

FARMERS MARKET SCAN

KEY LESSONS FROM OTHER MARKETS

CITY OF LAWRENCE AND DOUGLAS COUNTY
SUSTAINABILITY OFFICE

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LAWRENCE & DOUGLAS COUNTY KANSAS

EXECUTIVE SUMMARY

The Farmers Market Scan is intended to inform members of the Lawrence community and City staff about conditions that create a space conducive to a permanent farmers market. Key themes, findings, and case studies were picked to help explain how the information included in the scan can be used in a local context.

Using priorities established by the Lawrence Farmers Market Long Range Planning Committee, a convenience sample was collected from farmers markets throughout the United States. Information was collected through a survey that was administered over the phone or through e-mail from December 2017 to April 2018. Conclusions were drawn regarding market permanence and commonly found amenities by using survey results, analyzing market bylaws, and reviewing mission statements. The data collected revealed three different overarching concepts: (1) markets as a part of community planning efforts, (2) adaptation of public infrastructure, and (3) shared financing. These three themes along with concepts drawn from Market Umbrella and Projects for Public Spaces help assess market permanence. The report finds market success often relies on public-private partnerships and strong collaboration between the market and community stakeholders for markets to become well established.

PURPOSE

The purpose of this scan is to provide information regarding market permanence to inform the forthcoming Downtown Master Plan for Lawrence, including how farmers markets have acquired needed infrastructure, or have become well established without common amenities such as access to water and lighting. The Lawrence Farmers Market's current downtown location and lack of infrastructure create a variety of issues that make the space challenging to customers and vendors. Furthermore, a 2017 analysis by SCALE, Inc. identified the lack of long-term security that the Lawrence Farmers Market will remain in their current site as a top priority to resolve as a community in the near future.

DESCRIPTION OF LAWRENCE FARMERS MARKET

The Lawrence Farmers Market, established in 1976, is one of the oldest farmers market in the state of Kansas. The market is a non-profit producer-only market located in Downtown Lawrence, currently organized as a 501(c)3. The market has 76 vendor-members, all of whom come from within 50 miles of Lawrence. Vendors provide an array of products including fresh produce, baked goods, flowers, hot foods, and kitchen products.

Since 2007, the Lawrence Farmers Market has been located on the 800 block of New Hampshire, and the space functions as a city-owned parking lot during non-market hours. This location creates challenges for the market administration as well as vendors as there is limited room for growth, difficult marketing, and little infrastructure. The lack of permanence has caused vendors to pursue other regional farmers markets.

PUBLIC MARKETS AS PART OF COMMUNITY BUILDING

Public markets are important civic amenities that provide communal gathering spaces and help build social capital. Markets provide locations designed to be accessible to all members of the public encourage contact and interaction. ⁱ Public markets can not only provide a community building opportunity, but also create financial spillover for local businesses on days markets are held.

METHODOLOGY

This Scan was developed from internal Lawrence Farmers Market (LFM) discussions conducted following the release of a local farmers market sector report by SCALE, Inc., in January 2017. At its March 2017 vendor meeting, the LFM board facilitated small-group discussions with vendors to generate a list of “needed” and “wanted” attributes for their ideal market. From that list, the LFM Long Range Planning Committee identified ten priorities. These priorities informed a survey the Sustainability Office staff administered by phone and email to markets in other communities. A convenience sampling technique was used to identify markets that were housed in a pavilion at least one market day a week. However, the targeted markets expanded to include open air markets as pavilions are not the only factor leading to market permanence.

FINDINGS

Twenty-six farmers markets provided insight to their market structure, infrastructure, and beliefs as to what led to a permanent market. From this information overarching concepts and key themes were developed.

KEY THEMES

- Public-Private partnerships helped markets finance pavilions and allowed for additional market infrastructure.
- In the cases where markets were the only major anchor, the ability of the space to be multifunctional was important.
- Electricity, lighting, and restrooms were the most frequently appearing amenities.
- Often, following financing and construction, pavilions fell under municipal management.
- A city-owned structure does not indicate that the market itself is city-run.
- Some markets achieved permanence through other strategies other than construction of a pavilion.
- Market and vendor size are influenced by community factors other than population.
- Pavilions seldom housed all vendors.

