



www.sequimmarket.com
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Mark Ozias, Market Director
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November 2008

Open Aire Market Moves Indoors for Winter Events

Congratulations to all for a successful 2008 season on Cedar Street! Despite a difficult economy, gas prices well north of \$4 the first half of the season and some cold and rainy Saturdays, Market vendors persevered and created a vibrant and vital community gathering place in Sequim every Saturday.

The community responded. It seems we saw more familiar faces each week as our friends and neighbors made a Saturday trip downtown part of their weekly routine. We also hosted numerous visitors from around the country and around the world, with many expressing their admiration for the quality and variety of our vendors and the friendliness of our small-town atmosphere.

The Open Aire Market is pleased to offer its vendors and the community three new chances to connect in the cold, wet months of winter. The gymnasium of the Boys & Girls Club in Sequim will be transformed into a warm and welcoming *indoor* Market on November 29, February 7 and April 4 and we invite all to join us for these special affairs.

Year-End Review

Gross Sales:	\$235,000
Average Day:	\$196 (all vendors) \$166 (handmade products) \$309 (produce/plant) \$264 (food processor) \$266 (fresh food)
Average Size:	53 vendors/week
Busiest Day:	June 28 th , 63 vendors
Best Sales Days:	July 19, August 2, July 5
Avg. Attendance:	17 Saturdays

Behind the Numbers

Sales remained strong throughout the season for produce, farm and food vendors. Most vendors of handmade products saw steady sales throughout the year, but generally at a slightly lower level than in 2007.

Market sales and attendance were on track to surpass our record-setting 2007 numbers for much of the season, but a wet and cold September and early October dampened results just a bit at the end.

We're already working on 2009!

A Note From the President...

It's hard to believe another season at the Market has come to a close. And overall, given the economic slump across the country, we've had a very successful year with many changes and improvements.

Now it's time to relax, at least for the moment, enjoy good food and get to know each other. Our annual Potluck will be this Sunday, Nov. 9th, at Pioneer Park from 3 to 5 p.m.

This is our time, our only time, to meet each other, meet your Board, share your thoughts and ideas and find out what's in store for next year. But this year's potluck will be a little different from those in the past --- this year we will provide a glimpse of what our Market can be in the not-too-distant future! And, we'll share with you the plans and goals that your Board has put into motion in order to achieve these objectives.

Learn how you can be a part of maintaining or possibly reducing your Market costs and fees, while creating a much bigger and better Market place. Come on out, see what your Board has been up to and let us know what you think! I'm looking forward to meeting each and every one of you. See you there!

Carol S. Smith
President of the Board of Directors

A Call for New Board Members

The Sequim Open Aire Market wants YOU!!!

Are you a Market vendor?

Do you have ideas about how to improve the Market?

Do you want to have a voice in the Market's future growth?

Would you like to work with a great group of fellow vendors and community members?

Do you want to give something back to the Market?

If you have answered "yes" to one or more of these questions, we would love to speak with you about a role on the Board. We have just expanded to a maximum of 17 members (up from 13) and are excited to bring in a few new vendor members. Your involvement really matters!!!

Want to learn more? Please call Mark at 460-2668.

Get Ready for 2009

Hey vendors - it isn't too early to begin thinking about 2009!!! Your Board has been doing some creative thinking regarding membership in the Market and the new plan to broaden our reach will be rolled out soon.

We do know that a standard, full membership will remain \$50 and all 2008 vendors are encouraged to renew (no need to be juried again, of course) and save their space for 2009.

The new 2009 Vendor Agreement will be available on the website in December, and all vendors wishing to participate in the February and April indoor shows will need to renew their memberships when the year begins.

A Big Round of Applause for...

Gerda Tamura (The Full Moon) for the beautiful cedar bough and red bow decorations you put together for every Market booth on October 18th. What a nice job Gerda!

Chris King (The Blue Whole) for your excellent work designing and submitting our newspaper advertising this season. We all appreciate the many hours you put in on our behalf!

Joe Irvin (Site Manager) for your hard work and personal attention to vendors throughout the season. Thank you for being there for the Market!

Update your Webpage

Hey vendors! Time to update your page at www.sequimmarket.com

Please contact Tim Grady at wizard@sequimmarket.com to submit new photos, updates or descriptions.

Special Photo Offer

Your friendly webmaster took photos of every booth every week throughout the season and is making them available to you! For \$10.84 you will receive a CD with a photo of your booth each week you were there during the 2008 season.

Please submit orders and/or questions to Tim at wizard@sequimmarket.com by November 15th!

Community Booth Changes

In response to vendor input the Board of Directors will be formally adopting a policy for participants in the Suzanne Arnold Community Booth program that only allows sales of event or raffle tickets.

Fee/License Update

The City Council expressed support for reducing and/or eliminating fees for the Open Aire Market when possible. We are awaiting an updated fee proposal and will continue to work with the City to keep fees low.

The Open Aire Market is also working with the Chamber of Commerce to encourage adoption of a City business license fee model that would cover all vendors under an "umbrella" license purchased by the Market.

Year-End Receipts

If you would like a letter of receipt for your rent paid in 2008, please call Mark at 460-2668 and let him know!

Winter Calendar

November 9	Vendor Putluck Pioneer Park 3:00 pm - 5:00 pm
November 29	Indoor Home Holiday Boys and Girls Club 9:00 am - 4:00 pm
February 7	Indoor Winter Warm-up Boys and Girls Club 9:00 am - 4:00 pm
April 4	Indoor Spring Preview Boys and Girls Club 9:00 am - 4:00 pm
May 9	Grand Opening Day! Cedar Street 9:00 a.m. - 3:00 p.m.

Be A Friend of the Market!

You too can become a Friend and help support Sequim's local market. This community resource and gathering place is more important than ever and the financial backing of individuals and local businesses is vital to our ongoing success.

Open Aire Aficionado \$250

recognition on banner, framed certificate, website page, t-shirt or poster

Open Aire Advocate \$75

recognition on banner and website, certificate

Open Aire Ally \$35

recognition on website, 10% off SOAM branded items at Market Booth

***Please call Mark Ozias, Market Director, at 460-2668 to learn more.
Program open to all!***

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