



April 8, 2026

Dear Potential Vendor,

Thank you for your interest in the Taste NY Outdoor Market at Todd Hill. The market is run by Cornell Cooperative Extension of Dutchess County to bring our stakeholders together throughout the summer and fall seasons, a representation of your best offerings! Together we highlight and offer products from farming efforts or small businesses with a link to sustainable agriculture, horticulture and tourism in the Hudson Valley.

Listening to our tried-and-true anchor vendors last year, we have agreed to expand market dates this year from 15 to 72! Nearly all weekends are open to vendors, and these market days will still operate from 12 p – 4 p outside on our front plaza. Indoor sales were also up last year over 2024, and we invite you to take full advantage of the opportunity to get your brand and product in front of tens of thousands of visitors to our popular location.

Francheska Kuilan is the project administrator and will help applicants navigate our process should you have the need. All inquires and completed applications can be sent to ToddHillEvents@cornell.edu. Market day logistics, rents, market cancellations, and general inquiries are managed by Todd Hill market managers on site.

Please note the following changes we are making to the market this year:

- The 2026 Todd Hill Outdoor Market is expanding to all weekend dates Friday through Sunday this year for the period May 22nd – November 1st.
- Rent payment structure has changed from previous years; full season monthly discounts and prepaid full season discounts are offered, as well as singular pop-up and brand incubator opportunities.
- Our market will operate on 72 weekend days and holidays (Memorial Day and Labor Day).
- Our application fee is now \$40.
- There will be a rent fee of \$50 per day for all vendors.
- We are implementing the following Market Promotions:
 - Advertising in print publication, social media platforms, radio, event calendars, and through New York State Department of Agriculture and Markets special promotions and press releases.

Completed applications are due by Monday April 13th, 2026.

We look forward to working with you this year and thank you for your interest in the Taste NY program.

Lachele Coninx-Wiley
Taste NY Market Manager
tastenyoddhill@cornell.edu

A handwritten signature in blue ink, appearing to be "Lachele Coninx-Wiley".