CASE STUDIES

Nine markets were examined further for this scan based on their relevance to Lawrence to explore funding techniques, how infrastructure was adapted to serve markets, and how public markets have been integrated into community development planning. Each is profiled within this scan.

Public Markets as a part of Community Development Planning	Adaptation of Public Infrastructure	Shared Financing
Columbia, MO	Tulsa, OK	Springfield, MO
Lexington, KY	Iowa City, IA	Shelby, NC
Overland Park, KS	Madison, WI	
Edmond, OK		

CONTENTS

Executive Summary	2
Background	5
Lawrence Farmers Market: <i>Moving from the past into the future</i>	5
City Engagement with Farmers Markets	5
Understanding the Needs: The SCALE, Inc. Report	6
Creating a Shared Vision: The LFM Long-term Planning Committee	7
National Scan of Farmers Markets	8
What We Found	9
Case Studies	10
Columbia, MO	12
Lexington, KY	13
Overland Park, KS	14
Edmond, OK	15
Tulsa, OK	16
Madison, WI	17
Iowa City, IA	18
Springfield, MO	19
Shelby, NC	20
Appendix A: Farmers Market Profiles	21
Appendix B market contacts:	23
Appendix C: Charts and Graphs:	24
Citations	28

BACKGROUND

LAWRENCE FARMERS MARKET: *MOVING FROM THE PAST INTO THE FUTURE*

The Lawrence Farmers Market started in 1976 and was located at 8th and Vermont. Vendor growth caused the market to move twice over the years, first to the 1000 block of Vermont in 1980, and then in 2007 the market moved to its current location at 8th and New Hampshire. The Lawrence Farmers market has continuously worked to provide local, fresh, nutritious foods to low income individuals in the community. In 2006, it began accepting Electronic Benefit Transfer, which allows Supplemental Nutrition Assistance Program (SNAP) dollars to be spent, and in 2016 launched Double Up Food Bucks. Both are programs designed to increase the availability of fresh nutritious foods to low income individuals. Recently, due to an increase in infill development, the market has faced new challenges. One such challenge is the uncertainty of a long-term location solution for the Lawrence Farmers Market.



CITY ENGAGEMENT WITH FARMERS MARKETS

Farmers markets in the City of Lawrence have recently begun being recognized as civic amenities and have appeared in numerous city plans. In the [2015 City-Wide Cultural Plan for Lawrence, Kansas](#) the “the need to support our local markets as places of cultural diversity” was identified. The Cultural Plan presents the need for an activity hub, which could use a farmers market as an anchor tenant. In July of 2017, [The Douglas County Food System Plan](#) was adopted by the City of Lawrence. Policy 1.3.1 identified the need to “Invest in signage, shared infrastructure, and coordinated marketing to support Douglas County farmers markets.” Following the completion of the Douglas County Food System Plan the Douglas County Food Policy Council established Policy 1.3.1 as a full council priority. The 2018 draft [Comprehensive Plan for the City of Lawrence](#), acknowledges agriculture’s role in our community. Chapter Seven of the Draft Comprehensive Plan, the Community Resources chapter, establishes goal 1.5 of Food Systems Development to, “Guide the expansion of local farmers markets throughout the community as feasible.” The recently commissioned City of Lawrence Downtown Master Plan (in early development as of this writing) asked potential consultants to consider the opportunities for development or redevelopment, and programming of public spaces. With the farmers market being considered as a civic and cultural amenity there is momentum for a permanent downtown farmers market in Lawrence.

UNDERSTANDING THE NEEDS: THE SCALE, INC. REPORT

In 2015, the LFM member on the [Douglas County Food Policy Council brought attention to the need for market data to inform future decisions](#). After conducting their own research of other communities, the Council decided an expert-led study of the farmers markets in Douglas County, Kansas should be pursued. From that recommendation, the Lawrence-Douglas County Sustainability Office applied for and received a USDA Farmers Market Promotion Program Grant, hiring SCALE INC. as a consultant to assess the farmers markets in Douglas County, KS, and provide strategic recommendations. The final report, "[The Farmers Markets of Douglas County, KS Assessment and Recommendations](#)," was released in January 2017 outlines 16 key findings and twelve recommendations.

