



Wimberley Market Days

vendor news & views



Vol. 3 #1 • March 09

Message from Manager Bill Noles

General Manager Wimberley Lions Market Day

Welcome to a new season for Wimberley Market Days. We hope each of you has a successful season as a Market Days vendor and we will do our best to help you.



We are continuing our strong advertising program for 2009, even though, like everyone else, we've had to tighten our budget in other areas. The advertising program is paying off with results.

Last year our gate counts yielded interesting information about attendance. We can now estimate with some confidence that on an average month around 6,000 – 7,000 visitors come to Market Days; on an above average month like October, November, December, the count increases to 8,000 – 10,000; and a month with cold or rainy weather or extreme heat, we can estimate 4,000 – 5,000.

We know from our ZIP Code data collection, that many of our visitors hear about Market Days on the internet, so we are continuing to have a strong presence on popular Websites. Look for our new ad on Hill-Country-Visitor.com along with continued ads on TourTexas.com MySA.com and News8Austin.com. We will also continue the TV ads in the Hill Country with TimeWarner Cable and print ads in various magazines.

Results of Vendor Poll

A total of 325 votes were submitted in the vendor poll conducted at the end of last season. The two issues were: (1) whether to continue Sunday markets in Oct., Nov., and Dec. and (2) whether closing time on Saturdays would be 3 or 4pm. Sunday markets were voted down 231 to 94, so there will be no Sunday markets this year or in the future.

The closing time vote was much closer, but 4pm won by a few votes. All booths should be open until 4pm, including day rentals and concession stands.

So how can you make the most of all this? We've talked to some of our most successful Market Days vendors and asked them for advice. After all, we can bring them in the gate, but it's your job to sell your merchandise when they walk by. Here are some of the tips they passed along:

- Be friendly. You can't just sit in the back of your booth and talk or knit while people walk by. You need to be up and out front, greeting people as they walk by and making them feel welcome to enter your booth. Some customers have told us that when people sit in the back of their booths and don't say anything, that they are almost afraid to approach them. You've got to get them in the door. The chance of making a sale is greatly increased if you get them to enter your booth.

- Move your merchandise around during the day. If you want people to notice an item, move it out front or put a "Today's Special" sign on it. Anything to catch the customer's attention. If something is out front and not selling, then move things around and try something else in the spotlight. Try looking at your booth and pretending that you are seeing it for the first time. What changes might you make?

- Continuously re-evaluate and update your merchandise. Many of our customers are repeat customers that come several times a year. If your merchandise is always the same, they sometimes get to the point where they don't pay attention. Customers always tell us they are looking for "what's new" at Market Days. Of course, people also come here looking for things they saw before. So it is important to have a balance of old and new things. Put the new things out front, maybe with a sign on them to get attention.

We hope this tips are useful to you. If you have an idea to share with your fellow vendors that may help increase sales, send it to annette@shopmarketdays.com. We will continue to print the tips in this newsletter throughout the season.

Please remember to contact your Ambassador if you have any requests or suggestions for improvement of Market Days. If we continue to communicate, we will continue to improve Wimberley Market Days.

Message from the annual leasing manager

Don Campbell

Thank you for your patience with me during the contract renewal process. This was my first year and I had a lot to comprehend. Your understanding made it possible to complete this complicated task.

Parking passes and security badges for 2009 were mailed in early February. If you did not receive yours, please come to the Leasing Booth today. This probably means we do not have your correct address, so be prepared to update your address, phone and email information when you come. We had some problems last year with vendors checking in with gatekeepers or occupying their booths late, sometimes as late as 9am on Saturdays.

This causes severe problems and delays with the day leasing process. Please remember that you should be in your booth by 7am.

If you know in advance that you are not going to be present, please notify your ambassador. (You will not be fined for missing a market.) If something comes up on Saturday morning please call the Market Day office at 512-847-2391 to let them

Hilltop Ice House beer sales update

As you know, we struggled with TABC last year to get temporary permits for beer sales at Market Days. The core problem is that the precinct we are in is dry. An attempt was made to get on the ballot in November, but they did not get enough qualified signatures. But we are trying again. This time signatures were collected and matched to the voting rolls. Enough qualified signatures were collected to put the issue on the ballot in May.

If Wimberley votes to become wet in May, it will be easy to get our temporary permits for beer sales at Market Days. If the vote fails, we will have to go through the process of getting our own permanent permit, which is timely and costly. We have high hopes that the issue will pass, so we are on hold until after the election. We will keep you informed of the progress. In the meantime we will have music on that stage to help draw customers to that area.

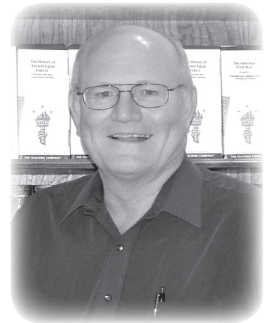
2009 Market Day Directories are here

The 2009 Market Days Directory will be distributed starting today. It looks beautiful and we have some great ads for this season.

We did our best to get the booth listings and products correct, using the information on the 2009 contracts. However, we apologize in advance if there are mistakes. As hard as we try and as many times as we proofread, it seems like we always miss

something.

Those who continue to violate this process may face consequences. Some vendors paid their rent for 2009 but did not complete and sign the 2009 contract. We have identified those vendors and asked the ambassadors to deliver a contract to each one. Please complete and sign the contract today and give it to the leasing booth or give it to your ambassador. We still need sales tax permit numbers from some vendors. The ambassadors have a list of these vendors and will be asking for the numbers today.



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.

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

Vendor window at concession #1

Concession #1 manager, Lee Gibson, reminds you that there is a dedicated window for Vendors at this concession. Only vendors will be accepted at this window so that you can get speedy service and back to your booths quickly. Be sure to wear your 2009 Security Badge which identifies you as a booth holder.

something.

It is too late to make corrections to the directory, but if you need a correction we can at least make it on the Website listing. We have not completed the update for 2009 on the Website listing, so please contact annette@shopmarketdays.com if you would like a correction or change. Be sure to include your booth number on any message you send.