



Wimberley Market Days

vendor news & views



Vol. 3 #2 • April 09

Message from Manager Bill Noles

General Manager Wimberley Lions Market Day

Here we are, ready for another April Market Day. Remember 2 years ago when it was freezing and sleeting on the April market? What a miserable day!



Let's all be grateful the weather, whatever it is today, will be better than that day.

We've had mixed feedback on the results of the March market. Some of you reported that you had very good days and others didn't do as well. Our results showed that we had strong attendance (about 7,000 - our best March yet)

but sales in the concession stands were slower than what we'd expect from a crowd that large. Our guess is that a lot of people came and looked, but didn't buy as much. However, our **U Call, We Haul** service had a good day, so some vendors were doing well. We suspect the economic conditions are just making people more conservative about buying. However, it's good that they are still coming out because we know if they see some of the great products you offer, they will want to buy.

We plan to continue our strong advertising program to keep getting the word out about Market Days and keep our attendance strong. Please read the separate report in this newsletter on current advertising efforts.

As we said last month, we have been forced to get tough about vendors who are occupying their booths late. As you all know, having vehicles on the pathways when the market gets busy is very dangerous. One of these days someone could get hurt and none of us wants that to happen. So remember, you must be in your booth by 7:30am. Vendors coming in late and being on the paths at the same time day renters are moving in are the main reason for the congestion we have.

We know that most of you comply with our rules and are very courteous about your vehicles, and we thank you for that. But we have a few chronic rule-breakers who have not responded to any of our efforts,

so we have to get tough. It is just too dangerous to continue letting them slide, particularly when safety issues are so critical.

If you are going to be late or absent and you know in advance, notify your ambassador. If you don't know until the morning of the market, call 512-847-2391. You all have cell phones, so use them! Here's the really important part: starting in May, if you have not occupied your booth and have not notified us you will be late, and, if we rent your booth to a day renter and you show up after the day renter is in your booth, we will no longer make the day renter move to another booth. You will be the one to move to another booth for that day. Also, no vehicles will be allowed on the field after the day renters move in and the gates are closed. Period. If you are that late, you will have to find another way to get your merchandise to your booth. All of this is specified in the annual contract, even though we've never had to enforce it.

I hope you have a great day today. Let's continue to work together to keep Wimberley Market Days successful.

2009 Bookmarks are here

Your ambassador will be bringing you a supply of 2009 Market Days bookmarks today.

Promote your business, save \$\$\$\$\$

We hope you're enjoying the 2009 Market Day Directory and handing them out to your customers and friends. If you'd like to have more, let your ambassador know or visit our information booth.

Whether you're renewing your ad or participating in the directory for the first time, you can save 20% by getting your ad copy and payment in for the 2010 directory by August 1, 2009. Rate sheets and forms will be in your May newsletter.

E-mail Madonna@suncountrypublications.com or call 512-847-5162. Madonna will be happy to visit with you, take pictures of your booth and merchandise and help you with copy and layout of your ad.

Message from the annual leasing manager

Don Campbell

We know that several of you are trying to sell your Market Days booths and we'd like to help you as much as we can. We're in the process of putting together a **booths for sale** page on our Website. If you would like to be listed, please send the following information to annette@shopmarketdays.com: booth number, brief description of booth, price, contact name, phone and/or email. If you have a digital photo of your booth we will do our best to include that as well.

We can't promise exactly when this will be complete;

2009 Ambassadors

Here are the ambassadors for 2009, along with their contact information. Some have changed since last year. Check the list for your ambassador and please contact Ambassador Chair Lee Gibson if you have a question and cannot reach your ambassador.

Attention vendors who have Lane Hartsock as their ambassador: Lane had knee replacement surgery this week and will not be here for the April and May markets. Annette Harrington and Cris Criswell will be filling in for him during this time. We know you all wish him a speedy recovery.

Beverly Nesmith ~ 1-16, 70-81, 100-110
Morris Haggerton ~ 111-149
Michael Murphy ~ 50-69, 82-99
Lonnie Duke ~ 17-49, 162-169
Lee Gibson ~ 150-161, 180-199, 214-219
Frances Jones ~ 170-179, 200-213, 221-230
Carrie Harris ~ 231-254, P1-P10, 274-277
Jim Walker ~ 255A-272, 278-294, 311-315
Cris Criswell ~ 295-308, 316-340
Lane Hartsock ~ 341-353, 434-457
Madonna Kimball ~ 354-393
Annette Harrington ~ 394-433

— Paid advertisement —

Not a Lions-sponsored event

Attention Market Day Vendors

A&M Make It Happen is sponsoring another Community Wide Garage Sale under the Lions pavilion on Saturday, May 9. If you are in town and would like to participate, space will be \$35 for the event, which includes one of the large picnic tables at the pavilion, plus space around it to display your merchandise.

For information contact

annette@shopmarketdays.com or
madonna@suncountrypublications.com.



our Webmaster, Rebecca, is about to give birth any day, so she will have other priorities! As with any project, please remember we are all give our time as volunteers to Market Days and most of us have other full-time jobs which make a lot of demands on us as well. We all try our best and we appreciate your patience.

Market Days Advertising Report

Here's an update on some of our advertising efforts for Wimberley Market Days: The Market Days Website ad on TourTexas.com continues to generate a lot of leads. Each month we average 300-400 requests for information from that site. We have a short write-up about the market, a photo and a page of frequently asked questions. In addition, our directory is available for download. To answer the requests for information, we send an email and attached our latest brochure. If any of you are interested in seeing the leads for your own marketing efforts, please contact annette@shopmarketdays.com. She can send you the monthly spreadsheets.

Market Days will have a paragraph and photo in the latest edition of *A Lady's Day Out in the Hill Country*, the successful series of books published nationally. This new edition will be in stores by the end of May.

Annette will be promoting Wimberley Market Days at the State of Texas Travel Show, April 22-24 in San Angelo. This event hosts the travel counselors who work for the State of Texas, AAA and other travel agencies, who, collectively, give travel advice to over a million visitors each year. Market Days will be right up there with the "big guys" like Sea World, Six Flags and Space Center Houston. If any of you have brochures or cards you would like her to take, please get them to her today. She will be in the annual leasing booth during the afternoon and will need at least 100 copies of whatever you bring.

On-going advertising: TV ads on TimeWarner Cable for the Hill Country area; website ads on hillcountryvisitor.com, mysa.com, tourtexas.com; free web calendar listings on all Austin and San Antonio television sites; print ads in the Hill Country Sun, Hill Country Magazine, TravelHost magazine, San Antonio Express News and other Hill Country local papers.

March Music at Hamburger Hill

Last month we had music scheduled for the pavilion at Hamburger Hill but the performer did not show up. We apologize to those vendors in that area and will do our best to make sure the venue is filled each month.