



SSAB NIGHT MARKET

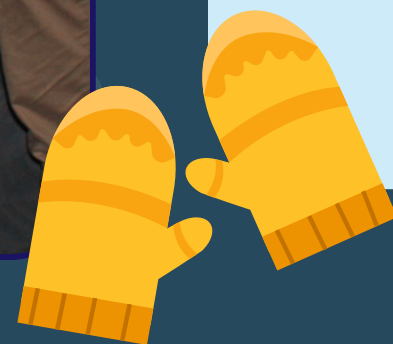




Project Overview

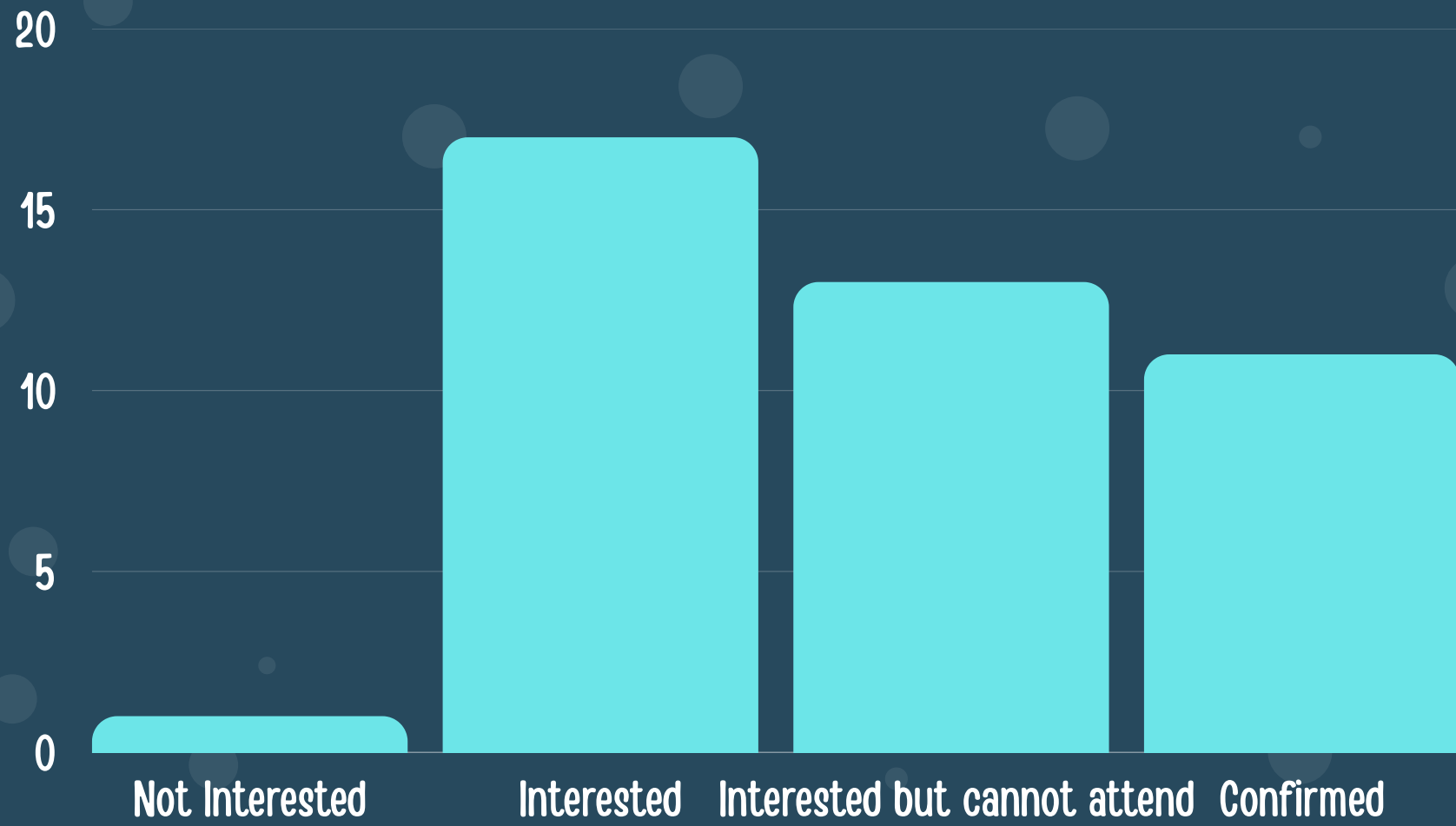


The SSAB (Support Small Artists and Businesses) Night Market, is an event aimed at uplifting and spotlighting small artists and businesses in the Bay Area. We offer the best experience for both vendors and customers, presenting diverse small businesses.

