



# News Release

## Rockford City Market

# Market is Now Accepting Applications for the Second Season

## *Free Vendor Workshop Available!*

FOR IMMEDIATE RELEASE

February 9, 2011

**ROCKFORD, IL** — After a triumphant first year, Rockford City Market is now accepting applications for the 2011 season. The second season for the market will run from June 3-October 21. **New this year** is a short season (five week) space rental for produce vendors only and a free workshop to help vendors maximize their market experience.

During the first season, approximately 1,000 people attended the market every Friday, with nearly 2,000 visitors and 50 vendors during peak season months. A survey of market shoppers last year showed nearly 80 percent stayed at least 30 minutes at the market, while more than 40 percent stayed an hour or more. More than 75 percent spent at least \$10 during their visit, while more than 35 percent spent \$25 or more. Most visitors, more than 90 percent, said they would recommend the market to a friend.

### **Application Information**

Anyone wishing to become a vendor or performer must submit a completed application to the Market Manager. Each application must go through an approval process in order to ensure a wide variety of goods and performance types at the market. Applications can be found on the market website at [www.rockfordcitymarket.com](http://www.rockfordcitymarket.com) or by contacting the Market Manager at 815.964.4388/[info@rockfordcitymarket.com](mailto:info@rockfordcitymarket.com).

All booths are 10' X 10' spaces. Vendors can rent multiple spaces. The fee is:

- Full season (20 weeks) rate of \$300 per space or \$100 plus 10 percent of sales
- Half season (10 weeks) rate of \$175 per space
- Farmers Season - produce vendors only (5 weeks) rate of \$75 per space

-MORE-

## **Market Applications/Page 2 of 2**

The market requires a \$100 deposit from every vendor to ensure consistent attendance. The deposit will be returned in full within 30 days of the close of the Market provided the vendor participates in 80% of the selected Market season. If your application is not accepted, the deposit will be returned.

Performers will be determined by the Market Manager and may vary each week. Entertainment must be appropriate for a family-oriented open-air market. Performers may set up a display area for tips, informational brochures and sale of their own recorded music.

### **Free Workshop**

A free workshop for new and existing vendors will provide solid business information that will help them grow their businesses faster. The workshop, created by the Illinois Small Business Development Center (SBDC) at Rock Valley College, will take place from 1-4 p.m. on Friday, March 11. Vendors can sign up by going to the SBDC website [www.rockvalleycollege.edu/sbdc](http://www.rockvalleycollege.edu/sbdc) (follow the instructions to sign-up for workshops/ courses) or call Cari at 815-921-2081.

*Rockford City Market takes place 3 – 7 p.m. every Friday from June 3 through October 21 along Water Street between State and Jefferson Streets in downtown Rockford. The market includes local growers and vendors who sell natural products, including vegetables, fruit, eggs, meat, cheeses, flowers, herbs, baked goods, wine and healthy snacks, as well as artisans and vendors with unique offerings and live entertainment by a variety of performers. [www.rockfordcitymarket.com](http://www.rockfordcitymarket.com)*

*Rockford City Market is a collaborative effort of several agencies, including the Rock River Development Partnership, On the Waterfront, Inc., Rockford Area Convention & Visitors Bureau, the River District, the City of Rockford, the Rockford Area Economic Development Council, Illinois Small Business Development Center and Smith Charitable Foundation.*

###

### **FOR MORE INFORMATION:**

Kristina DeCoster, RACVB Director of Public Affairs: 815.489.1664/[kdecoster@gorockford.com](mailto:kdecoster@gorockford.com)