



**ATTN:** Arlington Select Board

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

**RE:** Proposal to host Boston Women's Market at Whittemore Park 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 Whittemore Park 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 September of 2021 and are requesting to pop-up again with our vendor community in August, 2022.

**We invite you to view photos from Boston Women's Market in Arlington 2021 [here](#).**

Our network of nearly 1,000 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.

## Whittemore Park Market Proposal

**When:** August 13, 11 AM - 4 PM (Rain date: August 14, 11 AM - 4 PM)

**Where:** Whittemore Park, Arlington, MA 02474

**No. of Vendors:** ~14 vendors

**Expected attendance:** ~500 visitors throughout the day

BWM proposes to activate the green space at Whittemore Park with ~14 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.

### ***New Market Location***

We are requesting to pop-up in the revitalized Whittemore Park rather than Uncle Sam's Plaza to create a more enjoyable market layout for both vendors and shoppers. While we love the Uncle Sam's Plaza space, we would prefer to use Whittemore Park due to the new amenities as well as the protection from wind and sun provided by the park's trees.

### ***Spreading The Word***

During past Markets, shoppers were excited to stumble upon the market while out on a walk or bike ride and often commented that they wished they knew about it sooner so they could tell friends and family. In order to better publicize the Market to the Arlington community, we would like permission to hang a 3ft x 6ft vinyl banner along the fence surrounding Whittemore Park facing Massachusetts Ave. We will apply for a temporary sign permit to assure that the banner is in compliance with the Arlington Zoning Bylaw. In addition to the banner, the Market will be promoted on Eventbrite, The Boston Calendar, Facebook/Instagram, paid advertising, and by hanging flyers at local businesses.

*Example of Banner Size:*



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

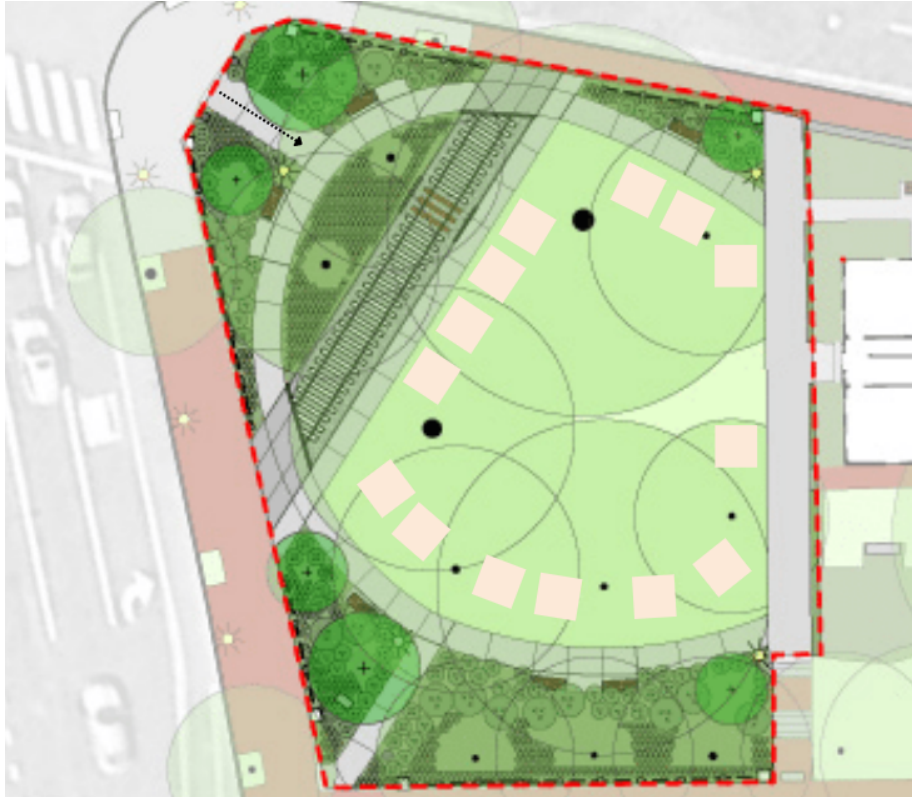
- Vendor registration
- Vendor table assignments and arrival times
- Vendor table rentals (if needed)
- Vendor informational correspondence
- Marketplace marketing and advertising
- Event insurance (General Liability and Umbrella)

***Examples of Past BWM Vendors:***

- [theCollab](#)
- [Cho and Moi](#)
- [Layostore](#)
- [Woodworking by Jess](#)
- [Laletty&Co.](#)
- [Best Friend Supply Co.](#)

### ***Example of Vendor Layout and Flow:***

Our vendor layout plan includes utilizing the circular concrete pathways for shoppers while keeping as much green space free as possible to minimize treading.



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