



# TOWN OF ARLINGTON

MASSACHUSETTS 02476

781 - 316 - 3090

DEPARTMENT OF PLANNING &  
COMMUNITY DEVELOPMENT

## M E M O R A N D U M

To: Adam Chapdelaine, Town Manager  
Cc: Jennifer Raitt, Director, Department of Planning and Community Development  
From: Ali Carter, Economic Development Coordinator  
Date: August 7, 2019  
Re: Boston Women's Market Pop-Up at Uncle Sam Plaza

Proposal: After their first successful event in Arlington, Boston Women's Market (BWM), an organization that hosts pop-up retail events featuring women entrepreneurs, would like to host a second pop-up market at Uncle Sam Plaza in Arlington Center.

September 7, 2019, 11 AM - 4 PM (Rain date: September 8, 2019, 11 AM—4 PM)  
Uncle Sam Plaza, 4 Mystic St, Arlington, MA 02474  
22 vendors  
Expected attendance: approximately 600 visitors throughout the day

BWM proposes to activate the green space at Uncle Sam Plaza with 22 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. BWM will assume all cost and responsibility for coordination of the marketplace and assuring that their vendors get all necessary permits to vend at the event. They have a successful track record of hosting these events in Arlington and nearby cities. The feedback they received at the July 27<sup>th</sup> event was overwhelmingly positive, and therefore they are requesting to hold a second pop-up market in Arlington one more time before the end of the summer.



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 on September 7 (Rain date September 8)

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 return to Uncle Sam's Plaza in Arlington, MA (4 Mystic St, Arlington, MA 02474) on September 7, 2019 (rain date September 8) to host another outdoor Boston Women's Market.

BWM first popped up in the Plaza on July 27 with 25 womxn vendors. We were immediately blown away by the support we received throughout the day from Arlington residents. Not only did we welcome over 500 visitors to the market throughout the day, we met countless Arlington-based women entrepreneurs who were excited to join the BWM community and participate in future Boston Women's Market events.

Photos from the July 27 Market : <https://photos.app.goo.gl/NyKPMwh5k1bfqvLB9>

Interview with Arlington Community Media (ACMI): <https://acmi.tv/videos/acmi-news-august-02-2019/>

We hope you will consider welcoming Boston Women's Market back to Uncle Sam's Plaza to help us celebrate your local community and enjoy the last few days of summer. 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.

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

[BOSTONWOMENSMARKET.COM](http://BOSTONWOMENSMARKET.COM) [HELLO@BOSTONWOMENSMARKET.COM](mailto:HELLO@BOSTONWOMENSMARKET.COM) [@BOSTONWOMENSMARKET](https://www.instagram.com/BOSTONWOMENSMARKET)

### *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.

## Uncle Sam's Plaza Market Proposal

*When:* September 7, 2019, 11 AM - 4 PM (Rain date: September 8, 11 AM - 4 PM)

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

*No. of Vendors:* 25 women vendors

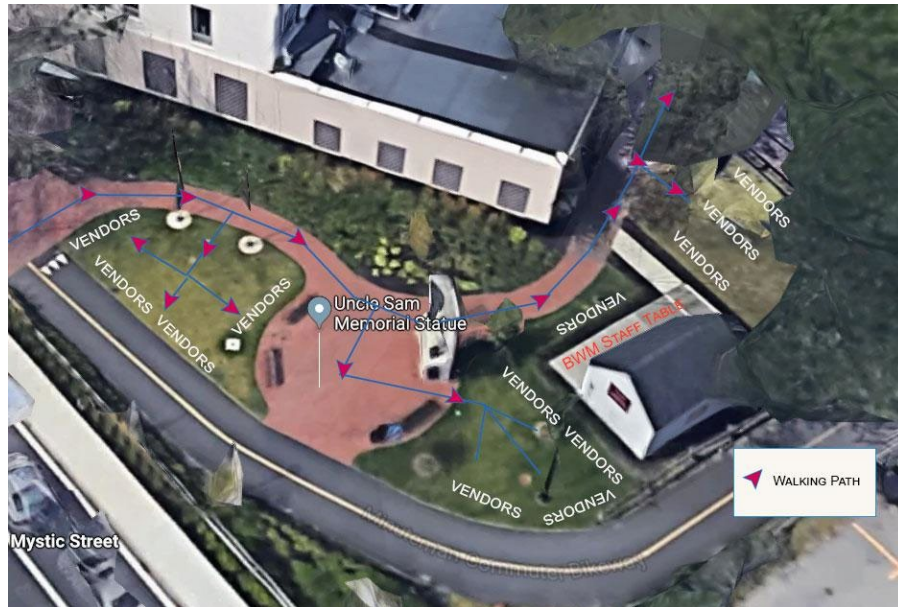
*Expected attendance:* ~500 visitors throughout the day

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

*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](mailto:hello@bostonwomensmarket.com) or 860.307.2476.

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

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