

marketshare [mahr-kit shair] -noun

1. Is a program of marketumbrella.org, which works to cultivate the field of public markets for public good.
2. These free documents (called "shares") are the best of "lessons learned" from public markets everywhere.
3. Employ as needed, & please feel free to tell us about your results, so that we can share those with other markets.



market preparation: checklist for starting a new market

Starting your market

This is a basic checklist of items and decisions to be made before starting your market. We will assume that you have already set up your legal fiscal agent and governance “*if not, go to marketumbrella.org to see the share titled “Organizational Development-Governance”*” and that you have already found a location and have a mission statement. If not, look through the *share* documents for information on those subjects.

12-9 months before market opens

Map out your space to know how many vendors will fit. (FYI, EZ Up tents are usually 10x10, and most market front tables are 6-8 feet long.)

Develop your vendor application, adopt food handling rules and make them available online and in print form. Offer to agricultural organizations.

Submit a marketing plan to your board and share it with prospective vendors. *Go to marketumbrella.org to see the share titled “Market Day-Marketing 101”.*

Develop a simple budget for your first year of market: include one-time costs, ongoing costs, and income generation (rent, sales from drinks, etc.).

6 months ahead

Schedule trips to agricultural meetings and farms, meet with neighborhood groups near your market to explain your purpose.

Write out your safety plan for market day food handling, risk management, market rules, parking. Decide if you want to apply for FMNP or EBT acceptance at the state level. *Go to marketumbrella.org to see our “EBT primer”.*

3 months ahead

Hold board meeting.

Advertise for volunteer assistance; promote that help is needed in marketing work, legal help, or staffing the market.

Find partners to have tabling on nutrition, health screenings, live music, and children’s activity. (*Go to marketumbrella.org to see share titled “Market Preparation-Partners”*).

Ask chefs to schedule food demonstrations (especially first few weeks), usually at mid-market hour.

Buy tents and supplies for Welcome Tent.

Decide where information will be handed out.

1 month before opening day

Put up banner at location.
Schedule flyering in surrounding neighborhoods and other targeted areas.
Ask radio stations and television stations for coverage or interview time with you and a farmer and/or a chef.
Post food demonstration and music schedule online and send to media outlet calendars. Call all of your vendors and share news about how plans are going.

The week before opening day

Do dry run at market space; walk through set-up and map of market.

Call all vendors, volunteers and partners with details about arrival and what they need to know
Drive through neighborhoods with bullhorn (hey, just an idea...)
Put out yard signs (the day before and be sure to remove immediately after market).

Opening day

Ask everyone how he or she did; they will appreciate your interest in their business.
And enjoy the day.

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mission | management | marketing | measurement

Thank you for using a share document. This 4M worksheet below is to help you think through what you just read and how to apply it to your situation. Read the share titled “The Strategy of the 4Ms” to learn more about this marketumbrella.org teaching tool.

Is this issue or strategy covered in your current mission (or values)? _____

Does your management structure allow you time to handle this, or is there another organizational partner to help? _____

How will you communicate to others about this issue or strategy (marketing)? _____

When and how will you measure the impact of this resolution of this issue or the completion of this strategy? _____



cultivating the field of public markets for public good