

May 5, 2010

Dear Specialty Grower or vendor:

You are invited to participate in the 2010 Sullivan Area Farmer's Market! The Sullivan Farmer's Market is in its sixth year. The market will be held every Friday afternoon from 12:00-6:00 p.m. and will begin Friday, June 11, 2010 through September 24, 2010. *(See Rules & Regulations about extended hours of this year's market)*

Our main goal in continuing a local market is to give area residents convenient access to locally grown fresh produce and homemade products. We're confident that we have an excellent customer base with our citizens and many visitors to Lake Shelbyville each weekend.

The market location is on the northeast corner of the intersection of Routes 121 and 32. The traffic count at this location is 9800 per day. The market has done very well at this location the past four years. It is our hope that the number of participating vendors at the market will grow thus attracting even more customers.

Because of increased traffic last year, we would like to try setting up differently this year. **Vendors should please set up along the EAST perimeter and along the SOUTHEAST corner of the property. We will be directing customers to park along the NORTH FENCE. We will also have traffic cones to put in front of your vendor space to keep cars from driving to close.**

We will be promoting the market through a variety of media. Ads in the News Progress throughout the season will reach a large audience and ¼ page handbills will be placed around town for people to pick up as a reminder. The SCED will also place two sandwich board signs at the intersections each Friday morning.

The market is also a great venue for non-profit groups to do fundraising. We welcome your church, organization or local club to sell items such as homemade goodies, hot sandwiches or cold drinks.

If you still have questions after reviewing the attached rules and regulations, please don't hesitate to call at 217-728-2684. We look forward to working with you this summer.

Sincerely,

Stepheny McMahon, Director
Sullivan Chamber & Economic Development