
Urbana's Market at the Square (UMATS)

2023 Pre-Season Info Session



2023 Pre-Season Info Session

- I. Market Update
- II. Market Operations
- III. SNAP Info



Market Update

Vendors

190 Vendors in 2022

65 Craft/Artist

44 Growers

60 Community Groups

16 Value Added

4 Food Trucks



Market Update

Vendors

142 Vendors in 2023 (as of 4/25)

44 Growers

58 Craft/Artist

22 Community Groups

14 Value Added

4 Food Trucks



Market Update

Attendance

Estimated season attendance for 2022

87,029

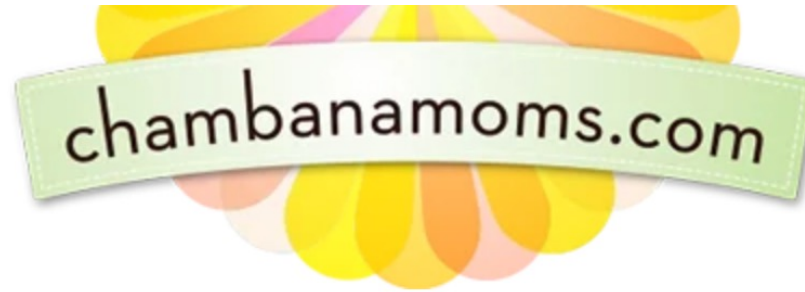
Average visitors per week

3,347



Market Update

Advertising



Smile Politely



The News-Gazette

Market Operations

- I. When to Get There
- II. Where to Go
- III. What to Bring
- IV. Who To Look For
- V. Emergency!



Market Operations

When to Get There

- Market runs May 6th through October 28th
- Set up as early as 4:30am
- Most folks arrive 5:45am – 6:30am.
- Start sales when ready
- Rain or Shine



Market Operations

When to Get There

- Pull to the side when possible, unload, and drive your vehicle out. Then set up your tent and displays.
- Please drive cautiously through the market during set-up.



Market Operations

When to Get There

- ALL cars without paid spaces in Market should exit by 6:45am.
- If you arrive after 6:45am DO NOT drive your vehicle into the Market.
- If you arrive late you may walk your materials in.



Market Operations

When to Get There

- NO VEHICLES should be operating inside the Market between 7am and Noon.
- Two week suspension- this is your first warning.





Market Operations

Where to Go

- Observe the white traffic flow arrows.
- Vendor spaces use the parking space numbers.
- South row spaces are numbered in orange on the curb.
- Rows 2, 3, and 4 have chickens on the median indicating 10ft. Find the space # then line up with the chickens.



Market Operations

Where to Go

- Community Group spaces are indicated in white by a number between two dashes.
- Ignore numbers in red on the curb. They are remnants from our COVID set up.



