✿ LIVING LIFE TO THE FULL AS A COMMUNITY €

2018-2019

FAYETTE COMMUNITY

A LITTLE NIGHT MUSIC POPULAR NEW FAYETTE EVENT PAGE 18

RUN FOR IT! PAGE 36 FAYETTE COUNTY: OUR STORY IN DHOTOS

THE LOCAL RUNNING SCENE

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Night Market

Create

FAYETTE COUNTY, GA

YourStory









in Fayette and there's such great energy, but people are constantly saying there's not enough to do, especially in the evenings. the area's future. There's been terrific growth recent transplants who've opened businesses here, and were both really passionate about

And it's exactly what they created. "The best stuff comes out of sitting around, talking with other people who have lots of ideas, Jason says "And that's exactly how Night Market started. Tommy and I are enjoying fantastic live music.

little

RT. MUSIC. FOOD TRUCKS. CRAFT BEER. A PERFECT SETTING. A PERFECT NIGHT.

PROFESSIONALS

CHAMBER'S YOUNG

OF THE YEAR CREATE POPULAR

evening event where people of all ages could gather, mill, sip, munch, and connect - all while admiring talented local artists and Tommy Ruth had in mind when they dreamed up Night Market: a monthly

NEW FAYETTE EVENT WRITTEN BY MAGGIE WORTH

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GATHER, MILL, SIP, MUNCH, AND CONNECT – ALL WHILE ADMIRING

FANTASTIC LIVE MUSIC. ARTISTS AND ENJOYING TALENTED LOCAL

PHOTO BY MARIE THON

OF ALL AGES CAN A MONTHLY EVENING EVENT WHERE PEOPLE

 FAYETTE COUNTY HIGHLIGHTS

GOOD TIMES

AND AVETTE COUNTY HIGHLIGHTS

FAYETTE COUNTY HIGHLIGHTS



So we got to talking about that and about the festivals I'd go to back in NJ told me about Kentucky for Kentucky off at each end with music stages. He each weekend, from spring through immediately started planning. be perfect for Fayette folks, and we We realized something similar would and about the Night Market they hold with food and art vendors and capped fall, where the streets would be lined The Night Market concept was

the idea grew to include craft beer. the community. As they began talking, simple: offer art, music, and food for

"I do love craft beer, but not as much as I love the culture surrounding everyone, really. mixed drinks came into the picture craft beer," Jason says, "And that's professionals to couples – just about a lot of people, from families to young with something that really appeals to and, in the end, I think we wound up incorporating it and then specialty locally. So we started looking into something that's really growing

the response," Tommy says. "We had The CVB helped with seed funding, provided office space, suggested Drake to the Peachtree City Convention and Growlers had to restock three times. the food trucks sold out and Gremlin about 3,000 people attended. All of food trucks, and organizers estimate 01 ZOT / Night Market event, held in October offered planning assistance via their Visitor's Bureau, who loved the idea. Field as the perfect location, and "We were really excited about Jason and Tommy took their idea

no idea what to expect and we had ional event manager. The first included 26 vendors and three

> no idea so many people would be interested. It was immediately obvious CO-OWNER OF MALT MAKER MEDIA MAKE FRIENDS. SO WE GOT INVOLVED WITH THAT WE NEEDED TO KIDS ON THE BLOCK, AND IT BECAME OUR SERVICE TO OTHERS MEET PEOPLE AND WE SHOWED UP IN THE CHAMBER AND LAUNCHING PAD.

kind of event." that the community is hungry for this

doubled the number of vendors they considered the evening another about 1,500 people still came out and temperatures dropped radically, but and food trucks. Unfortunately, For November's event, the crew

was rained out temps – and snow, as we all recall – so they had to cancel, and March's event success. December brought even colder But Night Market was back with

style in April with vintage rock from

four bands: The Titos, the Honey Strikes, Exit 27, and The Ides of June. Vendors offered everything from fine

