



2019 Market Newsletter

Issue #3

March 2019 Hello all, as we near decision on market relocation we decided to update everyone on our progress.

Why Change? Among several reasons for our proposed move, three stand out worth noting:

- **First, Safety and Access** - Although the market has operated for some time there is no doubt that leaving 6th Avenue open for emergency vehicles and store owners' access is a positive move;
- **Second, Market Flow** – Our experience with the May Long Weekend market clearly illustrated that there are better ways to layout the market and enable a more enjoyable experience for all. We look to improve customer access to vendors stalls and have a safe, efficient market setup and tear down;
- **Third, Vendor Equity** – Historically, the same fee was charged all stalls, but clearly all stalls are not equal. Some favour location (near the centre of the market), some have parking behind the stall is an advantage, and corner locations with double the display frontage are a clear benefit to others.

We recognize the many vendors have been in the market for a long time. This vendor loyalty is very positive for the market in terms consistency for the visitors that come to the market. It is what has made the market so successful! However, in some cases resistance to change and a sense of privilege develops. We decided that the best way to address as many issues as possible was to propose moving to another location.

Our Process. As you will no doubt recall we started this process by seeking input via an online questionnaire directed to all our last year's vendors, the Invermere business community, and to visitors to the market. Many vendors have reacted via the form as well as by email. Thank you for your time and effort. The responses were compiled, and conclusions drawn as to the way ahead. It is worth noting that we had input from 56 vendors, 11 retailers and 38 visitors. Of that 78% of the vendors supported moving, 76% thought a price difference was acceptable, and 75% thought the number of vendors in the market was Good. Overall 77% of respondents supported allowing pets in the Market with the establishment of strict rules governing their attendance. A detailed breakdown of the responses will be posted on the Market Website.

The Way Ahead. We have laid out a pod style market proposal in the parking lot adjacent to the Public Washrooms with lots of corner stalls and vehicle stalls to meet the vendor's needs. Our meeting to obtain District approval is set for Monday at 1:30. Although we are aware a vendor petition not supporting the move may also be presented, we are confident of a favourable response. If the DOI does not accept the move to a new location, we will revert to last years' location. There is still the need to address market flow and vendor equity issues which will likely result in price changes and may result in vendors having to park elsewhere.

Conclusion. Regardless of the outcome of Mondays meeting the Legion remains committed to work with the entire community to ensure continuation of the thriving Invermere Farmers & Artists Market.