



# Everett Farmers Market May - October

# 15 Days to Move A Farmers Market



JULY 16 - AUGUST 4TH



# Who We Are

## Celebrating 27th Season in 2020

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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

2012 Gary Purves & Karen Erickson became Market Masters. Added token program for EBT & D/C, Kernel Kids, Fresh Bucks Incentive Program, & Community Non-Profits.

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.

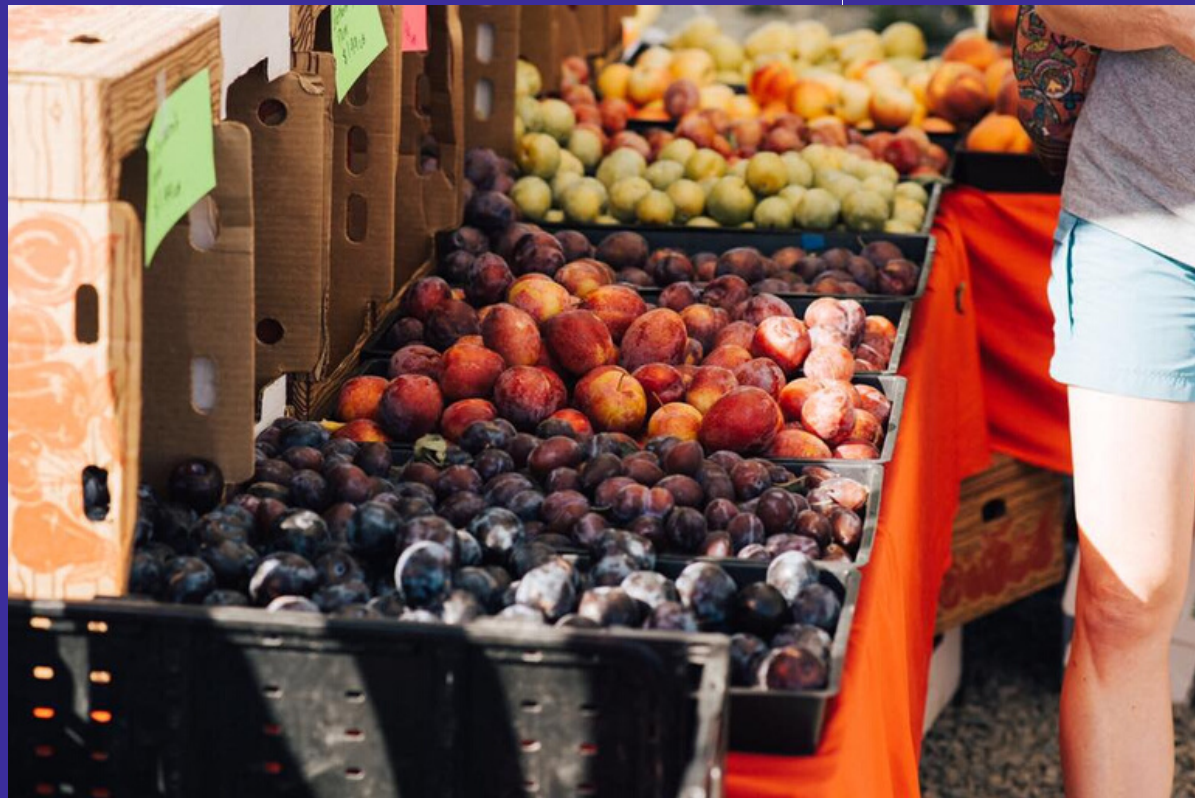






"When one door closes,  
another opens; but we  
often look so long and so  
regretfully upon the  
closed door that we do  
not see the one which  
has opened for us".

ALEXANDER GRAHAM BELL





# Announcement



**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.**

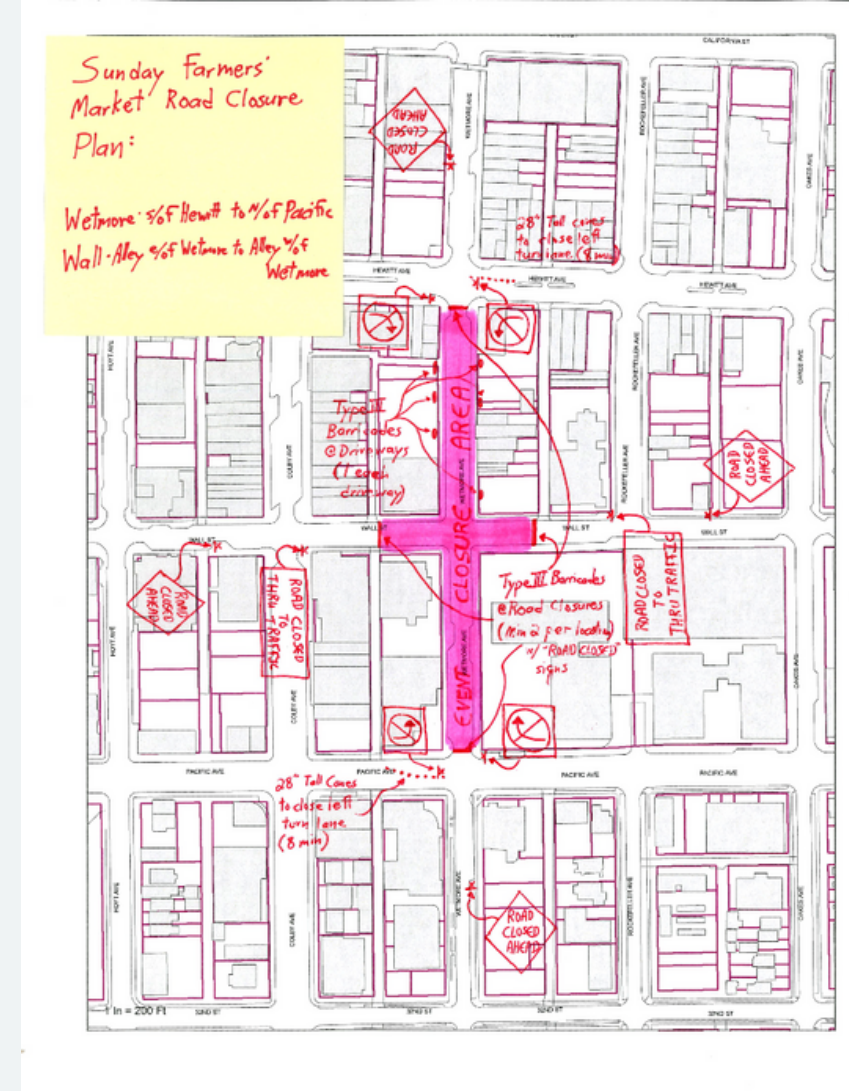
**City, Port, and Market would announce via independent media connections.**



# 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





## FACEBOOK

3 Facebook pages  
Sponsors Pages  
Business in City  
Vendors Pages  
Special Event  
Customers



## MEDIA

Herald News  
MyEverettNews  
LiveInEverett  
Tribune



## NEWSLETTER

Market Subscribers  
for two Markets  
2000



# Social Media Accounts







# 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





# 2020 REALITY

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



## 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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