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KNEW, BEING THE NEW

AND I GOT HERE, WE

WHEN MY PARTNERS

members, too, left rave reviews about happy with the results. Community alcohol vendors) said they were very snack and dessert vendors, and two vendors (including six food trucks, six and other food items. The event's 50 blends, specialty teas, local honey, bath and beauty products to spice woodcrafts, to homemade organic pottery, photography, wearables, and art, including handmade art jewelry

terrific time. the evening. "Absolutely amazing. Everyone had a "It was amazing," Jason says.

that and it's very satisfying to see." The Fayette Chamber was certainly impressed. Night Market – as

for Night Market are recent trans-

Interestingly, the men honored

plants. Jason, who owns JasonHunter

Design and specializes in websites,

something special. I think we've done something people would remember,

adds

of as home is really incredible," Jason

something in a community you think

"To be recognized for starting

of the honor we've received."

wanted to create a specific atmosphere,

to the pair being named, along with involvement in the community - led

Young Professionals of the Year. "You know, you hear them start Night Market team members Daniel Bowman and Zack Brewer, the 2017

in college. All four, however, now

Kentucky, where they met while

agency Malt Maker Media, came from and Zach, who co-own creative well as Jason's and Tommy's other

spend an evening. Each Night Market the community and a fun place to way for local vendors to connect with benefits a local nonprofit, something its Night Market isn't just a great

the expectation of making a profit, founders feel is incredibly important. "We didn't really go into this with

natural fit."

other, listen to good music. And we adds. "We wanted to give people a time to just come and enjoy each nity a place to congregate," Tommy

investing in its nonprofits, so that's a part of investing in the community is Jason says. "We were just really inter-ested in bringing people together. And

"We wanted to give the commu

is a real thing. This is a very close college, eighteen years ago," he says "But it has really thrived since I've our part to get more people involved been in Fayette. Southern hospitality now and we want to see it thrive." pad. We're invested in this community to others and it became our launching "I started my business while in

to give people another way to connect. community and we really wanted to do

evening. Given the atmosphere and incredible array of vendors, it's no Certainly, the group's April 2018 Night Market event provided just that: 6,000 people came out to enjoy the

explains. "It's a ton of fun and a great way to spend a Saturday night. For something interesting. I think we're all me, it was the kind of thing I didn't you want your weekend to be," Zack There's always something unexpected even know I was missing until I saw it "Night Market is the kind of thing

FAYETTE COUNTY HIGHLIGHTS consider Fayette their community. And

experience for me," Zack says, "but also all say the award was an incredible "This was a very humbling

a real reflection of how I've grown, and on the effect Tommy and Daniel absolutely because of them. joining Malt Maker and this award is capable of it. I've grown so much since environment. I didn't know I was intended to be in an entrepreneurial and others have had on me. I never

involvement in such an incredible, "I love that we were honored for

most fun event he's been to in years. That really says something, I think." 68-year-old father-in-law says it's the drive down for it, but also, my friends who are still in college who versatile event," Daniel adds. "I have For Tommy and Jason, who are

Fayette and other local growth initiatives, Night Market is simply a both also heavily involved in StartUp

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beginning. they say has welcomed them from the way of giving back to a community

"The Chamber has been good to us and for us," Tommy says. "When Chamber and we showed up in service my partners and I got here, we knew friends. So we got involved with the we needed to meet people and make being the new kids on the block, that

asridins

The Young Professional of the

Airport. 🔳

very proud to be part of it.

2017-2018 FAYETTE COMMUNITY SOURCE И

Year award is sponsored by Harts-field-Jackson Atlanta International

SEO, social media, and branding, came from New Jersey. Tommy, Daniel,

else we do in the community – worthy

make Night Market - and everything we want to live up to it. We want to surprised and it's such an honor. Now it's you and it's surreal. We were so

Fommy and Jason estimate about

talking about the person who's being named," Tommy says of receiving the award, "and all of a sudden you realize