

Holly Days Marketplace



November 19-21, 2010

Friday: 6pm-9pm

Saturday: 10am-6pm

Sunday: 11am-3pm

Dear Potential **Holly Days Marketplace** Merchant,

We invite you to participate in the second annual **Holly Days Marketplace** to be held November 19-21, 2010, at Glenbrook Square Mall in Fort Wayne, Indiana, in the former Marshall Fields building. This event will benefit Mad Anthony's Children's Hope House, a non-profit hospitality house that provides lodging in a homelike setting to parents and families of children receiving medical care away from home.

There is no other event like this in northeast Indiana and respondents to our customer survey last year were unanimous that the concept of the show, as well as the variety of vendors, was excellent. Our choice for this year's venue will ensure ample advertising, a beautiful facility, and an abundance of holiday mall shoppers. Please see the enclosed fact sheet for Glenbrook Square Mall. Again, our shoppers will attend the **Holly Days Marketplace** with the expectation to purchase unique gift items. Our merchants will offer the latest trends in apparel, jewelry, children's clothing and gifts, home and garden accents, gourmet food products and culinary treats, specialty gift items, and holiday apparel and accessories.

The price of a 10x10 booth is \$450.00 or \$400.00 with a \$50.00 item donated to our silent auction, or a 5x10 booth is available for \$250.00 or \$200.00 with a donated item. All booths will be corner booths. A deposit of \$200.00 is due September 1, 2010, with full payment due November 1, 2010.

We look forward to receiving your application and meeting you. To learn more about our organization, please visit our website at www.childrenshopefw.org. To view a video of last year's show, click on the **Holly Days Marketplace** link at the bottom of the introduction paragraph. You will find our application and other information there as well. Should you have any questions or require further information, feel free to contact us.

Sincerely,

Lorri Meyer, **Holly Days Marketplace** Chair

Cindy Atkinson, Executive Director

7922 West Jefferson Blvd.
Fort Wayne, IN 46804
www.childrenshopefw.org
260/459-8550

Vendor Application

2010 Holly Days Marketplace

November 19-21

Move in date – Friday, November 19, 2010 - 8:00 a.m. to 4:00 p.m.
Show opens at 6:00 p.m. Friday evening with a Ladies' Night Out Preview Show

Mail to: Mad Anthony's Children's Hope House
7922 West Jefferson Blvd.
Fort Wayne, IN 46804

Friday: 6:00 p.m. – 9:00 p.m.
Saturday: 10:00 a.m. – 6:00 p.m.
Sunday: 11:00 a.m. – 3:00 p.m.

Please print clearly:

Name _____

Address _____

City _____

Phone with area code (Day) _____ (Evening) _____

e-mail: _____

A booth space of 10' X 10' is \$450.00 or \$400.00 with the donation of a \$50.00 retail item to be used in our silent auction. A half booth is 5' x 10' and is available for \$250.00 or \$200.00 with a donated item. All booths will be corner booths. A deposit of \$200.00 is due by September 1, 2010, with the balance due November 1, 2010. If donating an item for the silent auction, please submit it at check-in.

Booths will be assigned after final payment is received.

#of spaces _____

Describe the items in your booth which will be displayed. Please be specific.

I, the undersigned, have read, understood and agree to the conditions of the Marketplace and its sponsor, Mad Anthony's Children's Hope House. I understand that neither Children's Hope House nor committee members are responsible for any theft, damage to goods or my personal property before, during or after the Marketplace. I also agree to pay for any repairs for damage to Glenbrook Square property that is caused by me within my assigned space.

Signature _____ Date _____

For office use only:

Date received _____ Check no. _____

Confirmation letter sent _____

Booth # _____

2010 HOLLY DAYS MARKETPLACE REFERRAL FORM

Our committee is always seeking referrals for new merchants for Holly Days Marketplaces sponsored by Mad Anthony's Children's Hope House in Fort Wayne, IN. We value your opinions and welcome your recommendations. The following incentives will be granted to merchants at the end of the 2010 Marketplace:

1 referral attends = \$ 25.00
2 referrals attend = \$ 75.00
3 referrals attend = \$ 100.00

Your: Business Name _____ Contact Name _____ Mailing Address _____ City _____ State _____ Zip _____ Phone Number _____ Email _____

Referral #1:

Business Name _____
Contact Name _____
Mailing Address _____
City _____ State _____ Zip _____
Phone Number _____ Email _____

Referral #2:

Business Name _____
Contact Name _____
Mailing Address _____
City _____ State _____ Zip _____
Phone Number _____ Email _____

Referral #3:

Business Name _____
Contact Name _____
Mailing Address _____
City _____ State _____ Zip _____
Phone Number _____ Email _____

Please complete and return to:

Holly Days Marketplace
Mad Anthony's Children's Hope House
7922 West Jefferson Blvd.
Fort Wayne, IN 46804
www.childrenshopefw.org
Office: 260-459-8550
Fax: 260-459-8551

Glenbrook Square FT. WAYNE, INDIANA

TAKE THE FEELING WITH YOU.

