

***Selectboard Presentation for The Newfane Flea and Farmer's Market
2022 Season***

Presenter: Julia Tadlock

Purpose: I am here tonight to appeal to the Planning Commission and the Selectboard to allocate ARPA funds to the revival season of the Newfane Flea Market in the amount of \$15,000 to cover both the capital investment and the necessary advertising campaign.*

*See Budget A and Budget B

Why is the new Newfane Flea Market needed?

- **The reemergence of this event will boost both morale and economic opportunities for residents of Newfane and the surrounding areas.**

The Newfane Flea Market is an iconic local institution. It is historic in being the oldest established and longest running Flea Market in the state. For over fifty years it hosted a large and popular event, which was a mainstay Sunday activity for locals and tourists alike. The event generated industry in the area and provided a unique economic opportunity for local small businesses. This initiative to re-open the Flea Market would restore those opportunities to local small business and expand the opportunity even further to include a wider and more diverse population.

In the few weeks since making the upcoming reopening public, there has been an outpouring of support and excitement from former attendees. It is clear that there is high demand—both on part of the patrons and the vendors—to see the Flea Market thrive again.

More specifically, the residents of the Town of Newfane have expressed, as shown in the results of the survey conducted by the Planning Commission, that they would like to see ARPA funds allocated to the creation of farmers markets, craft markets and flea markets. The new Newfane Flea Market would encapsulate the wishes of the residents in a prime location that would also attract tourists and visitors. The Newfane Flea market is a known entity with a rich history. My aim, as the new Market Manager, is to build off of the established market and enrich the event with some much needed changes and additions.

My central mission with this project is to promote economic growth in the area, while hosting a fun weekly event. It is widely known that Vermont is an aging state with deep concerns about retaining young residents and taxpayers. As a millennial, I am intimately aware of the struggles of finding happiness and security living in the State of Vermont. A common complaint that I have felt and heard is that a. “there are no good jobs” and b. “there’s nothing fun to do.” Ideally, the re-birth of the Newfane Flea Market would address both of these issues by: providing a fun, inclusive, family-friendly event every weekend throughout the summer and fall *and* by providing a platform for local small businesses and farmers to generate profit through the sale of goods. Additionally, the local businesses such as The Newfane Country Store, BigFoot Coffee, Dutton Farm, The Riverbend, etc. would presumably benefit economically from increased traffic through the area on Sundays.

Central Points:

- The people of Newfane and surrounding areas have proven that they want to see the Newfane Flea Market return and, as per the survey conducted by the Newfane Planning Commission, they have illustrated that would like to see money from the ARPA be allocated toward craft markets, fairs and farmers' markets. The new iteration of the Newfane Flea Market would check all of these boxes.
- The Newfane Flea Market brings valuable economic opportunities to local farmers', artists and small business owners.
- The Newfane Flea Market financially benefits other Newfane businesses and puts Newfane on the map as a destination for tourists and visitors.
- The Newfane Flea Market is a safe, healthy, weekly community event that is family-friendly and geared towards all ages. Central to the Market's mission is that the event is accessible and inclusive to all.

Why are you the person to take on this task?

I come to this project with five years of market planning and execution experience and I have recently incorporated my market management business as an LLC with the State of Vermont. I founded the Main Street Flea market in Brattleboro in 2017, which is now called the Brattleboro Flea. This event began as a one-off Holiday event with thirteen vendors and has grown into an incredibly successful monthly market which runs in partnership with the revived Gallery Walk series in downtown Brattleboro on the first Friday of every month. In our 2021 season, we hosted over 50 individual vendors and our 2022 season projects even higher numbers. In addition to being the founder, organizer and manager of the Brattleboro Flea, I am also a vendor; selling handmade jewelry from my business First Water Jewelry. Being a vendor and a small business owner gives me the unique insider perspective that helps me run a fair and balanced market. I have sold jewelry at many many markets and fairs in several states including: New York, Texas, California, Massachusetts and Vermont. My experience selling at these various events has greatly informed the way that I organize and manage my markets.

Through my years of running the Brattleboro Flea market, I have accrued a huge number of connections within the community which I would bring with me to the Newfane Flea Market venture. My role on the organizational team responsible for the Gallery Walk—an event that brings in tens of thousands of visitors a month—has been extremely influential and has given me access to a global understanding of large scale event planning and coordination. Additionally, I am a member of the vibrant Windham county arts community as a director, actor and vocalist. As a director, I have organized teams and effectively produced successful productions in Saxtons River, Putney and Brattleboro.

Summary

- I am a Windham county native, now living in Newfane with five years of experience in successfully organizing, producing and managing Flea Markets in the area.