Market Operations

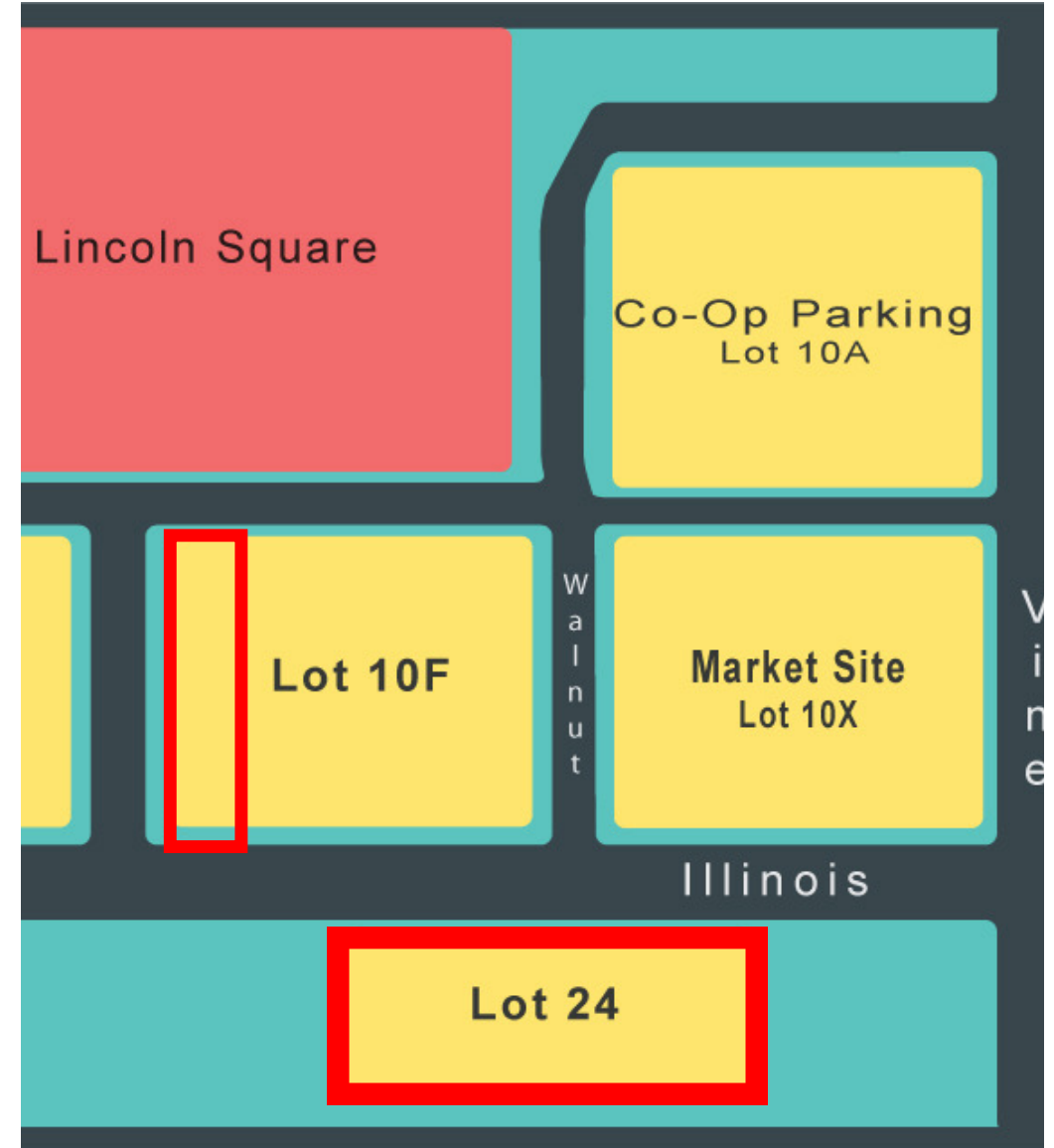
Where to Go

- Please set tents up parallel to the curb.

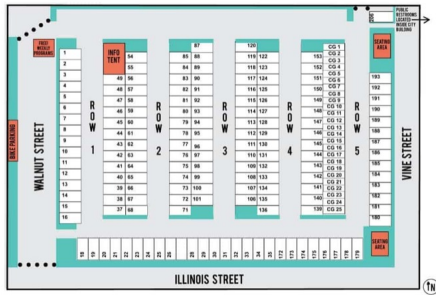
Market Operations

When to Go

- Vendors park in Lot 24
(south of the market)
- Or west side of 10F.



INTERACTIVE MARKET MAP

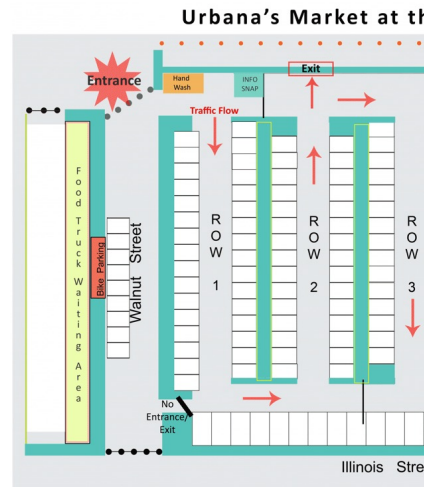


PRODUCT SEARCH

Are you looking to see who sells what? Click [here](#) to search a particular product and get a list of vendors who carry it!

MARKET MAP

Below is a general map of the 2021 Urbana's Market week at the market brings new products! Try our product search to discover new goodies vendors will be.



