

Special Events- #1- Wine Tasting and Farmers' Market

This is a huge event, traditionally held on the last Friday of April, to raise money for the Library Summer Reading Program. The Wine Tasting and Farmers' Market is eagerly anticipated event by the Holley community. The event is held in April because we learned that wineries, vineyards and farms are all frantically busy in the Fall, and April works well for all.

In order for the wineries/vineyards to be able to sell bottles of wine, the event MUST be a Farmers' Market and certified by New York State as such. There is a deadline for applying for this certification...usually at least two months before the Wine Tasting.

We traditionally invite four vineyards/wineries, two farms and two entrepreneurs. This number works because of space restrictions and flow patterns.

Preparation starts a year ahead of the event, with the wineries, farmers and entrepreneurs locked in so that publicity can be organized.

Ticket sales start a month before the event, with the potential of only 150 tickets to be sold.

This event requires participation by all Board members, from food prep to making sure that everything runs smoothly during the event. Board members contribute to a large basket which is prominently displayed in the library. It is not a paid raffle basket, but rather a gift to the community by the Board members. When tickets are sold, the ticket becomes the entry into the raffle. Board members also prepare at least three food items each for the buffet which is available to community members attending the event.

We purchase 150 wine glasses which are given to the community members when they arrive. Each glass has a unique charm on it so that people know which is their glass when they go from winery to winery.

We prepare a vendor dinner table of subs, chips and beverages in the kitchen that the vendors can access after they set up their tables. Many vendors have stated that they appreciate this, since set up and then the event itself are intense. Vendors are supplied with tables (obtained through the school district and ordered several months ahead of the Wine Tasting), chairs, tablecloths, signage, and wineries also receive a water pitcher, paper towels and a dump bucket. We use cones provided by the police department to prevent parking in front of the library so the vendors can bring their supplies in through the front door instead of having to lug things down the back stairs. They then can park in the back parking lot.

At 9:00 the doors are locked and clean up begins. All Board members participate in the food clean up, dish washing, table break down, etc so that the library is in good condition when the doors open on Saturday.

Logo

86 Public Square
Holley, NY 14470
585-638-6987

“The Wait is Over!”
Community Free Library Wine Tasting and Farmers' Market
Friday, April 28, 2023

We are so delighted that you will be joining us on Friday, April 28, 2023 at the Community Free Library's Wine Tasting and Farmers' Market.

This event is our major fund-raiser for all of our programs, our profit coming through the sale of tickets.

Details:

- Set up is from 5-6:30
- Pull up in front of the library (drive between the cones and the curb) to off-load and then park in the back.
- Event runs from 7-9 p.m.
- We will be providing a light dinner of subs, chips, beverages for you
- If you would like to donate an item for our door prizes, it would be sincerely appreciated
- We will have tables, table covers, banners with your name on the wall behind your table
- Wineries will also have ice, an ice chest, glasses, water and dump buckets provided
- Complementary wine glasses are provided to patrons to use throughout the evening and to keep as a souvenir, so wineries do not need to bring cups/glasses
- There is no table fee and you get to keep the profit of whatever you sell. Our profit is the ticket sales, which funds our summer reading program and other programs throughout the year.

Most of you have events calendars on your web pages. If you would add the Wine Tasting and Farmers' Market to your site, it would be appreciated.

Please do bring handouts, gift certificates, pricing information as well as whatever you have to publicize your winery/farm/site. Remember that Mother's Day is right around the corner, and people love gift ideas.

This is a very busy event, with 150 tickets sold. People come to buy! If you can bring two people to staff your table, it would help you.

We will have copies of the certification by New York State citing us as an official Farmers' Market, enabling wineries to sell wine by the bottle available.

If you have any questions, please feel free to contact Sandy Shaw, our Library Director, at 585-638-6987.

Looking forward to seeing you soon!

"The Wait is Over"
Wine Tasting and Farmers' Market
Community Free Library
Friday, April 28, 2023
7-9 p.m.

Proceeds benefit the summer reading programs and programs throughout the year
Tickets \$30 each- ticket sales start April 1

Farms

Hurds (Sandy contact)

Stoney Meadow Alpacas (Jillian contact)

Entrepreneurs

Wild Flour (Barb contact)

Redwood Traders (Barb contact)

Wineries

Leonard Oakes (Barb contact)

Autumn Moon (Sandy contact)

Marjim Manor (Barb contact)

? (Jillian contact)

donations from Wegmans, Walmart, Tops (Sandy)

music (Jillian/ Tersha)

Crosbys for ice/ Subway for cookies (Barb)

check for donated subs from Crosbys-

cones/ chief of police/ go through mayor

need:

ice chests

patio tables

set up 4:30-6

Board members provide food