



ATTN: Arlington Select Board

FROM: Cara Loffredo, Directing Organizer, Boston Women's Market

RE: Proposal to host Boston Women's Market at Uncle Sam's Plaza in Arlington, MA.

To whom it may concern:

Boston Women's Market (BWM), an organization based in Boston, MA that creates selling, learning, and community opportunities for women entrepreneurs and artists from New England, would like to host a vendor market at the Uncle Sam's Plaza in Arlington, MA (4 Mystic St, Arlington, MA 02474.)

Our network of nearly 400 women business owners are your neighbors. They create and innovate in Boston metro towns, including Arlington. After working closely with Ali Carter, Economic Development Coordinator for the Town of Arlington, and Olivia Kefauver, Community Events Coordinator of Aeronaut, I knew Arlington would be excited to welcome our network of makers to Arlington for a day of fun and support for women small business owners. Below you will learn more about BWM's mission and the outlined proposal for the event.

Who Is Boston Women's Market?

We Tell Stories

We tell the stories of and promote women influencers, business owners, and artists from New England.

We Host Events

We host selling opportunities, like outdoor marketplaces, throughout the year where our members sell their goods to local communities. Our markets not only support our member vendors, but also drive business to the local community. The 2019 selling season was kicked off on June 1 in Jamaica Plain at the Loring-Greenough House. Nearly 60 women makers, artists, and musicians greeted over 1.5k visitors into the Jamaica Plain community. We invite you to view photos from the June 1 kick-off market [here](#). Past BWMs have been held in communities such as Back Bay, Roslindale, Somerville, Jamaica Plain, and Boston Seaport.

We Educate

We create learning opportunities to help business women innovate and run healthy businesses.

BUILDING BRIDGES AND RAISING LADDERS FOR WOMXN ENTREPRENEURS AND ARTISTS IN NEW ENGLAND.

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Uncle Sam's Plaza Market Proposal

When: July 20, 2019, 11 AM - 4 PM (Rain date: July 27, 11 AM - 4 PM)

Where: Uncle Sam's Plaza, 4 Mystic St, Arlington, MA 02474

No. of Vendors: 25 women vendors

Expected attendance: ~600 visitors throughout the day

BWM proposes to activate the green space at Uncle Sam's Plaza and Visitors Center with 25 women-founded businesses selling their goods. Vendor set-up will begin at 9 AM with selling hours between 11 AM - 4 PM. Each vendor will be allowed a 6' x 6' vending space for their tables and displays.

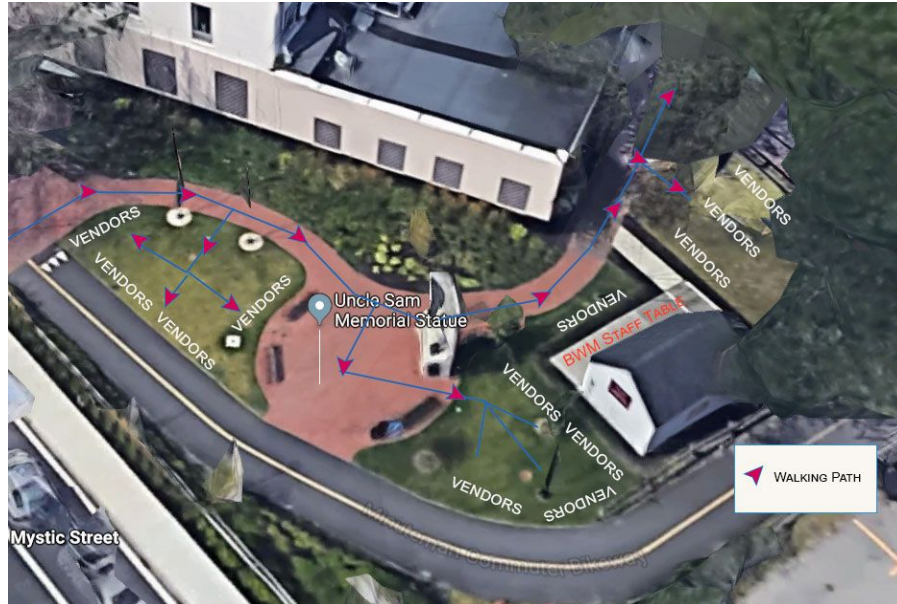
Logistical coordination of the marketplace will be organized by the BWM team including:

- Vendor registration
- Vendor table assignments and arrival times
- Vendor table rentals (if needed)
- Vendor informational correspondence
- Marketplace marketing and advertising
- Event insurance

Examples of Past BWM Vendors:

- [Peshtemal Collection](#)
- [Soy Much Brighter Candles](#)
- [Sarah Dudek Paintings & Prints](#)
- [Mariposa Vintage](#)
- [Whitney B. Woodshop](#)
- [Cake Monstah](#)

Example of Plaza Traffic Flow:



Thank you for your consideration of Boston Women's Market. If you have further questions, please contact Cara Loffredo at hello@bostonwomensmarket.com or 860.307.2476.

Thank you,
Cara Loffredo
Directing Organizer, Boston Women's Market

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