Market Operations

Where to Go

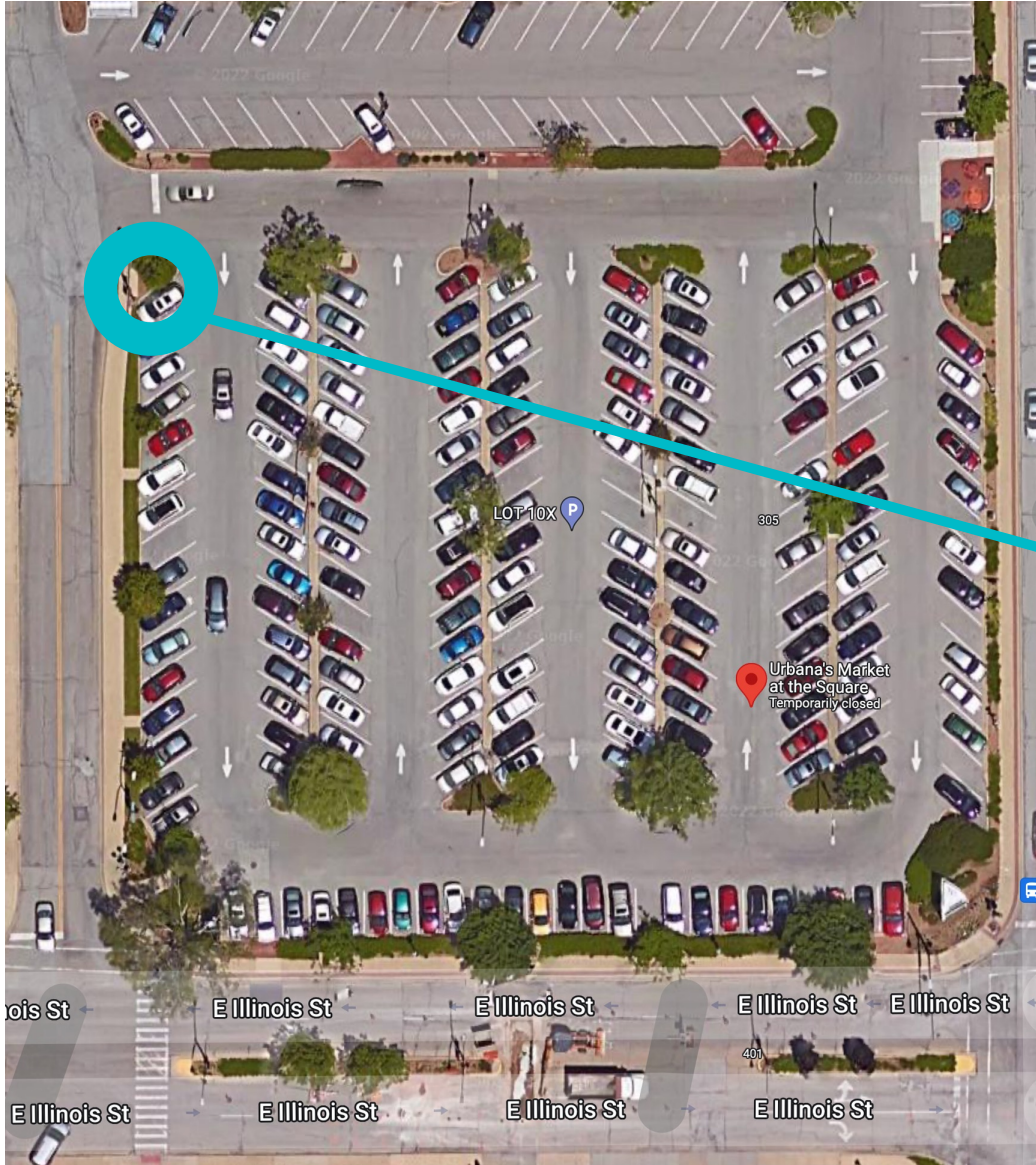
- Where is my spot? (That question will cost you \$10 this year)
- Use the interactive map on the Market website: <https://urbanamarket.org/>
- Check your space assignment the week of (most important for drop in vendors). Mistakes happen and they are harder to correct at 5am on a Saturday.

