



## Summary

**A multi-component open-air market to be held on North Market Street in Brandywine Mills Plaza**

## Objectives

- Continue the progress made in establishing Brandywine Mills Plaza as a safe and attractive location by providing an activity that will attract a broad demographic and bring people to the Plaza
- Support the community by providing fresh produce in one of the City's largest "food deserts"
- Support local residents by providing a venue to sell homemade crafts
- Support local community gardens by providing an outlet for their produce
- Give exposure to local talent within the community in the arts, music and crafts
- Establish community among the residents, civic associations and business within the Village

## Components

- Produce provided by coalition of 3 urban gardens in Northeast Wilmington: Conscious Connections, E.D. Robinson Community Garden and Kingswood Community Center Garden
- A Beer Garden in conjunction with Wilmington Beer Works
- Exhibit spaces for Arts & Crafts vendors
- Exhibit spaces for non-profits and companies
- Music provided by local solo artists and DJs
- Food trucks
- Feature special event each week (Free bike tune-ups, Dog Adoptions)

## Logistics

- The Village market will be located in and around Brandywine Mills Plaza which is located on North Market Street between 18th and 19th streets and across from the Dollar General Store
- Sixteen 10' x 10' exhibit spaces for vendors located on Race Street between Market and 18th street
- Two food trucks located on 19th Street between Market and Race Street
- Tables and chairs in the center of the plaza
- Accept SNAP and EBT for grocery purchases

## Schedule

- The Market will run for 12 weeks from first week in June to last week in August.
- The Market will be held on Wednesdays from 4-7pm

## Advertising and Promotion

- Large out door banner in Brandywine Mills Plaza facing Market Street from May onwards to capitalize on high traffic location of 11,000 cars per day
- Flyers and information distributed to local community, civic and church organizations
- Marketing partnerships with Rodney Square Farmers Market and the Sugar Bowl concert series.
- OBV and Brandywine Partners website, social media and email
- OBV e-newsletter and state, county and local newspaper calendars
- Free grocery bags with Title sponsor logo

## Vendor Fees

- Per week - \$15
- 13 Week Season Pass - \$100 (savings of \$95)