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Webb Park Certified Farmers Market & Specialty Faire

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Outlook for Sunday Feb. 27, 2011



Keeping you Up To Date; February 24, 2011

From: Claire and Richard
To: Webb Park Farmers Market & Specialty Faire Vendors
Subject: **Weekend forecast for 2/27/2011**

WE ARE EXPECTING ALL SCHEDULED VENDORS TO BE SETTING UP ON SUNDAY FEB. 27. WE WOULD APPRECIATE YOU *CONFIRMING* YOUR PLANNED ATTENDANCE.

IF YOU ARE SCHEDULED BUT WILL BE UNABLE TO ATTEND THE MARKET ON SUNDAY FEB 27, PLEASE FOLLOW ALL ESTABLISHED PROCEDURES FOR **PROPERLY NOTIFYING THE MARKET IN ADVANCE.**

Weather [National Weather Service](#)

National Weather Service; as of Thurs Feb 24, 2011 9:00 AM

Today: A 20 percent chance of showers. Partly sunny, with a high near 54. South wind around 5 mph.

Tonight: A 20 percent chance of showers. Mostly cloudy, with a low around 46. South wind around 5 mph.

Friday: A 30 percent chance of showers, mainly after 10am. Mostly cloudy, with a high near 55. Southeast wind 5 to 10 mph becoming west.

Friday Night: Showers, mainly after 10pm. Some of the storms could produce heavy rainfall. Low around 46. Southwest wind between 5 and 15 mph, with gusts as high as 20 mph. Chance of precipitation is 80%.

Saturday: Showers and possibly a thunderstorm before 10am, then a chance of showers and thunderstorms after 10am. Some of the storms could produce heavy rainfall. High near 47. West wind between 5 and 10 mph. Chance of precipitation is 100%.

Saturday Night: A 50 percent chance of showers and thunderstorms. Mostly cloudy, with a low around 35.

Sunday: Mostly sunny, with a high near 52.

It looks like the weather will be favorable for our **Sunday in the Park** Market this week. We want to thank all the vendors for

their flexibility and support with last week's "on the fly" restructuring to accommodate this past Sunday's weather.

Unfortunately, the property owners have informed us that **setting up in the parking lots again **IS NOT AN OPTION**, so we will be formulating a new rain-contingency plan shortly. With an optimistic forecast for this Sunday, **we are laying out the market along the Park Walkway, as the market has become known for.****

- We expect that on Sunday morning some areas of the Park may still be wet from rain on Saturday, and we will work around those areas as needed.
- Vendors may want to come prepared with some tarps, mats and/or indoor/outdoor carpet runners to facilitate setting up in an assigned location that may still be a little damp, or we will allocate an alternate location that may be dryer.
- **Flexibility will be the key this Sunday, as we will not know the specific ground conditions until Sunday morning.**
- As always, keep in mind that this is a Park setting, and surfaces are generally uneven and somewhat sloped; please bring levelers for making height adjustments to canopy and table legs as needed.
- Please also plan accordingly if your products are sun-sensitive; we may be limited to where vendors will be able to set up based on the ground conditions.

What this past weekend did show us is that our shoppers prefer to browse and purchase when our vendors are grouped closer together, covering a smaller area. Although we have the "entire" Webb Park available to us, we just do not have enough vendors to effectively stretch end-to-end in the Park and still create a positive selling experience for vendors.

With this in mind, we are laying out the market for this weekend from 2 main positions, and working outward, enabling us to accommodate the number of vendors in attendance without leaving gaps between sections. The 2 defined areas are the FARMERS and the CENTRAL PATIO.

PROPOSED LAYOUT MAP *(exact layout subject to revision and/or change)*

Farmers will be located in their Certified Section, as approved by the San Diego County Department of Agriculture. We will be arranging the Food Court and similar vendors around the PATIO area. All other vendors will be assigned space around and radiating out from these 2 areas, grouped together based on their specialty.

We **will not** be setting up vendors between the amphitheater and Rotary Clock (the "old" market area), but we will have signs in that area directing shoppers to the new hub.

Check In

Check in and set up begins at 8:30am. **PLEASE DO NOT ARRIVE EARLIER** as we will still be assessing the ground conditions and determining layout decisions. If you arrive before 8:30am, please be prepared to wait until 8:30am to check in with the managers.

All vendors will check in with Richard or Claire at the PATIO area.

It is located *behind* the parking lot of the CALIFORNIA BANK & TRUST Building, at 16796 Bernardo Center Drive.

Once you know where you will be setting up, you may move your car to the closest parking lot area for unloading. As always, once you have unloaded your car, please move it away from the park perimeter to leave those parking spaces closest to the park for our shoppers.

Check in with **RICHARD**: Farmers, Prepared Foods, & Food Court vendors

Check in with **CLAIRE**: All specialty, product & services vendors

~ Claire and Richard

RICHARD: (619) 339-1970. CLAIRE: (858) 735-5311 (text-enabled).

website: <http://www.webbparkfarmersmarket.com>

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