Market Operations

When to Leave

- Market ends at noon.
- You can continue sales after 12.
- Entrance opening may be held if too many patrons are still in the Market at 12pm – **Do Not move barricades.**





Market Operations

Where to Go

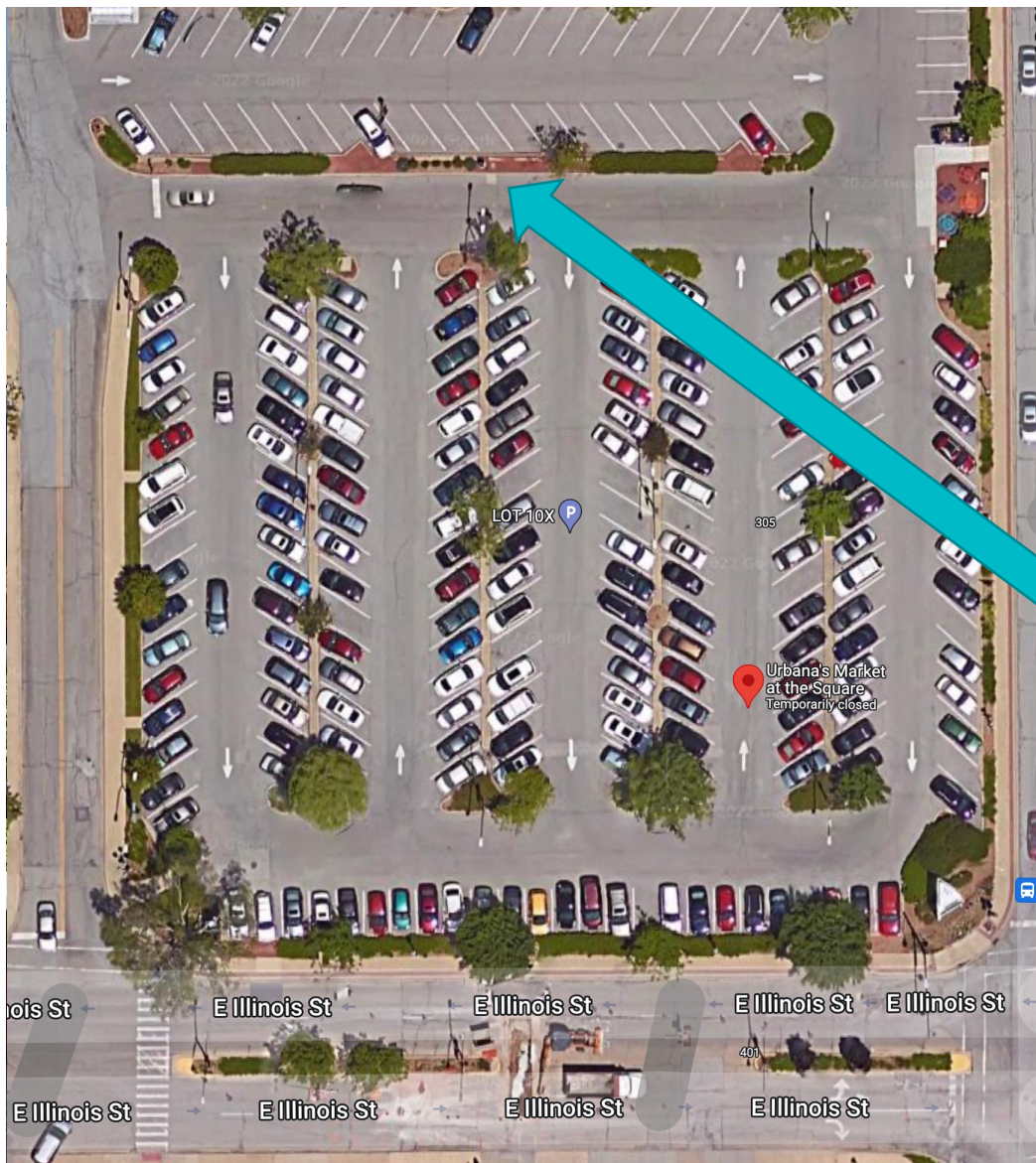
- Need water? There's a garden hydrant here.



Market Operations

Where to Go

- Restrooms are located inside the main entrance of the Urbana City Building. Opening time TBD but usually by 7am for sure.



Market Operations

Where to Go

Got a problem?

Come to the Info/City Tent
in the north row and get a
staff member.

Market Operations

What to bring

- Tent
- Table
- Chairs
- Signage (required). Sandwich board or hanging sign. (11x14 min. Clearly displaying company name, town, state)
- All the stuff you plan to sell and materials needed to set it up.