Recommendation 10 specifically outlines the need to **“create a working group to definitively deal with the ‘location issue’ within the next two to three years.”** This working group is responsible for the development of a location criteria to guide location selection. While SCALE Inc. did not suggest a location, it found there is a desire from both vendors and customers to stay at a downtown location, and noted **“improved facilities will be needed going forward for the Saturday market.”** Recommendation 10 also suggested the same location be used for the Tuesday and Saturday markets, as it would likely create a larger customer base for the weekday market and help establish permanence. Previously, the Lawrence Farmers Market held its Tuesday market at 8th and New Hampshire, but infill and parking limitations led to the pursuit of the Lawrence Public Library parking for the 2016, 2017, and 2018 seasons.

Following Recommendation 10 from The Farmers Markets of Douglas County, Kansas report the Lawrence Farmers Market formed a Long Range Planning Committee to:

- Pursue a solution to the “location issue”
- Develop a clear criteria for assessing locations.

Markets as Community Assets

- Public markets can act as an anchor by providing a sense of destination.
- Bringing together different members of the community help build social capital. ⁱⁱ
- Face to face market interaction develops bonding and bridging capital.
- Covered spaces provide places to rest, cover from the sun, and are accessible to all ages and abilities. ⁱⁱⁱ
- Public markets create a spillover effect to other local businesses.
- 60% of people who attend public markets visited nearby stores, on market days. ^{iv}

CREATING A SHARED VISION: THE LFM LONG-TERM PLANNING COMMITTEE

Following the recommendations from the SCALE Inc. report, the Lawrence Farmers Market along with staff from the Sustainability Office facilitated a vendor meeting to define vendors' "dream market." Information collected from the meeting was aggregated and presented to the Lawrence Farmers Market Long Range Planning Committee. Lawrence Farmers Market Long Range Planning Committee members then reported to Sustainability Office staff their top ten priorities. Priorities were established and organized here based upon the frequency and can be found in Figure 1 of Appendix C.

1. Downtown location
2. Pavilion
3. Permanent signage
4. Electricity
5. Access to water and drainage
6. Parking for vendors and customers
7. Entertainment/demonstration area
8. Restrooms
9. Lighting
10. Consistent stall sizes

Sustainability Office staff created an informational survey, based upon the Lawrence Farmers Market Long Range Planning Committee's interests and priorities. Staff administered the survey by phone and via email to farmers markets identified using a convenience sampling method. The convenience sampling method used the criteria that the market must be housed in a pavilion on one or more market days. This sampling technique was used based upon the belief that markets featuring pavilions likely had other infrastructure as well. Following a January 2018 meeting with the Lawrence Farmers Market Board, the criteria for contacting markets expanded to consider geographic location and populations more similar to Lawrence. At this time, it also seemed appropriate to contact well-established markets that did not feature a pavilion. The reasoning for this change was to see if the lack of physical structure led to additional efforts to establish permanence. For more detailed information see Appendix C.

Markets as Community Assets

- For every dollar spent at a farmers market led to an additional:
 - \$0.58 spent at nearby businesses in Iowa.^v
 - \$1.36 spent at nearby businesses in Oklahoma.^{vi}
- Public markets are being evaluated as spaces for revitalizing communities.^{vi}
- One study found that farmers markets boost the perception of community.^{viii}



NATIONAL SCAN OF FARMERS MARKETS

Currently there are more than 8,600 farmers markets in the United States that operate in a variety of different organizational, spatial, and financial capacities. The variation in markets can provide insight to how different markets operate and what they believe has led to permanence. Although the Northeastern region of Kansas is home to numerous farmers markets, expanding the geographical scope allows for a broad range of input to inform the Farmers Market Scan.

Initially Sustainability Office staff contacted markets on a national scale. However, the Lawrence Farmers Market Board believed that other geographic regions may not be as informative or influential to guiding local markets. As a result, the scope was narrowed to Midwestern markets with populations similar to Lawrence, regardless of pavilion presence, being targeted at later stages in the surveying process. The targeted markets featured similar seasonal patterns and temperatures to Lawrence, KS.

These targeted selections led to responses from states that were primarily in the Midwest and Southeastern regions, as depicted in the map below:



Map created using Google Maps

Market Aesthetics as a Community Feature

Early stages of market identification was based upon market aesthetics. Visually appealing markets can act as a community feature.

