

**LOCATION,  
LOCATION,  
LOCATION!**

**NEIGHBORHOOD FARMERS MARKETS: MOVING THE  
CAPITOL HILL, WEST SEATTLE, AND UNIVERSITY  
DISTRICT FARMERS MARKETS**

## THE MAKINGS OF A SUCCESSFUL MARKET MOVE:

- Weigh your options
- Make a plan!
- Assemble your team
- Get community, business, and vendor buy-in
- Promote, promote, and promote some more!
- Make your layout
- Seek sustainable growth and avoid growing pains





**LOCATION, LOCATION,  
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## **FINDING A LOCATION THAT WILL HELP YOUR MARKET:**

1. GROW!
2. Provide stability
3. Increase visibility
4. Strengthen shopper density

*“Don’t move a market if you  
can’t grow and get better” –  
Chris Curtis*

Market Relocation Timeline	Phase	Objective
October 2018-December 2018	Planning	<i>Research and create market relocation plan</i>
January 2019-May 2019	Planning	<i>Solidify work group and create tangible goals</i>
June 2019-September 2019	Planning	<i>Maintain market vibrancy</i>
October 2019-December 2019	Planning	<i>Create a marketing plan</i>
January 2020-May 2020	Planning	<i>Plan relocation logistics</i>
June 2020-August 2020	Promotion + Planning	<i>Maintain market consistency and vibrancy</i>
		<i>Plan logistics and festivities</i>
		<i>Construction complete</i>
September-October 2020	Preparation + Implementation	<i>Market moves to ST Station in Autumn 2020!</i>
October 2020-December 2020	Post-Move	<i>Market Relocation evaluation</i>
January 2021-May 2021	Post-Move	<i>Start plans for Capitol Hill Commuter Farmers Market</i>

## TIMELINE BASICS:

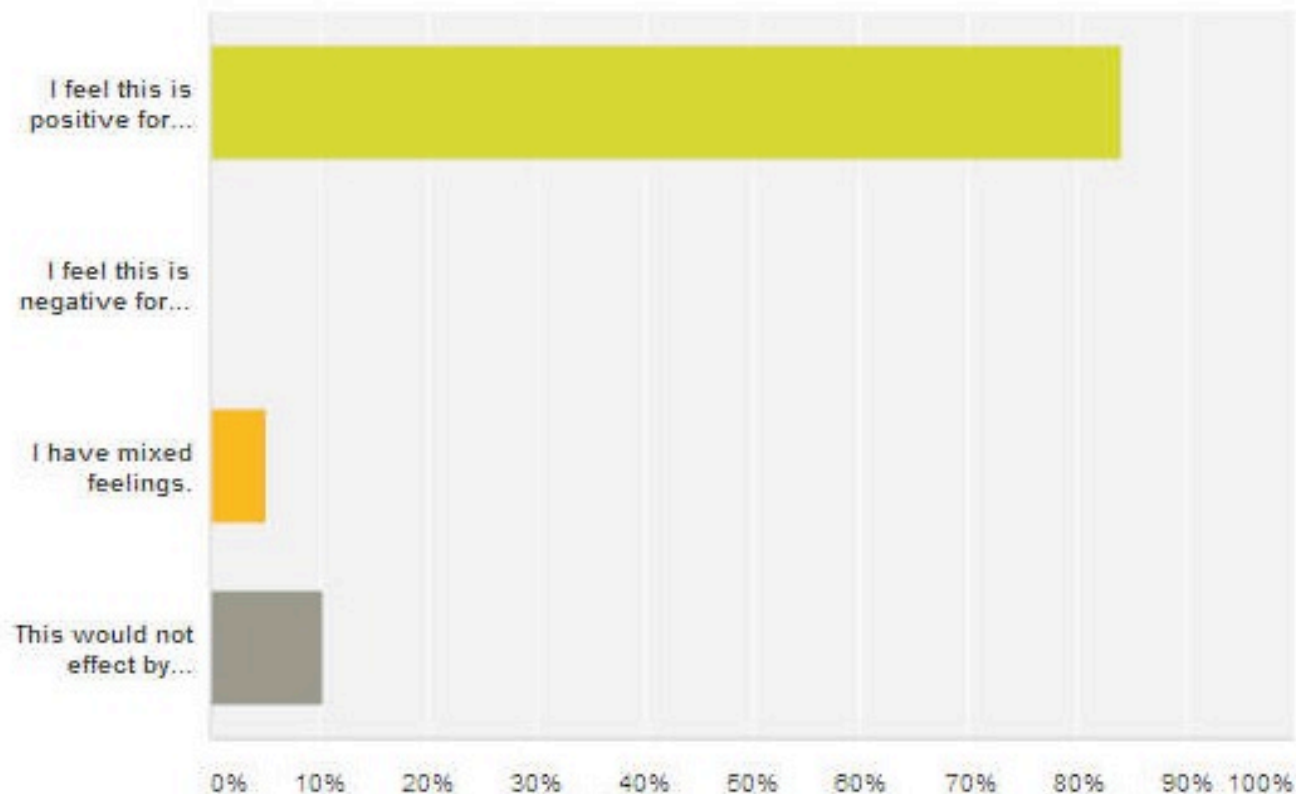
- Know how much time you have
- You are not alone, get your support systems in place! (community, board, vendors, staff, etc.)
- Phases help break up work and keep you sane
- Don't forget marketing!
- Know your budget and spread out your \$\$\$ and time
- Remember to reflect...

