15 Days to Move A Farmers Market

JULY 16 - AUGUST 4TH
Who We Are
Celebrating 27th Season in 2020

Marie Brayman founded the Farmers Market, just west of where the Lowes Hardware store is today. After one season, market moved to Port of Everett property.

2002 Inger & Tone Hutton became the Market Masters. Added Music & WIC/Senior FMNP, Master Gardeners


Everett Farmers Market is an LLC, offers Wed. Farmers Market at Everett Station (20 Vendors) and Sun. at 2930 Wetmore Ave. (100 Vendors)
Why Move?

- Growth in customer visits surpasses capacity of Port parking/infrastructure.

- Impacts to Port businesses, tenants, and slip-holders burdensome, exceeds benefits.

- Customer dissatisfaction with long lines, waiting to pay $2 parking fees.

- Port expansion drove decision move in 2020.
The Facts

- City Council Person - letter to the editor and posted on social media, etc.
- Customer Groups - boycotting the Market.
- July 10 - KIRO 7 TV news story reveals Port decision to move the Market, without first talking with us.
- July 14th - Social media and customer comment box overflowing, as Market continued to receive negative customer reactions with public outcry over $2 parking fee/lines to pay.
- July 15th - Port provides ultimatum to Market. Move in two weeks or pay parking enforcement $2,000 per market day.
- Meetings with City - Revisited options for market location and conformation of City support.
- Our Decision Was Made - We chose to move.
"When one door closes, another opens; but we often look so long and so regretfully upon the closed door that we do not see the one which has opened for us".

ALEXANDER GRAHAM BELL
City, Port & Farmers Market agree upon the announcement, which would be released immediately.

Vendors received information following joint announcement from the Market to inform customers about the move.

City, Port, and Market would announce via independent media connections.
Timeline July 16 – August 4
Logistics In order of completion

- Complete Special Event Application.
- Begin mapping of Market.
- City completes traffic and street closure plan, identifies signage/barricading – bid process.
- Contact WSLCB for transfer of license to new location.
- Fire Dept list of needs and requirements – share with all concessions – individual permitting.
- EFD requires map of street/details of emergency access.
- Contract with US Bank for ADA parking.
- Contract with Diamond Parking.
- Inventory of street and other sign changes – priority printing.
- Honey Bucket & Trash/recycling relocation, POD storage & proposal.
- Municipal Building restrooms: (6) stalls, ADA access, clean/sanitary.
- New banner designed by Port and approved
- POD, Honey Bucket and US Bank contracts/revisions
- Preliminary Market Map ready to publish upon approval.
- City provides maps for transit changes and nearby parking.
- Agreement with Diamond Parking.
- Licensing approved by WSLCB – sampling uninterrupted.
- Finalize sign/barricade purchase.
- City–Cultural Arts Dept. generator delivered/setup.
- POD & restrooms, fencing arrive.
- Port/City/Market banner installed; No Parking signs mounted on candles.
- Special Event Permit approved (July 31). Typically a 90 day process.
- Permission to use blue paint to mark street (details are so important).
- Delivery of street closure signs & barricades
- Move-In day POD (August 2)
- Request assistance from WSFMA (Colleen Donovan) "All Hands-ON Deck" Opening Day, August 4th.
VENDOR CONSIDERATIONS WHEN MOVING

- Shade, protection from wind/sun.
- Wanting the same neighbors.
- Need separation by products and scents.
- Need for vehicles, vehicle parking.
- Entering/unloading/leaving market directions.
- Power and water needs.
- Restrooms
- Sitting and eating areas.
- Surprise from vendors regarding the move. Let them know asap.
- Uncertainty - Will people find us?
- Manage damage control, via press and social media.
SUPPORTING SHOPPERS

- 26 years free parking at Port.
- Now free Sunday parking in City.
- No waiting lines to pay to park.
- No gravel – caused variety of issues, maintenance, striping parking lots.
- Now clean for customers/vendors.
- Customer parking considerations.
- Walkable and bike able for neighborhood residents.
- Mobility challenges answered – negotiate gravel and parking distance, limited spaces.
- Church traffic and other Sunday businesses benefits.
- Customers able to utilize street or sidewalk to access vendors.
Expenses

- Road closure signage & barricades – $3,464.
- Hours of meetings.
- Market footprint design.
- Moving materials & gear
- New directional signage for downtown.
- Labeling paperwork.
- Address changes.
- Special Event Permit & Late Fee $250 + $127.
- New signage for 2019 at Port unusable.

Expenses

- Moving restrooms – relocate from Port to downtown $300.
- Trash & recycling extra move fees.
- POD rental for 10 weeks $650 included delivery.
- Fence rental – $500.
- Propane for generator $$20/wk $200.
- Locks for generator trailer – $100
OPENING DAY
Sales—2nd highest day in 26 years.
EBT—Sales greater than same day the year before.
First Time Customers experience the Market.
New Relations—With City, Businesses and customers.
Win... Win... Win
Special Mention of Support

- CITY PERSONNEL, FIRE DEPT, POLICE, HEALTH DEPT, TRANSIT, CULTURAL ARTS COUNCIL-GENERATOR, CITY CLERK.
- POD, FENCE CONTRACTOR, US BANK, DIAMOND PARKING.
- DOWNTOWN EVERETT ASSOCIATION, PARKS, PUBLIC WORKS, TRASH & RECYCLING, COE BUILDING MGMT.
- NARRATIVE COFFEE, SALON 4 HAIR DESIGN, WSLCB FOR LICENSE TRANSFERS.
- FINI FOR NEW FSN NUMBER – WE’RE EXCITED TO WORK WITH YOU.

I Support My Local Farmers Markets

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https://www.facebook.com/TheEverettFarmersMarket

2020 REALITY

- Customers will continue to go to old location.
- No power in 2020
- Nice looking permanent storage structure is requested by the City