While design and aesthetic is an important feature, some markets achieved permanence through other strategies other than construction of a pavilion.

Memphis Farmers Market



Image provided by the Memphis Farmers Market

Covington, VA Farmers Market



Image provided by Smash the Iron Cage at https://commons.wikimedia.org/wiki/File:Covington_Farmers_Market_2.jpg

WHAT WE FOUND

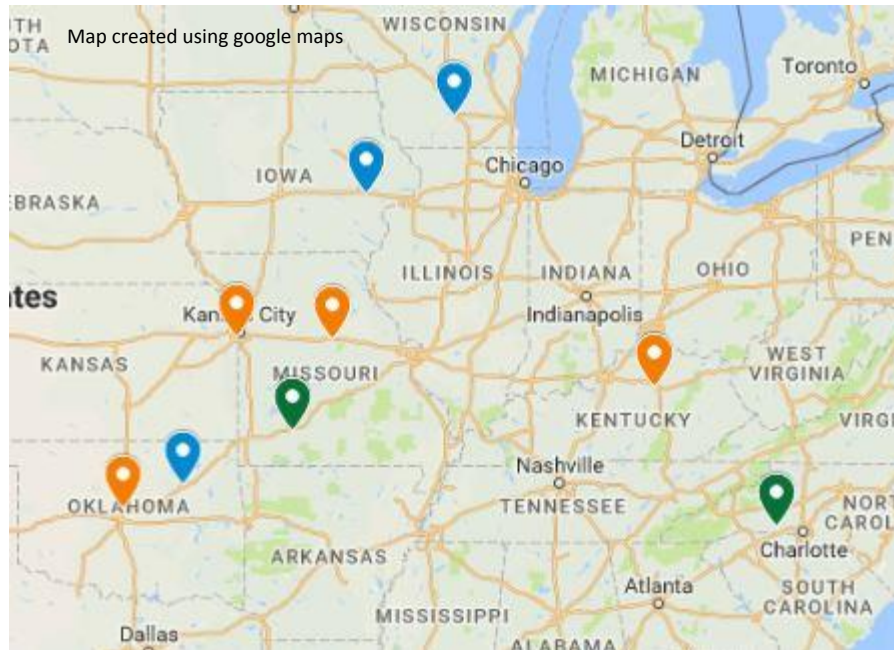
Using the questions, “What makes a farmers market permanent?” and “What infrastructure do markets have?” a survey was distributed to over 70 farmers markets. The follow section provides key themes identified from the surveys and communications with 26 market managers. To provide further insight to how the key themes were identified, nine communities are examined as case studies.

KEY THEMES

- Public-Private partnerships helped markets finance pavilions. The use of collaborative financing allowed for additional market infrastructure to be built as well.
- In cases where markets were the only major anchor tenant, the ability of the space to be multifunctional was important. Market spaces often served as parking lots or spaces for public and private events during non-market hours.
- Electricity, lighting, and restrooms were the most frequently appearing amenities at market locations.
- Often, following financing and construction, pavilions fell under municipal management. This was often related to the ability of municipalities to maintain the structure. In some cities, the pavilions are rented for non-market events.
- Some markets achieved permanence through other strategies other than construction of a pavilion.
- Non-profit and independent markets have developed good working relationships with City governments in their community. Often this means that markets utilize structures that are city owned
- Population size is not a good indicator of vendor size. Many of the markets take place in cities with lower populations than Lawrence but hold countywide farmers markets. For suburban cities like Overland Park, KS and Merriam, KS, the population is not representative given metropolitan population density.
- Pavilions seldom housed all vendors. Utilizing only pavilion space restricts markets in their ability to add vendors. This has led markets to allow vendors to set up outside of the pavilions footprint. Several markets had different price points based upon whether a vendor was under the pavilion.

CASE STUDIES

Of the 26 markets who responded, three overarching themes emerged: (1) Market Permanence as a part of Community Planning Efforts, (2) Adaptation of Public Infrastructure, and (3) Shared Financing. For these three themes, nine examples provide information valuable to the local context in Lawrence. Table 1 found on page 11 aggregates the information found in the following case studies.



