



**Waupun Area Chamber of Commerce  
324 East Main Street  
Waupun, Wisconsin 53963**

Dear Council Members,

On behalf of the Waupun Area Chamber of Commerce, I would like to request that the Waupun Area Chamber of Commerce once again be allowed to offer a Farmer's Market in Waupun at Tanner Park. The Market would be held every Thursday beginning on May 22. The last market of the season would be October 23. We would also request to change the hours slightly. The Market would begin at 3:30 pm and end at 6:30 pm.

The Farmer's Market Committee has worked hard over the past five years to create a connection between local farmers and consumers. The goal is to continue to increase awareness of the market and bring even more people into Waupun. This can be a benefit to our community because in addition to spending or making money at the Farmer's Market, they may stop to eat at our local restaurants and shop in our local stores.

In 2013, we had 25 registered vendors. We had a wide selection of produce, jams, jellies and craft items at the Markets. Our goal is to have more vendors and shoppers in 2014. We plan to use signage, facebook and radio advertising to promote the Market. We are also planning to have some additional activities and promotions in 2014 to attract vendors and shoppers to the Waupun Area Farmer's Market.

The Chamber has assessed a charge of \$25.00 for a season pass in order to cover some of the advertising costs and postage for mailing the application materials. The Chamber did not make any money from the Farmers Market in 2013. We see this as a positive activity for the residents and businesses of the Waupun area and our plan is to continue charging only \$25 for a season pass to help cover some of our costs.

We ask that you designate Tanner Park as the location for the Waupun Area Farmer's Market for 2014.

Thank you for your time and consideration. Please feel free to contact me if you have any questions.

Respectfully,

Charlene Becker  
Executive Director  
Waupun Area Chamber of Commerce