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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.

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Outreach Old Vendors: 175 New Vendors: 129

Reached out to 304 small businesses, with 175 old vendors from the past semesters and 129 new vendors! We confirmed 47 vendors, and we saw <u>45</u> come out!



Metrics





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.









- 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!)