- I have an incorporated LLC for my market managing business and I produce a monthly Makers' Market in Brattleboro in partnership with the Downtown Brattleboro Alliance as part of the revamped Gallery Walk series. Through this work, I come to the project with a huge number of connections and resources at my disposal.
- I am an artist, maker and small business owner. I have participated in similar markets in several states over the past nine years of owning and running my small business.
- I am part of the millennial generation that Vermont is struggling to retain.

Budget and Capital Costs:

As you will see in comparing the two presented budgets, the grant money awarded from the ARPA funds would not only help me get this project off the ground, but would also greatly increase the success of the market. Most notably, additional funding (presented in Budget B) would allow me to publicize the event through bigger, more impactful means, drawing even more local and non-local visitors to the event.

- Budget A reflects the basic, bare-bones start-up costs to get the Newfane Flea Market going.
- Budget B illustrates the additional funding needed to launch a robust advertising campaign to ensure the success of the market and the longevity of the initiative. The increased funding presented in Budget B would :
 - Allow for the creation of a professional website for the Newfane Flea Market which would highlight local vendors and businesses.
 - Ensure that Vendor Fees would be kept low and accessible.
 - Allow me to pay myself a reasonable, livable wage for my work and allow me to re-invest some portion of profits back into the business for the future.
 - create a weekly job for at least one person to assist in daily market operations.

Steps Taken :

So far, I have taken several preliminary steps to set The Newfane Flea market up for a successful revival season including:

- Emailing contacts with an introductory email. At this time I have more than 50 vendors who have reached out to express interest in participating in the 2022 season.
- Secured a quote for Event Liability Insurance
- Created logo and designed promotional material mock-ups for the new Newfane Flea
- Posted a Press Release seeking vendors in Front Porch Forum
- Took out a box ad in the Commons for seeking vendors
- Created an Instagram profile for the Newfane Flea Market
- Drafted a vendor application
- Drafted a comprehensive information sheet including rules and regulations

- Researched and secured quotes for budget expenses
- Drawn up a working budget
- Begun crafting a website for the Market
- Registered for the Vermont Farmers Market Association Conference through NOFA which I will attend over the upcoming weeks

In addition to these tangible tasks, I have also had many, many conversations with people experienced in running similar markets and those interested in becoming involved.

What comes next?

In the upcoming weeks and months I have a laundry list of tasks to accomplish in preparation of the opening of the market including, but not limited to:

- Sending out an information sheet and application to all interested vendors.
- Creating a website for the Newfane Flea Market that will contain information and application.
- Embark on large advertising campaigns to include: finalizing logo and branding and sending ads, creating press releases, recording radio ads and interviews, designing and ordering printed materials for regional distribution (and distributing such products) and continue to promote (with increasing frequency) on social media sites.
- Purchasing materials to ready the grounds and working with the property owners to ensure the safety and ADA compliance of the location.
- Hire a sign painter, purchase materials for the painting of signs and erect new signage
- Establish a Jury Committee and organize said committee to review vendor applications and make acceptance decisions.
- Communicate with vendors regarding Jury decisions and schedule vendor participation dates and payments.

In closing, I would like to thank you for your time and consideration and ask you to think of your own memories of the Newfane Flea Market. I ask you to recall the value of the once great establishment and envision what the revival will do for those who live and operate businesses in Newfane. The award of this funding will not only make this vision possible, but will directly impact the success of this venture and will lay a solid foundation from which the market can grow and thrive in the future and, hopefully, become a mainstay of our village for another 50 years.

Submitted Materials:

Overview and info sheet.

Budget A & B

Letter of Support

Sample Rack Card (marketing material)

Comments

Comments from the public and interested vendors:

“I used to go almost every weekend as a kid.”

“I grew up here. Like, helping my dad at his booth every single weekend. I’m super excited that it’s back.”

“I’m so happy that you are doing this. I used to LOVE that flea market!!”

“This is so exciting, we’re right on Autumn Ln and would love to see this flea succeed.”

“SO excited to hear the market will be open again this year!!!”

“Woohoooooo”

“I’m so happy it’s coming back”

“This is right down the road from our house and we are SO excited!”

“This is incredible news.”

“I’m SO excited.”

“I’m so excited for this!”

“From my childhood memories of the Newfane flea there was a lot of ‘stuff,’ Knick-knacks, jewelry, food, all kinds of things. And it was always packed! So psyched to see it come back.”

“We love the Newfane Flea Market! So happy you are reviving it!”

“I miss the Newfane Flea!!!”

“Growing up in Jamaica in the 90’s, I remember this Market being epic. I’ve been looking for a place to sell my jewelry and other made objects—it has been my dream to see the Newfane Flea rise again!”

“The Newfane Flea Market rocked my world as a kid, I got so many great LPs and CDs there!!!”

“The Newfane Flea Market was a big part of my routine...can’t wait for it to come back!”