



## The Fairgrounds Nashville - Nashville Flea Market

The Nashville Flea Market has been an iconic Nashville event since 1969. The market occurs one weekend each month. Historically, the market was closed only on rare, usually weather-related, occasions until March 2020 when the nation saw unprecedented venue closures due to the COVID-19 pandemic. In March 2020, the Fairgrounds Nashville exposition center transitioned to provide a safe environment for those experiencing homelessness and/or may have been exposed or tested positive for COVID-19. The venue was utilized to shelter this vulnerable population for sixteen (16) months from March 2020 – July 2021. As a result of mass gatherings being either severely limited or not allowed due to the growing number of cases and the need for a shelter, the Nashville Flea Market was not held from March 2020 until May 2021 when the market opened in a limited outdoor-only capacity. The market was fully reopened in October 2021.

Since fully reopening, the Flea Market has seen a significant decline in the number of vendors participating. Dealers have experienced deaths, loss of businesses, and many sought out other flea markets that remained open. The market has seen a 64% decline in the average number of vendors (per month) as compared to pre-pandemic levels. The Fairgrounds Nashville is proposing a rent relief program to assist our family of dealers rebound. The Nashville Flea Market has provided local small businesses, artists, collectors, and hobbyists a vibrant market for over 50 years and an opportunity to earn a living and/or supplement family incomes. Some of the Fairground's largest monthly Flea Markets see over 20,000 customers over three days which results in significant revenue for dealers. Many dealers have been with the Nashville Flea Market for decades, some over 40 years. They are loyal and committed to making the market succeed. Their dedication, customer service, and products have contributed to the market being ranked in the top 10 nationally.

The \$1 million proposal will incentivize and assist dealers in returning to the market and will provide them with up to 8 months of rent based on their dealer status. The subsidized rent will be an expenditure relief and a catalyst for future earned income at the Nashville Flea Market. Our goal is to provide a mechanism, a hand-up, to assist dealers in reinstating, investing in, or initiating their small businesses. The Board of Fair Commissioners voted unanimously on January 11, 2022 to endorse this plan.

2019	Booth Count	Dealer Count						
Monthly Averages	1374	500						70% reduction in average monthly booth count 64% reduction in average monthly dealer count
<b>2021</b>	Based on Oct, Nov, Dec 2021 (fully opened months)							
Monthly Averages	420	182						
<b>ARP Plan (based on 2019 numbers)</b>								
	Months	Average booth cost	# of booths	total	<b>2021 numbers</b>			
Permanent Dealer	8	100	3	\$2,400	80% of 500 dealers are permanent (est) = 400 20% of 500 dealers are non-perm (est) = 100 estimate of new dealers = 30			
Non-Permanent Dealer	4	100	2	\$800				
					Perm total:	\$960,000		
New Dealers	2	100	1	\$200	Non-Perm:	\$80,000		
					New:	\$6,000		
						<b>\$1,046,000</b>		