

# GROVE CITY CHAMBER 2020 VIRTUAL DRIVE-THRU FARMERS' MARKET



Like the rest of the world, we're "rolling with the punches" and "thinking outside the box" here at the Grove City Area Chamber of Commerce, which is why we're excited to introduce you to this year's virtual, drive-thru-style of market.

The Market will still be located in Grove City's Historic Town Center but instead of on the streets it will be held in the parking lot behind the businesses on Broadway between Park Street west of Broadway and Grant Avenue.

**Important Note for participating Vendors:** please provide the following information needed from you for the website and/or or social media. This is the information that will be posted for customers to find you and your products, and to place and pay for their orders.

**Website Profile.** Each Vendor will receive a vendor listing on our website which will contain:

- **Photo/ Logo** (Hi-Resolution 72DPI)
- **Business and product description** (limit to 50 words)
- **Primary products**
- **Contact information** (phone/email)
- **Website link** (or social media link if you do not have a website)
- **Ordering information** (including payment types accepted, preferred ordering method, and weekly ordering deadline)
- **Additional notes** (Here you would include anything special that your customer should know such as ordering min/max)

This information must be submitted to our marketing team in one email by May 5th, 2020 and include "FM Vendor website Information" in the subject line. Email should be sent to [rhiant@katbroconsulting.com](mailto:rhiant@katbroconsulting.com)

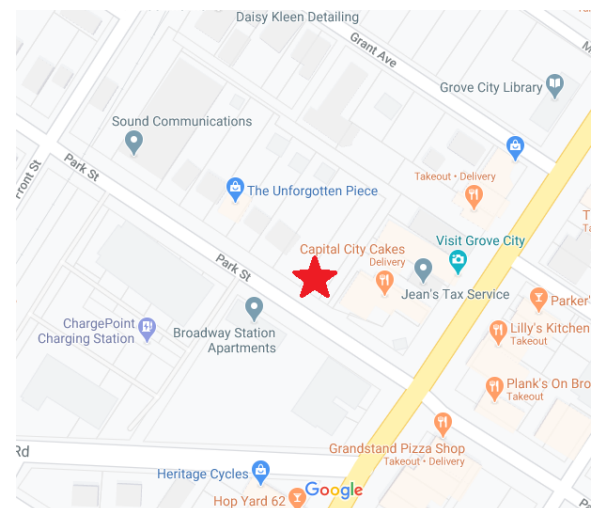
## MARKET MAP & DROP-OFF DIRECTIONS

Drop off of your orders will be made in the parking lot off of Park St. west of Broadway adjacent to Broadway Station Apartments between 7:30 and 8:30 a.m. every Saturday. Follow the "Vendor Drop Off" signs for access. On the map below, the red star is the approximate location of the parking lot.

(See attached Farmers' Market map for layout.)

### *Can't do Saturday morning drop-off?*

Arrangements can be made for limited Friday drop off at the Chamber Office. Please call Marilyn at the Chamber Office:  
614-875-9762 Option #2 or on her cell phone:  
614-581-1800. Friday drop-off needs to be pre-arranged.



# MARKET PROCESS & PROCEDURES


## ORDERING

- Customers will contact you directly to place their orders.
- Payment is to be made at the time the order is placed in the manner listed in your profile.

**REMINDER: no payments can be made at the market!**

## PACKING

- Place the items ordered in a bag marked with your name and the Customer's last name, phone number and number of bags in their order. A supply of this label will be provided to you by the Chamber for your use. If a customer has more than 1 bag of items, you will need to indicate on each bag the following: **Bag No. 1 of \_\_\_ Bags. For example if a customer will have 4 bags, you would put Bag No. 1 of 4 bags, and so on. Only 1 bag would be Bag 1 of 1.**

	<b>GCACC Farmer's Market Order Form</b>
Customer Name:	_____
Customer Phone #:	_____
Vendor Name:	_____
Bag _____ of _____	

- Items are to be placed in paper or plastic bags only. No reusable bags are permitted.

