



VENDOR BENEFITS

THE DETAILS ON WHAT VENDORS RECEIVE FROM FEES PAID TO URBANA'S MARKET AT THE SQUARE

VISITORS

Urbana's Market at the Square has been a visitor destination and signature institution in Urbana since 1979. Our farmers market is one of the largest producer-only farmers markets in the State of Illinois. An estimated 104,000 visitors attended Urbana's Market at the Square during the 2016 season. That means that over the course of the 28-week season, an average of 4,000 visitors came to visit and shop at our farmers market EVERY WEEK!

STAFFING

Urbana's Market at the Square is a program of the City of Urbana and operated by professional staff from the Community Development Services Department. Staff strive to provide an individualized experience for each participant and is committed to retaining anchor vendors, attracting new vendors, and keeping the market a unique and exciting shopping experience for customers.

ASSISTANCE

Market staff are available for one-on-one business and marketing consulting and to help develop a vendors presence at the farmers market. Schedule a meeting today to talk about social media, advertising, graphic design, marketing plan development, scaling-up, health department permitting and regulations, booth set-up and more.

PROMOTIONS

Urbana's Market at the Square offers a variety of advertising and promotion programs for vendors on main stream radio and television. Whether it is an interview, spotlight, or product demonstration, Market staff are committed to spreading the word about the variety of products available at Urbana's Market at the Square! Vendors are encouraged to take advantage of being the "featured vendor of the week" which includes promotion on the Market's NEW website (www.urbanamarket.org), social media, and weekly email newsletter (see exposure stats below).

EXPOSURE



1,576

Followers on Instagram are up 149% from 2015



2,166

Subscribers for Market Mail e-news are up 38% from 2015



11,403

Likes on Facebook are up 15% from 2015



4,575

Followers on Twitter are up 11% from 2015

**FOR MORE INFORMATION OR TO MEET WITH STAFF CALL 217/384-2319
OR EMAIL URBANAMARKET@URBANAILINOIS.US**