

marketshare [mahr-kit shair] -noun

1. Is a program of marketumbrella.org, which works to cultivate the field of public markets for public good.
2. These free documents (called "shares") are the best of "lessons learned" from public markets everywhere.
3. Employ as needed, & please feel free to tell us about your results, so that we can share those with other markets.



market day: weather

How to prepare, who to alert and what to watch for

Have 2-5 different outlets to check weather forecast; we use 2-3 websites (wunderground.com is good for any area), and a local Nexrad (radar) loop. We start watching 2 days out, checking in online and then watch television (or web cast of local broadcast) night before.

Day of market: we look online at loop and hourly breakdown (before leaving). Now we supply staff with internet-based phone so they can check while at market; before we had that, if we expected bad weather, we had office staff, board members and friends check online and watch for breaking weather news and call us at market with any news.

We call vendors if high winds (more than 20 mph) are expected to alert them to bring weights and be ready for travel delays, and

If there has been strong weather in any farming communities in the week before we call to see how everyone fared.

We send a weekly email newsletter out to shoppers

the week of the market; can also send an alert to them with any last minute closures. We post a story and send it to media if we are closing for hurricane evacuations. That decision is made more than 24 hours before market, so vendors do not pick for the market.

On rainy days, we set up slightly differently at Tuesday market; no paperwork is put on Welcome Table, merchandise is now shrink wrapped to reduce weather damage and, if weather is very bad, hot coffee is given away rather than sold. But, we do have the same Welcome Tent and have staff ready to answer questions; seating (under EZup next to us) is very welcome for waiting out squalls for shoppers. On rainy Saturdays, we have arranged for the attached garage on our parking lot to be available to us for market; we decide at 6 am and put out signs at corners saying, "We're Inside Today" with arrow.

The staff has the right to allow early sales (before our opening bell rings) and decides when to give away (rather than sell) hot coffee as a thank you for coming out on a wet day.

We use concrete weights with rope (with the weights hanging near to the ground to give the bottom more weight) on all sides of EZup tents, and keep bamboo poles handy (we have a bamboo farmer) to push rain off tops of tents so it does not overflow suddenly on shoppers.

Watch for puddles, have plastic orange cones ready for areas that pool. Alert vendors if a squall is on its way to hold tents (even if weighted!) and to put their smaller market umbrellas down if wind is to be high.

We have rain ponchos for staff and vendors with our logo and “rain or shine”; they were low cost, were covered in the marketing budget and very welcomed by all!

Be alert, calm and helpful.

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mission | management | marketing | measurement

Thank you for using a share document. This 4M worksheet below is to help you think through what you just read and how to apply it to your situation. Read the share titled “The Strategy of the 4Ms” to learn more about this marketumbrella.org teaching tool.

Is this issue or strategy covered in your current mission (or values)? _____

Does your management structure allow you time to handle this, or is there another organizational partner to help?

How will you communicate to others about this issue or strategy (marketing)? _____

When and how will you measure the impact of this resolution of this issue or the completion of this strategy?



cultivating the field of public markets for public good