales and a weekly average of \$296
- "Food processors" have seen sales of \$16,000 with average daily sales of \$280
- "Fresh food" vendors have realized sales of nearly \$17,000 with a daily average of \$306
- The Market has averaged 56 vendors per week, slightly ahead of 2007's pace
- Weekly sales have topped \$10,000 on half of the season's days so far!
- Top three sales dates have been:
 - July 19th, \$15,362
 - July 5th, \$11,884
 - July 12th, \$11,358

Behind the Numbers

Market vendors have realized total sales of \$144,000 through the first Saturday of August this year! This is on par with the 2007 season, and while we haven't seen the rapid sales growth of the previous two years perhaps "staying even" is nearly as good in this difficult economy.

Sales trends are difficult to spot this season. While sales of produce, plants and food have been strong and consistent, figures from handmade item vendors have been all over the map. Some vendors seem to "best" themselves nearly every week. Others have seen below-average sales with only one or two really good days. Some vendors have achieved success catering to our local clientele, while others do best with lots of visitors in town.

There are a few things we can do as vendors to improve sales over time: offer a high quality product, provide great customer service, project a positive attitude, attend regularly, fill out your display, and offer a variety of products at a variety of price points.

Here's to a strong finish to the season for everybody!

A Note From the President...

Hello Fellow Entrepreneurs,

Over the last few years the Market has blossomed and grown into a thriving organization which has earned the respect of our Community as well as the respect of our neighboring Cities and Towns. We are now the largest Open Aire Market on the Peninsula, a position that we've earned and of which we should be very proud!

With this type of phenomenal growth the cost of doing business increases exponentially. In an effort to ensure that our Market continues to prosper, ***while continuing to keep the individual Vendor's fees down***, the Board of Directors has prepared and approved a re-organizational plan.

One of the most exciting changes is the transition of Mark Ozias from Market Manager to our Market Director! Among other things, Mark will be overseeing the Site Manager and attending all Board and Committee meetings. More importantly, he will be focusing most of his attention on diversifying and increasing the Market's funding base through grant programs, maximizing sponsorships, advertising and other sources of revenue.

Mark, you've done a great job as our Market Manager and we know that you will excel even more as our new Market Director. Congratulations!

Carol S. Smith
President of the Board of Directors

Joe Irvin Promoted to Site Manager

We are very pleased to announce that Joe Irvin has been promoted to Site Manager! This is a new position and one of the changes being made to help ensure the Market continues to grow successfully. It also allows us to recognize the reliability, good nature and deep care for vendors and the Market that Joe embodies. Congratulations Joe, and thank you for your hard work every Saturday.

This will mean some changes for vendors! Joe will now be responsible for managing weekly attendance and making the map. From now on, please communicate with Joe directly about your Market attendance. Many of you do this on Saturdays already, but from now on he is the person to contact if you'd like to add a date, if you can't make a scheduled date, or just to check in.

Please contact Joe by phone at 452-3962 or by email at rentonrocks66@yahoo.com; should you have to cancel on Saturday morning please continue to call the Market main line at 460-2668.

Joe will also now be the staff member responsible for all of the Market's operations on Saturday. He will continue to staff the Market booth and collect rent, but now has the added responsibility of assisting vendors with any other items that might arise during the course of the day whether that be providing first aid or assisting with a problem visitor.

Mark will still be at the Market on most days, but not necessarily all day long and more frequently as a vendor in the A New Leaf booth. Once again, congratulations Joe and thank you for all the hard work you do on behalf of Market vendors.

Market Classifieds

I have two tents/canopies that I would like to sell. They are the standard tents with all the side panels and bag for the tents. They have been used for three years so are very new and in very good condition. They are for sale for \$100 EACH. Let me know by email or phone, 360-417-5442 (home after 4:00), 360-681-5014 (work). Fay Alton
fay@americancapmgt.com

I have inherited an unused, but probably several years old, 48 bit Memorex scanner. I'll have it with me each Saturday beginning August 16th. Free to whomever can use it; Sharon Ireton, Dragon Lady Handicrafts.

Special Thanks To:

- Susan Molin for thoughtfully purchasing a beautiful new umbrella for use in the Market Square
- Mark and Cindy Kochanek for helping set up and take down on Saturdays
- Jacob Fink for occasionally opening the Market with a song
- Tim Grady for tirelessly managing the website
- Susan Killins, Connie Rodibaugh, Sandy Placek, Carolyn Faux and Ruthann Toney for forming a special events committee to begin planning next season's special indoor shows for February and April
- Yvonne Yokota and Randy Radock for forming a budget committee to provide focus and solid advance planning
- Each of you who works so hard to be on Cedar Street each Saturday!

You vendors make the Market special. It is your creativity and handiwork that leaves Market visitors feeling impressed and inspired.

Reminders to Vendors

- Don't forget to include all sales generated by the Market in the weekly sales figures you report. For example, if you take a custom order from a Market visitor on Saturday who subsequently comes by your home to pick it up, that counts as a Market sale. While your rent may or may not be impacted, it is important to try to capture the entire reach of the Market so your reporting is very much appreciated.
- There is no solicitation of fellow vendors allowed at the Market.
- New rack cards are available now! Stop by the Market Information booth to take a look; feel free to display them at your booth or grab a few to drop off at a location you think might like to have some.
- Thank you for parking in the appropriate places and respecting the "no driving until 3:15" rules! We have noticed the difference.
- New t-shirts are finally on order; look for more sizes and new colors. Coming soon to the Market Booth!

Upcoming Events...

Aug 23: Cedar Bark Basket Day

Aug 30: Grand Olympic Chorus
performing 2:00 - 3:00 p.m.

Sept 6: Kid's Day!

Sept 13: You-Seed-Ums Live
Wreath-Making Class

Oct 4: Fiber Arts Festival

Oct 18: Christmas at the Market

Market Music

Aug 23: Sequimarimba

Aug 30: Cesar Medel

Sept 6: Voodoo Mountain String Band

Sept 13: Howly Slim

Sept 20: Blackbird

Sept 27: Cesar Medel

Oct 4: JuanaMarimba

Oct 11 and 18: TBD

***Let's have a great Autumn
at the Market!***

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