



January 31, 2012

Dear Vendors,

The Lowell Area Farmers' Market will again be located in the Lowell Tractor Supply parking lot, on M-21, just west of downtown. The market season will be 17 weeks, beginning June 7 and ending September 27, 2012 and will be held every Thursday, 12:30 PM to 6:00 PM.

We have added a bonus (no fee) day for our seasonal vendors: Saturday, October 13th (which coincides with Lowell Harvest Celebration). This bonus day will be held at the Lowell Fairgrounds from 10:00 AM to 2:00 PM. There will be an additional \$10.00 fee for the bonus day for non-seasonal vendors.

Cost for a 12' x 12' booth with parking is \$10.00 weekly, or \$130.00 for a seasonal booth (additional booths \$10 weekly/\$130 seasonal each). A seasonal booth ensures the vendor the same spot all year long (see Rules and Regulations).

We believe this location gave us more Market visibility last summer and increased our customer traffic. Also we will be increasing our advertising throughout the summer via Facebook, the downtown marquee and our local newspapers. There will be added signage by the street side of the Farmers' Market as well.

We look forward to seeing each of you at the Market!

Sincerely,

Dave and Betty Deans

Dave and Betty Deans
2012 Market Masters

Market Master Home Phone: (616) 897-9186 or Cell (616) 340-3233
Market Master Email: david.betty.deans@gmail.com

Encl: 2012 Lowell Area Farmers' Market Rules and Regulations
2012 Applications Forms

Lowell Area Chamber of Commerce - 113 Riverwalk Plaza, PO Box 224
Phone: (616) 897-9161 * Email: info@lowellchamber.org
www.discoverlowell.org