

Farmers' Market

Follow-up to September 6, 2005 City
Council Meeting

Review

- Pat Parkinson's agenda request to discuss Farmers' Markets
 - She wanted us to look into the options of expanding our current Farmers' Market
- Council asked me to look at 3 other local Farmers' Markets:
 - Provo
 - Salt Lake City
 - Ogden

Background

- Space provided by the City
 - Located on the planter strips of the City Center parking lot
- City pays nominal fee of \$20 to State of Utah
- Sets guidelines for market
 - Food Items Only



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- Food items sold must meet criteria as dictated by State Department of Agriculture and Food
- Up to 10 vendors participate each week
- They are not charged for their participation
- The City does not have a presence at the Farmers' Market each Saturday







Provo Market

- Administered by the Central Neighborhood Chair (volunteer) and Provo Downtown Alliance
- City gave initial grant of about \$1,300
 - City has not donated since
- Market Allows:
 - Farm Produce
 - Handmade Crafts
 - Ready-to-eat Foods

Provo Market

- Runs from mid-June to mid-October
- Hours are from 9:00 am to 2:00 pm
- 28 booths (at the peak of operation)
 - 8 produce stands
 - 6 ready-to-eat food
 - 10 craft vendors (most common are jewelry)
- Requires about 10 hours of work during the week, with 7 hours on Saturday

Salt Lake City Market

- Administered by Salt Lake Downtown Alliance (DTA)
- SLC is not involved in funding the Market or administering it
 - They do own the park
- Market Allows:
 - Farm Produce
 - Handmade Arts & Crafts
 - Ready-to-Eat Food

Salt Lake City Market

- Operates from mid-June to mid-October
- Hours are from 8:00 am to 1:00 pm
- Has grown to cover $\frac{3}{4}$ of Pioneer Park
- Vendors are required to purchase a “Special Events Permit”
 - Sales tax ID number
 - Includes requirement for insurance

Salt Lake City Market

- At least 50% of booth space must be allocated to Farm Produce
- 70 to 80 Farm Produce vendors
 - \$170 for 20 weeks
 - All are admitted that meet specified requirements
- 70 Arts & Crafts vendors
 - \$335 for 20 weeks
 - Vendors selected by a committee

Salt Lake City Market

- Administered by Salt Lake City DTA
 - 1 DTA employee oversees all Market Operations
 - 2 paid workers supervise and assist with Farmers' Market
 - 2 paid workers supervise and assist with Arts & Crafts Market
 - Volunteers didn't work - too much

Ogden Market

- Administered by Downtown Ogden Incorporated (DOI)
 - Started 6 years ago by the DOI
 - Operated by the DOI and the Artstop Organization
- City contributes ~\$12,000 each year for advertising
- Sponsors provide other operating revenue for market

Ogden Market

- Market operates from mid-July to October
- Runs from 8:00 am to 1:00 pm
- Has a strong tie to the Arts Community
 - Have received funding and support from a national musician's union
- “Little Sprouts” - young produce growers or crafters can sell their homemade products

Ogden Market

- \$100 for the year, plus \$25 business license fee, or
- \$15 per week for first 5 weeks, \$10 per week for the remaining weeks
- Over 100 total vendors
 - ~20 Farm Produce
 - ~35 Ready-to-Eat
 - 50+ Handmade Arts and Crafts

Ogden Market

- Saturday operation requires:
 - 1 employee for arts booths
 - 1 employee for produce and food booths
 - 2 employees for general registration
 - All are paid employees

Similarities

- All Markets are operated or administered by Downtown Business alliances and not their respective Cities
- All Markets allow: produce, food and crafts
- All Markets require on-site supervision
 - 2 of 3 pay their on-site staff
 - 2 of 3 stated it was an enormous undertaking
- All markets charge their vendors a fee to participate