

EV Peer to Peer: Markets

Best practices for managing a grower's or makers market?

- Develop policies, rules and documents and stick to them
- The more products the better
- Delegate organizations
- Make lists
- Charge the vendors, it helps them show up
- Handicap accessibility
- Homemade and handmade only

Do Towns have makers markets AND farmers markets? Combined or Separate?

- Most have farmers markets
- Half have makers markets
- None have combined farmers/makers markets
- Corrales – growers market every Sunday/separate makers/creators artist market
- Cimarron – arts and farmers market combined
- Carlsbad – together
- T or C - together
- Alamogordo – Two separate farmers markets at either end of town and separate makers market/craft fairs
- Pojoaque Pueblo – Pathways/Winter market, indigenous arts exchange

How to keep vendors engaged following event season? Tips to get them to return?

- Consistent time and place
- Good marketing to vendors and for public
- Mixture of food, art, music, settings
- Entertainment
- Create vendor directory
- Partner with music or arts organizations
- Feature artist or entertainers
- Include additional activities; games, car shows
- Provide childcare for farmers
- Advertising
- Social media advertising
- Open communication
- No fees
- Last market statistics
- Surveys
- Quotes from vendors
- South Valley has a rich engaged community – vendors come back
- Carlsbad does not have issues

What are good marketing strategies for marketing events that happen at the same time, but managed by different entities?

- Create an ad for vendors with different audiences and encourage sharing and cross promotion
- Target both audiences in more broad social media approach
- Combine or centralize location with both entities able to collect fees independently
- Encourage collaboration on entities own terms
- Have materials at each location to cross promote other market
- Partner events
- Make a day of it

What price to charge vendors?

- Weekly booth fees: \$25
- Food Truck fees: \$40
- Annual Fee for entire season: \$800
- Donation equal to fee. Donated products can then be sold for retail value

How do you go about managing and curating your vendor list?

- Corrales – gets market info in newsletters, word of mouth, social media, AABA annual guide, events calendar
- Alamogordo – weekly email, advertisements in city water bill
- Hire the role out
- Someone to manage it
- Merchants manage their own pop ups

How to avoid repetition with your vendors and what they bring (ex. Same people showing up with the same craft/art week after week)?

- Corrales – spreading out the variety of arts/foods in the market
- Alamogordo – Heritage festival/having themes
- Carlsbad does not see much repetition

Executive Directors to connect with:

Lisa Pellegrino-Spears