# BUDGETING FOR THE MOVE

WSFM Move to the Street Equipment Needs					
Equipment	# In Stock	# In Sock - Van	# Needed for WS	Amount Purchased	Notes
8x8 Tent - S Street Monitor	1 - UDFM		1	0	5x5 can either be purchased or shared with UDFM
Street Closed sign	2 - WSFM	2	0	0	
T-39	5 - WSFM, 4 - UDFM	4		0	
Detour (left) sign	2 - UDFM	3	4	1	
Detour (right) sign	3 - UDFM	4	0	0	
Street Closed Ahead sign	5 - UDFM	2	2	0	
Detour Route sign		0	3	3	
Detour Ahead					
Right Turn Only			1	1	* To be stored in the shed
Large street barricades (stripe)	4 - UDFM		4	4	
large street barricades (detour)	2 - UDFM		2	1	
Disabled parking sign	2 - UDFM			0	
Loading zone sign	1 - UDFM			0	
Large wagon for barricades			1	0	
Orange traffic flags			2	0	
Traffic cones	3 - UDFM		5	0	

The Farmers Market Alliance is exploring the option of moving the Sunday market onto the 4500 block of California which would require the single block to be closed to vehicles for most of Sunday. WSJA is helping to get input from adjacent businesses. How would you feel about the market moving onto California Ave?

Answered: 19 Skipped: 0



## GETTING NEIGHBORHOOD BUY IN:

- Survey local businesses easily by enlisting the help of your local business district/ chamber of commerce
- Use online tools such as Survey Monkey or Google Forms for ease and impact
- Have some data on hand to support your move