Market Operations

What to bring

Suggested but not required (not an exhaustive list... but a bit exhausting):

- Lock box for your cash (people still use that stuff)
- Your Square or other card reader
- Sunblock
- Tool kit
- Bungee cords, tie down straps
- Pens
- Spare batteries or a charger for electronics
- Paper towels
- Warm socks
- Wet weather gear
- Gloves
- Comfortable shoes



Market Operations

What to bring

Tent

- Buy a good tent! Eurmax Premium 10x10 =\$289
- Get a fancy color or not – it's hard to direct patrons to the “white tent over there” when there's 20 of them in a row... Just something to think about. If you attend other markets or festivals that require a white consider buying a second cover.



Market Operations

What to bring

Tent Weights

- **30 pounds per leg** (cinder blocks, kettle bells, 5 gal. buckets of water, custom made, attach securely to legs or tent frame)
- Alternately: secure it to your vehicle (if you have one in the Market) but you might still need weight on some of the legs.
- **DO THIS EVERY WEEK, all the times, always, rain or shine...**

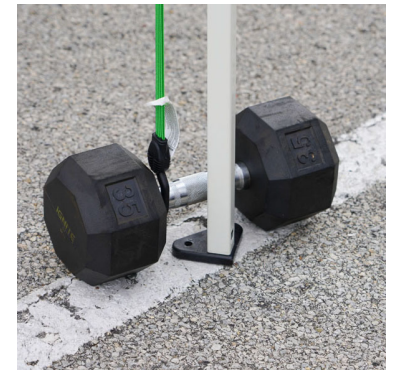


Market Operations

What to bring

Things to keep you down:

30 pounds per leg. Get creative, the only real criteria is that it's heavy.



Market Operations

What to bring

Tents aren't the only things that blow over:

Secure your displays against:

- Wind
- Small Children
- Clumsy Adults



Market Operations

What to bring

If it's your first time:

- Do a practice run. Set up in your driveway, make sure everything you need fits in your vehicle, time yourself.
- Drive by the Market site and check things out before your first time.





Market Operations

Who to Look For

On Market Day:

- Bryan or other Market staff
- Got a problem before then?
(date change, payment, general info?)

Email us at:

urbanamarket@urbanaininois.us



Market Operations

Emergency! Weather

Market operates Rain or Shine (wind, sleet and snow too) from May through October.

Weather events that will get the Market cancelled or halted:

Lightning

Tornado

Hail

Severe Wind



Market Operations

Emergency! Weather

- In the event of a weather emergency seek shelter inside Lincoln Square Mall or The Urbana City Building.
- This is not to set-up booths to conduct sales. This is only to act as protection from severe weather.
- Do not return to the Market site until directed by Market Staff or public safety officials.

Market Operations

Emergency! Weather

Some weather events may not be severe enough to evacuate or cancel the Market, should you feel your personal safety is in jeopardy you have two options:

- Leave your stall and wait out the weather event in the Urbana City Building, Lincoln Square, or your vehicle until you feel safe returning.
- Pack up your materials and go home.

Please notify Market Staff of your intentions so we can watch your stall or direct your vehicle through the market.



Market Operations

Emergency! Injuries

Someone is injured or has fallen:

- Are they responsive?
- Yes? – Notify Market Staff.
- No? – Call 911 then notify Market Staff.



Market Operations

Tell Tales

Please report any odd incidents to Market Staff

- Attempted Theft
- Short Change Artist
- Shoplifting



SNAP/Link

- Supplemental Nutrition Assistance Program - formerly known as “food stamps”.
- The Market’s SNAP program is administered by The Land Connection.
- Program is “locally” universal – tokens and coupons can be used at UMATS and Champaign Market.
- Link cardholders will be able to receive a daily double match for every swipe up to \$20 = \$20 in benefits (tokens) plus \$40 in matching incentives (coupons).
- Over \$100,000 in benefits and matching incentives were distributed at UMATS in 2022.



SNAP/Link

2022 Matching Voucher is shown. Image of 2023 was available.

Tokens currently in circulation: All can be accepted at UMATs.



SNAP/Link

- Vendors selling SNAP-eligible items are required to participate in our SNAP program- growers, bakers, canned goods.
- Weekly remittance of accepted SNAP token and coupons.
- Reimbursement will be made electronically. There will be a fee of \$1 per deposit associated with this service.

