

# LAFAYETTE JOCKEY LOT VENDOR NEWSLETTER

## February 2019

Happy February! This month Vendors can look forward to the kick-off of the new "**Vendor of the Month**" Program. Each month Vendors will nominate a peer as "Vendor of the Month". The top 5 nominees will be placed on the voting ballot and the winner will reap the rewards throughout the month. The Lafayette Jockey Lot would like to work to help each of you become successful small business owners.

### FEBRUARY VENDOR OF THE MONTH

**Congratulations to: Doug and Marion Landry      Booths: 224-226-601-602**



### VENDOR OF THE MONTH

**HOW IT WORKS:** Vendors will be asked on the third to the last weekend of each month to nominate a fellow vendor who exhibits outstanding Retail Seller qualities as "Vendor of the Month". Each booth will receive a nomination ballot on Saturday morning and has until the close of business (5:00pm Sunday) to place their nomination in the container at the Information Booth. The top 5 Nominees will be announced the following weekend (second to the last weekend of the month) and placed on a ballot for final voting selection. Each booth will receive 1 ballot on the second to the last Saturday morning of the month. The ballot will contain the 5 Top Nominees and Vendors are requested to vote for one individual to be selected as "Vendor of the Month". Ballots are to be deposited at the Information Desk box by 5pm Sunday of the same weekend. The winner of "Vendor of the Month" will be announced at the time of the 5:00pm Saturday Drawing on the last Saturday of each month.

### **As "Vendor of the Month" the winner will receive:**

1. Unlimited FREE Booth Promotional Announcements throughout the month. Announcement is to be supplied by the Vendor.
2. Vendor will be featured on the Jockey Lot website with a Vendor supplied booth promotional
3. One FREE Concession coupon per Shopping Day for the entire month.
4. Featured A-Frames (2) advertising the winning Vendor (Photo and booth/product description) displayed at both the Office Window and Information Desk.

5. Weekly Friday posting advertising the Vendor, Booth location and their product on FaceBook. Vendor may supply photos for posting.
6. A \$50.00 Credit to be placed on the Vendor's account

**CHANGE IN MARKET HOURS OF OPERATION**

All too often the office staff receives inquiries for specific vendors or products - only to discover that the Vendor is not set-up for sales or worse may not be present at the market. The frustration on your customers face says it all. Successful small business owners faithfully follow standard hours of operation to ensure that they are available to their customers. It has come to our attention that the majority of Vendors do not open at 8am. In an effort to ensure your customers that you are **OPEN** and **READY** for business the **Hours of Operation** at the Lafayette Jockey Lot have been adjusted based on historic shopping traffic. We strongly encourage Vendors to **be set-up and ready for business at 9am Saturdays and 10am Sundays.**


	<b>Saturday</b>	<b>Sunday</b>
<b>Shopping Hours:</b>	9:00am - 5:00pm	10:00am - 5:00pm
<b>Office Hours:</b>	7:00am - 5:30pm	9:00am - 5:30pm
<b>Gate Hours:</b>	6:00am - 7:00pm	8:00am - 7:00pm
<b>Kitchen Hours:</b>	7:00am - 5:30pm	9:00am - 5:30pm
	Breakfast 7-10am	Breakfast 9-11am
<b>Bar/Snack Shack:</b>	10:00am - 5:00pm	11:00am - 5:00pm

**\* Friday Gate Hours: 7am - 7:00pm      Friday Office Hours: 8:00am - 5:00 pm**

**VENDOR TIP OF THE MONTH FOR FLEA MARKET SUCCESS**

**ATTRACTIVE DISPLAY!** An attractive display does not necessarily mean that it should be professional or expensive. It depends on the merchandise and/or your strategy. The important thing is to get customers to look at your merchandise. Vendors who sell merchandise placed in random boxes on the ground with some intriguing or eye catching merchandise on the top can be successful as long as the area is clean, neat and free from dust and debris. These vendors quickly attract dozens of customers trolling through their merchandise in hopes of snagging the ultimate flea market find. Neat displays that allow customers to easily see your product are also successful. Your style may depend on your product. Both styles share one element in common - the display looks fresh, is clean, dust free and organized.

**2019 CALENDAR OF EVENTS**

- |  |  |
|--|--|
| January - FREE Weekly Giveaways                | July 14th "Bastille"   |
| February 9: "Year of the Boucherie"            | August: School Begins  |
| March 16/17: "Spring Ahead" Annual Garage Sale | September 14/15: "  Your Loyalty" |

April 13: Easter Egg Hunt  
Market"

October 26: "Trick-or-Treat at the

May 4 /5: "Be A Boss - Success Starts with You!"  
Outdoors

Nov. 9/10: "en plaein Air" The Great

June 15: "Block Party"

Dec. 7/8 & 14/15: "Holiday Market"

**\* FREE WEEKLY GIVEAWAYS will occur each and every weekend throughout 2019!**