



Dear Returning and New  
Downtown MarketPlace vendors!



The Tallahassee Downtown MarketPlace will begin its 18th season on Saturday, **March 3, 2012**. Like the coming of Spring, the white tents once again bloom in line along the walkways of Ponce de' Leon Park. We look forward to another great season continuing the special events and some new features to spice things up! All we need is you, **OUR LOYAL MARKETPLACE VENDORS!**

We want to welcome back our loyal veteran "Marketeers" and heartily welcome NEW vendors. We are proud of the weekly participation of our vendors who make the MarketPlace a success for the Tallahassee community. This dedication helps to make the Tallahassee Downtown MarketPlace the best in Florida. We hear this from out of town visitors all the time!

**Important Note:** We are pleased to announce that we will continue our partnership with ClearChannel Communications. ClearChannel will be promoting the MarketPlace regularly on their local radio stations. Some broadcasts will be live remotes from the MarketPlace. This partnership is just one more way we try to help you, our vendors, make the most of the unique Tallahassee Downtown MarketPlace.

Please review all the enclosed information to make sure that you are familiar with the MarketPlace rules and customs and that you will help us

with adhering to them.

All documents must be returned to our office by February 20, 2012 to be considered for acceptance. Acceptance is contingent on quality of presentation, individual art work, and space available. Please keep a copy of the application and rules for your files.

Keep in mind that the Saturday, MarketPlace, which runs some 41 weeks each year is one of the largest retail operations in Tallahassee, conservatively drawing over 100,000 people each season. You will want to be a part of this great Tallahassee shopping venue.

Thank you to the Tallahassee Downtown Improvement Authority and the City of Tallahassee for their major support for the downtown MarketPlace.

**Please note** that the following MarketPlace dates are by invitation only and not part of the annual application and sign up. These events will require a special application and fee and will be provided to vendors separately.

**Please plan ahead for these dates:**

- **March 31, 2012: "Spring Fest" in conjunction with Spring-Time Tallahassee**
- **April 21, 2012: "Art Lovers Saturday" in conjunction with the Lemoyne Chain of Parks Art Show**
- **December 8, 2012: "Just One More" Holiday Art Invitational**

You can also find copies of the MarketPlace rules on the TDIA website at: [www.tallahasseedowntown.com](http://www.tallahasseedowntown.com) – click on the MarketPlace tab.

Here's looking forward to a fun and prosperous new season at the Tallahassee Downtown MarketPlace.

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