# SURVEY YOUR VENDORS!!

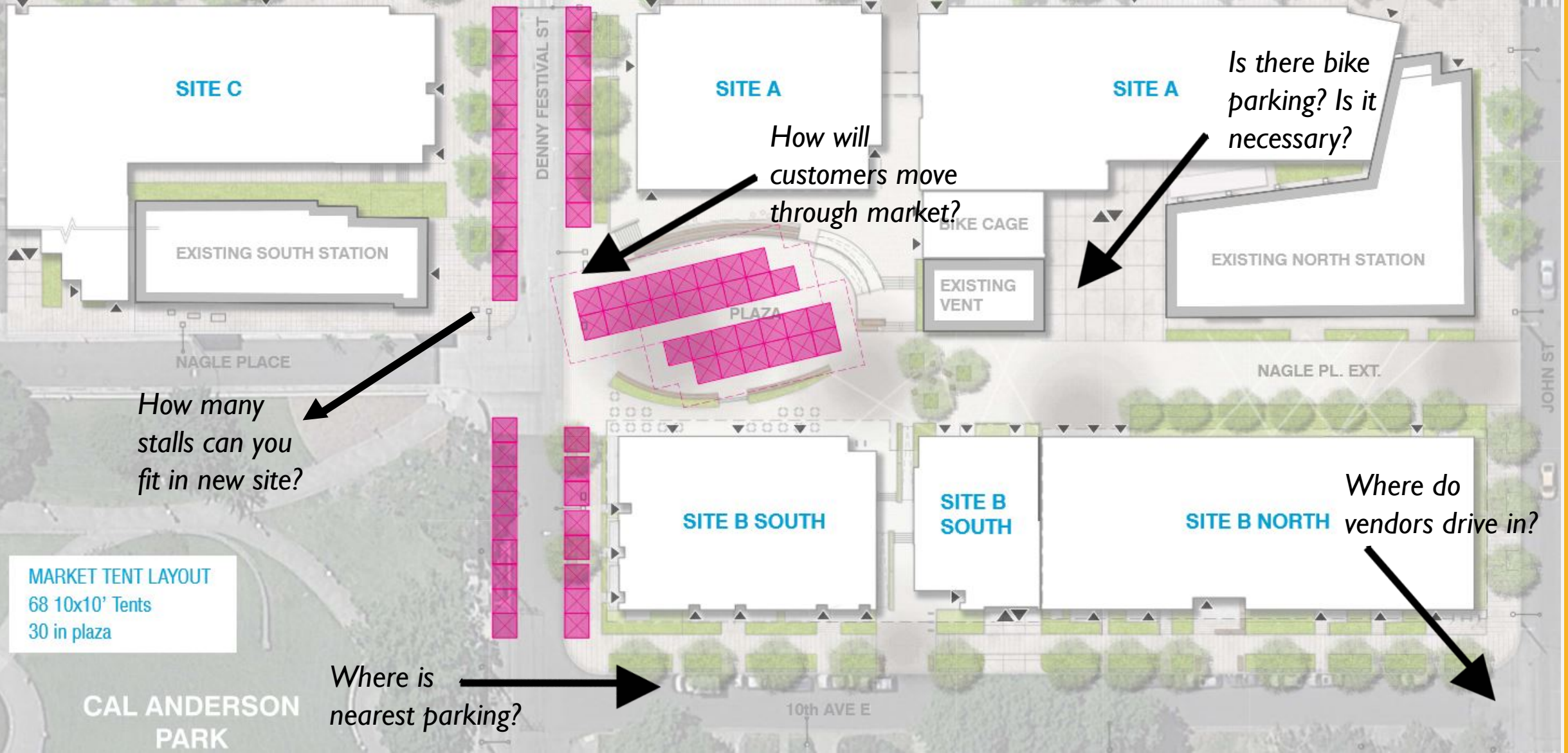
## WHY?

- Gets vendor attention
- Creates opportunity to explain what, why, when, and how
- Gauges excitement/interest
- Provides critical feedback and helpful information about vendor priorities (ie, stall location, space, etc.)
- Makes process inclusive

## WHAT?

- Size and location preferences
- Vehicle access
- Proximity to water and power
- Arrival time preference
- Unload, set up, tear down time
- What they love about the old location
- What they are excited about in new location