Glenbrook Square is the largest enclosed super regional shopping center in Indiana and is the only indoor super regional shopping center within 100 miles. Attractions include Abercrombie & Fitch, Aeropostale, American Eagle Outfitters/Aerie, Archiver's: The Photo Memory Store, Bath & Body Works, Banana Republic, Build-A-Bear Workshop, Double-Decker Carousel, Forever 21, Gap, Gap Kids, Hollister & Co., Le Gourmet Chef, Limited Too, Starbucks, Torrid, Victoria's Secret, Yankee Candle, plus two full service restaurants including TGI Friday's and Red Robin. In April 2005 H&M opened their first store in Indiana at Glenbrook Square.

LOCATION

Glenbrook Square is located on the north side of Fort Wayne at the corner of Coliseum Boulevard and Coldwater Road, where 68,000 cars travel daily. The center is situated within a three-mile distance of Fort Wayne's central business district, and anchors the city's principal north suburban shopping area. The three main roads adjacent to the mall all have easy access to I-69-a major north/south interstate highway.

LOCAL ECONOMY DEVELOPMENTS

Fort Wayne currently enjoys a development boom in the medical field, major industrial warehousing, food distribution (Fleming and General Mills) and health care facilities. There are 13 post-secondary educational institutions located in Fort Wayne with a total student body of 41,000 which includes Indiana-Purdue University, a subsidiary of Indiana University and Purdue University, with a student enrollment of 12,000.

TOP TEN EMPLOYERS

Fort Wayne Community Schools:	3,500
General Motors Truck Company:	2,900
Parkview Health System:	4,558
Lincoln National Corporation:	2,813
Lutheran Health Network:	2,525
Verizon:	2,382
Dana Corporation:	2,326
City of Fort Wayne:	1,633
Allen County Government:	1,525
ITT Aerospace:	1,442

TRADE AREA

- Glenbrook Square is located in Fort Wayne, the second largest metropolitan area in Indiana.
- In 2003, more than 6,000 new housing starts were filed in the Fort Wayne trade area.
- In 2005, more than 46,200 households in the primary trade area earned over \$75,000.
- In 2010, more than 56,100 households in the primary trade area will earn over \$75,000.
- 23% of primary trade area residents are between the ages of 0 and 14.
- 27% of primary trade area residents are between the ages of 25 and 44.
- Nearly half (50%) of the primary trade area has been college educated.

MALL INFORMATION

LOCATION

Cross Streets: Coliseum Blvd. and Coldwater Rd.

MARKET

Fort Wayne

DESCRIPTION

Two-level, enclosed, super regional

ANCHORS

Macy's, JCPenney, and Sears

TOTAL RETAIL SQUARE FOOTAGE 1,233,170

PARKING SPACES 6,151

OPENED 1966

EXPANDED 1976, 1981

RENOVATED 1990, 1994, 1998

PERIPHERAL LAND USE

Financial, restaurants, car wash

TRADE AREA PROFILE

2006 POPULATION 495,378

2011 PROJECTED POPULATION 506,806

2006 HOUSEHOLDS 193,945

2011 PROJECTED HOUSEHOLDS 200,066

2006 MEDIAN AGE 35.3

2006 AVERAGE HH INCOME \$59,869

2011 PROJECTED AVERAGE HH INCOME \$64,860

10-MILE RADIUS PROFILE

2006 POPULATION 308,049

2011 PROJECTED POPULATION 314,162

2006 HOUSEHOLDS 122,821

2011 PROJECTED HOUSEHOLDS 126,260

2006 MEDIAN AGE 34.7

2006 AVERAGE HH INCOME \$59,122

2011 PROJECTED AVERAGE HH INCOME \$63,761

DAYTIME EMPLOYMENT

3-MILE RADIUS 91,215

5-MILE RADIUS 142,701

SOURCE: CLARITAS, INC.

