The Fine Art of Adding Crafts to a Farmers Market

Oil and Water DO Mix!
Overview:

• Brief History of Pike Place Market

• Craft in a Farmer’s Market
  • Considerations
  • Approaches
  • Practices
Pike Place Market: From $$$ Onions to Wooden Spoons
Coming Soon: The Pike Place Market MarketFront
This project lays the groundwork for achieving creative placemaking in our growing urban metropolis in a way that is more economically viable, socially sustainable, and culturally inspirational.

*Rick Grundman, MarketFront Committee Chair

View of the MarketFront with the future connection to the Waterfront. Rendering by The Miller Hull Partnership.
Crafts at Pike Place Market:

Market Historic Commission

Market PDA Charter

Hildt-Licata Agreement

Daystall Rules & Regulations
Farm Priority:

2 : 1

Table Ratio

192 Inside Tables

122 Farm-Preferred
Market Daystalls
Market Daystalls
Why Crafts?

Complementary Asset Vs. “Filler”
How do you frame the crafts in your market for your customers?
What is your market’s brand…

…& how do Crafts fit in?
Shared Selling Points?
Factors in Selecting the Right Crafts

- Your Market’s Brand
- Your Customers’ Needs and Tastes
- Your **Vision** for Bringing Customer & Brand Together
Example: Wooden Cutting Boards
Vision-Based Emphasis

Examples:

• “Meet the Producer”: Fabrication
• Regional Identity: Local Sourcing
• Farm or Kitchen Themed
Example: Emphasis on Farm & Kitchen Themed Crafts
Where are the Artists in Your Community?

• Community Centers
• Arts/Cultural Org’s
• Schools
• Churches

• Art/Craft Supply Stores
• Online Forums
• Contact Known Artists
• Others?
Recruitment: Active vs. Passive

Go Out & Get ‘Em!

- Shows, Festivals, Exhibits
- The Power of Personal Contact

(Targeted) Ads & Postings

- Put Your Vision Out There
- Build Clear Expectations From the Start
Richard’s Rule of Thumb

Some people will make something because they see an opportunity to make $$;

&

some people **MUST** make things: are compelled by an inner imperative & will create regardless!
Selecting New Craftspeople: Who Will Decide? How Will They Decide?

Who:
- Owner?
- Manager?
- Committee?
- Panel?
- Jury?
- Expert(s) in Field?

How:
- Screening?
- Application?
- Criteria?
- Ballot or Scoring?
- Rules?
Authentication: Do They Make It?

In a Perfect World:
• Studio Inspection!

Alternatives:
• Allow for Receipt Review
• Check References
• On-Demand Studio Check Should Concerns Arise
• Watch For Red Flags
• Network with Colleagues
Product Add-On Process

How New Products Are Added

- Only Approved Products on Table
- Add-On Application
- Approval Process
- Guiding Principles
- Product Mix?
Adding Crafts To-Do List:

<table>
<thead>
<tr>
<th>Mission or Vision Statement/Charter</th>
<th>Application Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rules &amp; Reg.’s, incl.:</td>
<td>Screening Evaluation Form</td>
</tr>
<tr>
<td>• Application &amp; Screening</td>
<td>Product Add-On Form</td>
</tr>
<tr>
<td>• Location Assignment</td>
<td>Vendor Complaint Process</td>
</tr>
<tr>
<td>• Rule Enforcement</td>
<td>Permit Form/Vendor Contract</td>
</tr>
<tr>
<td>• Authentication Process</td>
<td></td>
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A Few Ingredients for a Vibrant Crafts Community:

- Pure Creativity
- Drive / Dedication
- Peer Leadership
- Integrity
- Professionalism