# MAKING A LAYOUT: CAPITOL HILL 2020 SITE PLAN





# COMMUNICATING CHANGES TO VENDORS AND SHOPPERS:



OREGON ST



VENDORS

## WEST SEATTLE FARMERS MARKET VENDORS

- |                            |                         |                           |                               |
|----------------------------|-------------------------|---------------------------|-------------------------------|
| 41 Adrienne's Cakes + Pies | 13 Holmquist Hazelnuts  | 25 Mariposa Farm          | 37 Starvation Alley           |
| 36 Alvarez Organic Farms   | 4 Honest Biscuits       | 28 Master Gardeners       | 16 Stoney Plains              |
| 33 Blong'a Garden          | 35 Jon Boy Caramels     | 24 Martin Family Orchards | 52 Tall Grass                 |
| 48 Britt's Pickles         | 46 Kirsop Farm          | 49 Mt Lodge Farm          | 18 Terra Fleurs               |
| 19 Canales Produce         | 47 Kittitas Valley      | 32 Nelli Farms            | 2 Timber City Ginger          |
| 39 Collins Family Orchard  | 22 La Pasta             | 15 Olsen Farms            | 17 Tiny's Organic             |
| 1 Falafel Salam Co.        | 27 Langley Fine Gardens | 38 Pampeana Empanadas     | 7 Tonnemaker Family Orchard   |
| 8 Farmbox Greens           | 26 Lee Lor Garden       | 31 Puget Beach Shellfish  | 40 Willie Greens Organic Farm |
| 30 Girls Gone BBQ          | 23 Left Foot Farm       | 10 Rockridge Orchards     | 54 Whistling Train Farm       |
| 9 Got Soup?                | 51 Little Prague        | 43 Samish Bay Cheese      | 14 Woodring                   |
| 6 Growing Washington       | 5 Loki Fish             | 50 Seola Bee Co           | 34 Youngquist                 |
| 53 Green Bow Farm          | 42 Lyall Farms          | 12 Small River            | 20 Youa Her's Garden          |
| 52 Hayton Farms            |                         |                           | 11 Xai Cha                    |

Thank you to the community for your support and help in making this move possible. A special thank you to: West Seattle Junction Association, West Seattle Food Bank, The West Seattle Garden Tours, Arts West, the Husky Deli, Don Swanson Insurance Inc., Gangnon State Farm Insurance & West Seattle Kiwanis.

*A tip for your sanity:  
don't make extra work for yourself!!*

# TIPS FOR A SMOOTH MOVE

## West Seattle Farmers Market Move to the Street – June 14<sup>th</sup>

The big market move is just around the corner so let's make sure we are all set up for success.

The WSFM move is currently being promoted through press releases, advertisements, news coverage, special promotions, events, and various grass roots efforts. We expect at least a 15% increase in customer attendance from both returning and new visitors. Please keep the following tips in mind to maintain your current and loyal customer base while also reaching new potential buyers.

### **Signage**

*Hang banners and signs with your business name and logo at all times. Make sure signage is visible and consistent so customers will recognize your business in its new location on California Ave.*

### **Sales Representatives**

*Consistent staff can be just as effective in maintaining a loyal customer base as any signage can. Try to sustain regular sales representatives to vend at your booth so customers can recognize your business easily through familiar faces.*

### **Reaching New Customers**

*A huge benefit of the market move is our ability to reach a brand new customer base. For some customers, this may be their first time visiting a farmers market and we only have one opportunity to turn them into repeat visitors. Welcome them with a smile and show them how delicious fresh and local can be!*

\* We will continue to send updates as the move approaches, contact market staff if you have any questions or concerns. Please note you will not know your new stall space until late May.

# SETTING GOALS FOR MARKET GROWTH

		CURRENT	NEED	TOTAL
		CHFM 2018	CHFM 2020	CHFM 2020
VEG	West row	7		7
	East row	3	1	4
	Microgreen	1		1
	Asian veg	1	1	2
MUSHROOM	Cultivated	1		1
	Foraged	0	1	1
BERRY	Blue	4		4
	Rasp/straw	3		3
ORCHARD	Heirloom	2		2
	Fall/Winter Fruit	4		4
	Summer stone	5		5
MEAT/POULTRY	Poultry/eggs	5		5
	Beef	2		2
	Lamb/goat		1	1
	Pork	3		3
	Finfish/Shellfish	3		3
DAIRY	Goat cheese	0	1	1
	Cow cheese	2	1	3
	Sheep cheese	0	1	1
HONEY		2		2

BAKERY	Bread	2		2
	Sweets	4		4
	Gluten free	1		1
PROC	Jams	2		2
	Fermented	2	1	3
	Pasta	1		1
HOT FOOD	Asian		1	1
	Mexican	2		2
	Other int' cuisine	1	1	2
	Fresh/healthy		1	1
	Breakfast	2		2
BEVERAGE				
	Hard Alcohol	3	1	3
	Non-alcohol	2	2	4
	Total	70	14	83

**THANK YOU**

