



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.

We were thrilled to be approved for and host our community of vendors in Uncle Sam Plaza in July and September of 2019, and are requesting to pop-up at the location again on September 11, 2021.

We invite you to view photos from Boston Women's Market in Arlington 2019 [here](#).

Read the Interview with Arlington Community Media (ACMI):

<https://acmi.tv/videos/acmi-news-august-02-2019/>

Our network of nearly 400 women business owners are your neighbors. They create and innovate in Boston metro towns, including Arlington. In addition, working closely with Ali Carter, Economic Development Coordinator for the Town of Arlington, has been a pleasure and a relationship we hope to continue to grow over the years. 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. Past BWMs have been held in communities such as Back Bay, Somerville, Brighton, Roslindale, Jamaica Plain, and Boston

Seaport.

We Educate

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

Uncle Sam's Market Proposal

When: September 11, 11 AM - 4 PM (Rain date: September 12, 11 AM - 4 PM)

Where: Uncle Sam's Plaza, Arlington, MA 02474

No. of Vendors: ~15 vendors

Expected attendance: ~500 visitors throughout the day

BWM proposes to activate the green space at Uncle Sam's Plaza with 20 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 10' x 10' vending space for their tables, tent, and displays.

In addition to utilizing the Plaza, we are requesting that 4 of the closest parking spaces adjacent to the Plaza are reserved for our use. We did this in 2019 and the extra space for vendors was very helpful for vendor set-up.

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 (General Liability and Umbrella)

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