-  Farmers Markets in Community Planning Efforts
-  Adaption of Public Infrastructure
-  Shared Financing

Market Permanence as a part of Community Planning Efforts:

- Columbia, MO – Development of Clary-Shy Agriculture Park
- Lexington, KY – Downtown Streetscapes Masterplan
- Overland Park, KS – Create a Downtown Event Space and Mobility Hub
- Edmond, OK – Parks and Recreation Master Plan Identified Festival Marketplace as opportunity to reduce blight, create parking, and house civic amenities.

Adaptation of Public Infrastructure:

- Tulsa, OK Cherry St. Farmers Markets – Utilizing Special Use Permits to create pedestrian walkways for the market
- Iowa City, IA – Use of parking garage to house the farmers market
- Madison, WI– Use of state capitol building for farmers market

Shared Financing:

- Springfield, Missouri – Collaboration between C-Street Farmers Market and Hammonds School of Architecture.
- Shelby County, North Carolina – Cost of farmers market pavilion split between City of Shelby and Foothills Farmers Market

Table 1: Lawrence Farmers Market Long Range Planning Committee Priorities










Case Study Cities									
	Downtown	Pavilion	Permanent Signage	Electricity	Water Access	Parking	Restrooms	Lighting	Consistent Stall Sizes
Overland Park, KS	X	X	X	X	X		X	X	X
Columbia, MO *		X	X	X	X	X	X	X	X
Lexington, KY	X	X		X	X		X	X	X
Edmond, OK	X	X		X	X	X	X	X	X
Iowa City, IA **	X	X		X		X	X	X	X
Dane County, WI	X			X			X		X
Tulsa, OK	X								X
Springfield, MO	X	X		X	X				X
Shelby, NC	X	X		X	X	X	X	X	X

Table 1 uses the priorities established by Lawrence Farmers Market Long Range Planning Committee to examine the nine case studies. Table 1 is designed to act a quick reference for infrastructure found at market sites.

The following pages will provide an in-depth look into the nine selected markets to examine how market permanence was established.

Amenities Icons provided by Zlatko Najdenovski, FreePik, Scott De Jonge, Good Ware, and Iconnice at www.flaticon.com
 Entertainment/Demonstration Area was a priority of the LFM Long Range Committee, but is not included because of the lack of clear criteria used to define Entertainment/Demonstration Area.

*Columbia, MO is currently developing the Clary-Shy Agriculture Park. The chart identifies priorities that will be found at the new site.

**Iowa City, IA does not have a pavilion the farmers market is housed in a parking garage. Sustainability Office staff viewed the presence of a structure, and its ability to protect vendors and customers from the elements as an interpretation of a pavilion.

COLUMBIA, MO

In 2016, the City of Columbia, Missouri identified Clay-Shy Park as a site in need of upgrade and set aside \$400,000 for park repairs. The park is adjacent to the City of Columbia’s Activity and Recreation Center and has a parking lot used by the Columbia Farmers Market. During this time, the Columbia Center for Urban Agriculture realized they had outgrown their current site and needed to expand. The Columbia Center for Urban Agriculture, a local non-profit, began to reach out to other stakeholders. Through these connections, a public private partnership was developed known as Friends of the Farm. Clary-Shy Agriculture Park is being developed with the intention to “create a park destination for all of the city’s residents and visitors to learn about sustainable food production, see agriculture in action, and buy local farm products.”



<https://www.como.gov/parksandrec/wp-content/uploads/sites/25/2017/09/16004-ClaryShyPlans.pdf>

With the \$400,000 already in place, Friends of the Farm began fundraising and established a four-phase plan for developing the Clary-Shy Agriculture Park. Through the partnership, the City of Columbia and Friends of the Farm have been awarded over \$1 million in grants. Naming rights have also been used as a funding source, with MU Health Care donating \$495,000 as the project’s lead sponsor. ^{ix}

The public-private partnership allowed for greater financial investment to increase shared infrastructure and amenities. Development of Clary-Shy Agriculture Park will provide resources to the community such as an educational urban farm, demonstration gardens, an outdoor classroom, and a new playground.

