

Request for support from the Northfield EDA

Pilot program of Hispanic/Latinx vendors:

MERCADO LOCAL

Plan:

Rice County Neighbors United will work with vendors to bring their merchandise for sale at the “Mercado Local” at the Northfield Depot location during the weeks from the end of November through December.

The goal of the pilot program is to explore if this model can be implemented every year.

At least 7 vendors are confirmed as of October 21, 2021.

Location, cost and timing:

- A simple lease agreement will be worked between Rice County Neighbors United and the Northfield Depot.
- The quantity to cover will be of \$950 for the use of the Depot.
- Weeks of 11/17-12/29. Friday evenings, Saturdays and Sundays (some Thursdays might be possible as well).

Implementation:

Publicity:

Rice County Neighbors United will be in charge of creating, and paying for, the material for publicity:

- Posters on paper form for local posting boards.
- Banners: Two or three, one banner for the Northfield Depot, one banner for Highway 3 and the corner with 5th Street and the possibility of a third one by El Triunfo or The Quarterback
- Participation in the news programs at KYMN, both with Jeff Jonson and El Súper Barrio Latino.
- Social Media postings.
- Email distribution of the posters.

Stewardship of the Northfield Depot:

- Decorations inside from wall to wall will be done in a way not to harm the wall and without using nails or pins.
- Cleanup will be supervised by members of Rice County Neighbors United with the help of the vendors.
- One person will be in charge of the key to open and close the Northfield Depot.

Request for support:

- ‘Rice County Neighbors United’ requests a grant of \$950 to offset the expense of using the Northfield Depot for the Mercado Local.