## DELIVERING TO MARKET

- Orders are to be delivered to the Market on Saturday between 7:30 a.m. and 8:30 a.m. each week. *Please review delivery directions on page one, including options in the event a Saturday drop-off is not possible.*

## CUSTOMER PICK-UP

- Chamber Volunteers will sort all orders alphabetically by last name of customer.
- Beginning at 10 a.m., customers will drive to the table containing the first letter of their last name, open their trunk or ask for their order to be placed in the rear seat of their vehicle. Customers must remain in their vehicle.
- Orders from all vendors for that customer will be placed in their vehicle.
- The customer will exit the market following the directional signs.

## VENDOR BENEFITS

*This process allows us to continue to promote you, our vendors, and provide locally grown produce and homemade products in a manner that complies with all safety precautions/regulations.*

- Source for produce and product information / advertising
- Outlet for produce and product sales
- Providing continued service to existing customer base while providing additional marketing across multiple media platforms to expand your customer base.
- Provide local community with local products/produce
- You bring only filled orders which will minimize loss/waste
- Limits person to person contact

## SOCIAL MEDIA

**Self-Promotion.** A collection of social media content including captions and graphics will be available to help you promote your business and the products that you will offer through the GCACC Farmers' Market. This piece is very important in helping you, our other vendors, and the Chamber have a successful season. We encourage you to post a few times a week to help in promoting your participation in the market and the overall market.

**Promotion by the Chamber.** The Chamber's marketing team will post content that promotes each of our vendors equally on our Farmers' Market Facebook page. If you wish to provide our team with a special promotion or a mention of a new item you wish to offer, please provide our marketing team with promotional information to [shann@katbroconsulting.com](mailto:shann@katbroconsulting.com), use subject line FM Social Media.

Weekly promotion information should be sent no later than Monday at 5pm for the upcoming weekend. We need ample time to share your specials and offerings with our audience. We also invite and encourage each vendor to create a short 90 second video that will be shared via social media. Creating your video is very simple and we're here to walk you through the process.

To create your video visit here <https://www.gcchamber.org/fm-video/>

## SAFETY/SOCIAL DISTANCING PRACTICES

*The following practices are in place in recognition of recommended safety, social distancing rules and practices. This allows our market to function with safety in mind for all involved.*

- Pre-order from Vendors by way of phone, e-mail, website, Facebook, online, using vendors' preferred method(s).
- Payment to be made when order is placed. **No payments will be accepted at the drive-thru.**
- Orders are placed into the pick-up vehicle

## CUSTOMER PROCEDURES

- Go to the Chamber website at [www.gcchamber.org](http://www.gcchamber.org) to view the list of participating vendors, their products/produce available that week, contact information and order deadline.
- Contact the individual Vendors that you want to buy from and place your order
- Purchase from as many Vendors as you would like and pay each Vendor by way of their individual payment method. **No payments can be made at the Market!**
- Customers will drive up to the table/area designated by the first letter of your last name & display their last name in some form-- sign, note, etc. on the dashboard of your vehicle.
- A Chamber volunteer will place your order(s) in your vehicle as directed, and you will follow the exit signs to leave the Market.

## CUSTOMER BENEFITS

- Continue to enjoy local farmers' market vendors while avoiding crowds and practicing safe distancing
- Buying local guarantees that food is not being transported over state lines or shipped from another country
- Limits number of people handling items
- Constant source of locally grown / home prepared goods.
- Payment *must* be made to each vendor at time of placing the order by way of the method indicated in that Vendor's Profile. There is no way to pay for all purchases at the end of shopping. **No payments will be accepted at the Drive-Thru Market.**

# Grove City Farmer's Market 2020 Traffic Plan



Sign:  
Farmer's  
Market  
Entrance  
on Park St

Market  
Entrance  
Only

Barricade

Farmer's Market Items

Barricade

Park St

Grant Ave

Sign:  
Farmer's  
Market  
Entrance  
on Park St

Market  
Exit  
Only

Barricade

City Hall

Grove City  
Public  
Library

Sign:  
Farmer's  
Market  
Entrance  
on Park St

Broadway / US 62