Population:

120,612

Number of Vendors:

68

Private Market

Suburban Location

Amenities Found:



LEXINGTON, KENTUCKY

In 2008, Lexington, KY published their [Downtown Streetscape Master Plan](#). The plan identified the historic market square as an area for revitalization, which would become known as the Cheapside Park Entertainment District. The site was designed to provide a pedestrian plaza surrounded by restaurants, entertainment, and shopping. The center of the Cheapside Park would include a pavilion that would house not only a public market but provide entertainment. The City of Lexington saw the improvements to Cheapside Entertainment District as an opportunity to drive economic development in the area. However, there was a lack of funding for the pavilion to be built in Cheapside Park, and the City of Lexington continued to pursue other improvements. **Lexington's emphasis on redevelopment in Cheapside Entertainment District provided enough incentive for Fifth Third bank to privately finance the pavilion.**



Image provided by Lexington Farmers Market at <https://www.lexingtonfarmersmarket.com/saturday/>

Cheapside Entertainment District is an example of a city placing emphasis on creating a destination space. The corridor was identified as an area for economic development, and although financing was uncertain, **the pavilion was designed into the Streetscape Master Plan with the Lexington Farmers Market intended as an anchor tenant.** In doing so, the City of Lexington succeeded in creating a multifunctional space that welcomes pedestrians, but also has driven private investment in Cheapside Park.

Population:

318,449

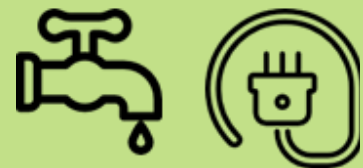
Number of Vendors:

50-80

Member Owned
Agricultural Co-op

Downtown Location

Amenities Found:



OVERLAND PARK, KANSAS

The Overland Park Farmers Market is located in Downtown Overland Park and was built in 1991. The pavilion's existing infrastructure is in need of upgrades, particularly, fixing drainage issues and expanding electrical capacity. The market has reached vendor capacity and the current site sits on a slope, causing issues with drainage. **These issues led the City of Overland Park to hire Market Ventures Inc., a national consultant on farmers markets to evaluate potential expansion of the farmers market.** The lack of parking for the farmers market led the City of Overland Park to hire Vireo and Taliaferro & Brown to assess the feasibility of a mobility hub.

The consulting firms held nine focus groups which included vendors, customers, local business owners, and citizens. The focus groups covered a range of topics, from location to hours of operation. Using this information, **the consultants created a grading matrix, designed to offer an objective assessment of development opportunities.** The grading matrix included variables such as increased visibility, impact on downtown retail, event space functionality, and customer parking.



Image source: <https://www.opkansas.org/events/farmers-market-2018-08-01/>

The consulting firms presented **four options** for the farmers market, event space and mobility hub that ranged from staying at the current location and expanding, to moving the location to a nearby park (Santa Fe Commons). The final recommendation was to move to Santa Fe Commons. This development opportunity received the highest number of positive grades from the consultant's matrix. Recent **updates** show that the suggested move has faced criticism from residents during recent public forums. **This highlights the importance of community engagement throughout the site selection process.**

Population:

189,000

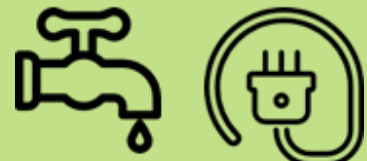
Number of Vendors:

54

City Run Market

Downtown Location

Amenities Found:



EDMOND, OKLAHOMA

Edmond, Oklahoma identified an opportunity to reduce blight and improve their farmers market environment through the development of Downtown Festival Market Place, a multifunctioning community gathering place. Edmond's plan was to redevelop their historic downtown, with Downtown Festival Market Place intended to establish a sense of identity and connectedness. **Downtown Festival Market Place is a Special Use Park designed to highlight local food in a multi-purpose space that provides a pedestrian plaza, seating, public parking, and a pavilion to hold city run events.** The Farmers Market would act as the anchor tenant with the pavilion available for rent and used as parking during non-market hours.



Image source: <https://edmondok.com/gallery.aspx?PID=133>

Downtown Festival Market Place was developed with the Edmonds Farmers Market in mind. However, City staff reported that the site is not functioning as intended. The Pavilion is located adjacent to an active railway, which creates a less than desirable event space. The Pavilion was intended to be rented out by the city to hold community events, but the location and necessary process for renting has limited its use.