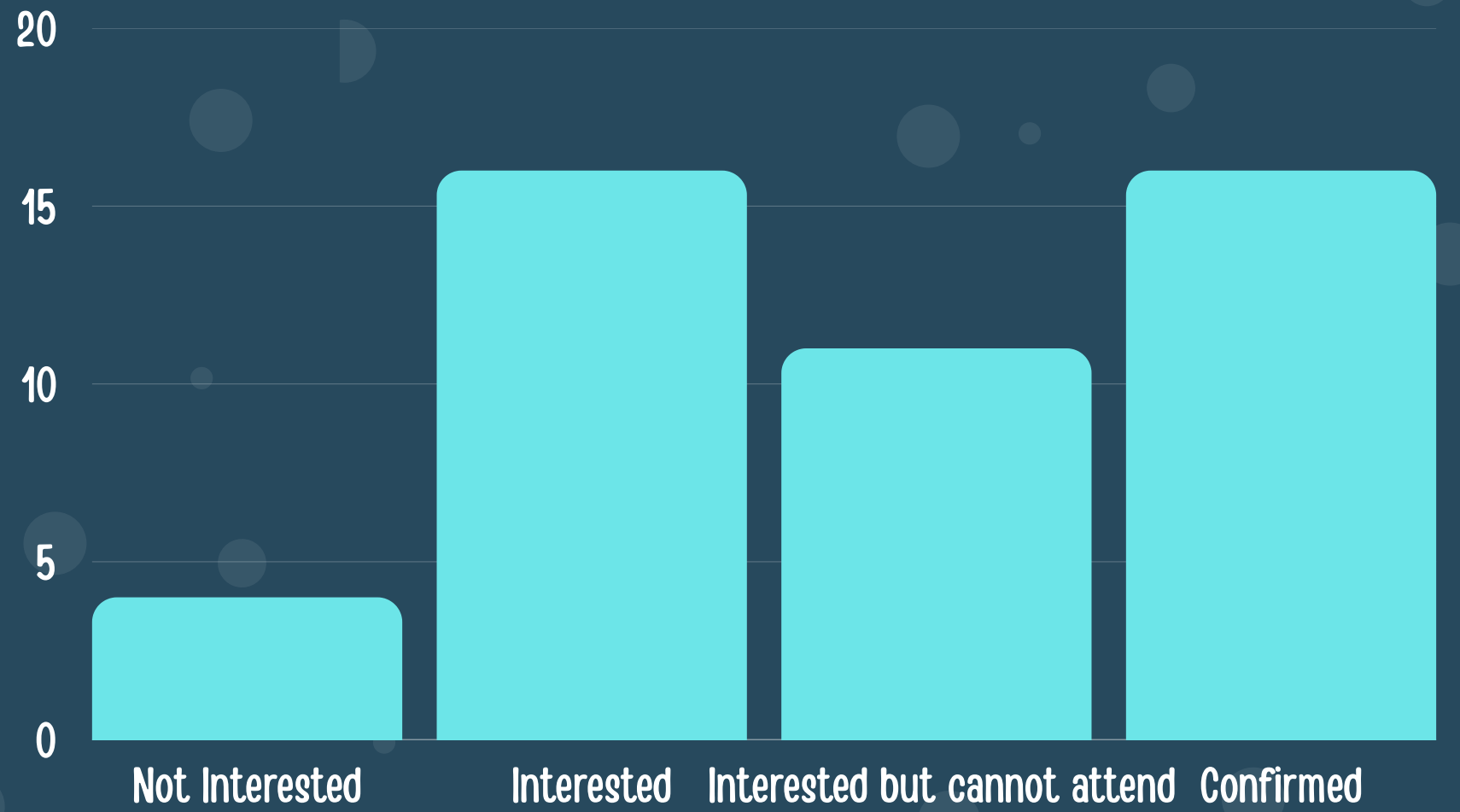


Metrics

New Vendors



Old Vendors





Biggest Challenges

- We tried to implement many of the aspects of last semester that we enjoyed seeing at the night market like music.
- We also had issues having vendors confirm their spot because of needing their payment and insurance.



Key Takeaways



- What we did differently from last year:
 - Made times longer from 5 PM–8 PM to 2 PM–6 PM
 - Earlier opening time in response to last year's feedback
 - Earlier ending time in consideration of shorter days
- Vendors need clarity and direct communication with us to ensure a more efficient sign up/confirmation process.
 - (Simply reiterating the process/following up can lead to more sign ups!)



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You can't see up when looking down.