Edmond, OK provides a lesson regarding market setting. **A market, or area designed for entertainment, needs to consider how its surroundings will influence interactions and overall success.**

Population:

91,919

Number of Vendors:

20-50

City-Run Market

Downtown Location

Amenities Found:



TULSA, OKLAHOMA

Established in 1998, the Cherry Street Farmers Market is the largest farmers market in Oklahoma, with more than 70 vendors. **The market is located in downtown Tulsa and occupies two blocks.** To provide for a better market environment that is pedestrian friendly, **the market works with the city to close off this section of the road during market hours**, allowing customers to move along the street free from traffic. To do so, the Cherry Street Farmers Market applies for Special Event Permits from the City of Tulsa. Each permit covers a full month and must be submitted to cover all market dates.



Image provided by Courtney Weston at <http://www.alwaysrooney.com/2015/07/tulsa-city-guide.html>

While the market is successful in creating a pedestrian friendly space, the Cherry Street Farmers Market lacks infrastructure found at many other markets. The market relies on surrounding businesses and a church to provide parking and restrooms. Access to electricity can be an issue, as generators must be approved by the market and located 20 feet away from tents.

While the market lacks infrastructure, there was strong community buy in. For the street closure to be approved the market needed permission from the businesses the closure would affect as well as support from residents living in the surrounding area. The use of public infrastructure and community support allowed the Cherry Street Farmers Market to become well established without investing in a pavilion, and highlights the relationship that exists between the market and the city.

Population:

403,090

Number of Vendors:

70+

501 (C)(3)

Downtown Location

Amenities Found:



MADISON, WISCONSIN

In 1972, Mayor Bill Dyke identified a community need for a communal market place in Madison, WI. At that time, local farmers were selling their goods in different capacities throughout the city. Mayor Dyke volunteered the Wisconsin State Capitol to be the home to what would become known as the Dane County Farmers Market. **The capitol building provided a variety of amenities, specifically a centralized and recognizable location.**



Image credit: Mark Sadowski at <https://www.flickr.com/photos/ms4denmark/467651451/in/photolist-8GQUUQ-8GQYEd-6LnH2c-8GQYks-k4w2Q-9StJz-6LnFFv-7UnXa5-k6fv5-jSwqi-4GoMU3-8GMMY8-mne5a-8GMLSz-iiEJa-a8sq1x-jSwh6-jSwnD-8GQZ1Y-5aV2HF-8GQXB5-pfyYsL-8GQXX1-a8sqxr-GhbmHb->

By identifying community stakeholders (**Dane County Extension Office and Central Madison Chamber of Commerce**) the market was able to hire a market manager, who helped control the rapid market growth. Currently the market is a privately-run market with its own board of directors. On a weekly basis the Dane County Farmers Market has between 150 and 170 vendors with all their products coming from the state of Wisconsin.

The mission of Dane County Farmers market embodies Mayor Dyke's goal of bringing together communities that may not otherwise interact. This type of amenity allows urban and rural communities to come together, and shows that **strong community commitment builds permanence and infrastructure becomes secondary to success.**

Population:

252,551

Number of Vendors:

150-170

Not For Profit

Downtown Location

Amenities Found:



IOWA CITY, IOWA

The Iowa City Farmers Market is city run **farmers market housed in the lower level of a downtown public parking garage** since 1993. The market started with limited vendors taking up one side of the parking ramp, but continued growth has led to vendors stretch onto the nearby sidewalk where **music and outdoor events are held during market hours**. The market operates at the Chauncey Swan Parking Ramp for both Wednesday and Saturday markets. Vendors and Shoppers know even on days with less than ideal weather that the garage allows for increased access and a more pleasant shopping experience.



Image provided by Alan Light at <https://www.flickr.com/photos/alan-light/5943570734>

The Chauncey Swan Ramp was designed to be a parking garage **but highlights how a space can be multifunctional**. The mid-week market and the Saturday market take place at the same location, a technique that helps grow the customer base. (SCALE Inc. suggested this for the Lawrence, KS farmers markets for consistency.) The City Of Iowa City chose Chauncey Swan Ramp because the location allowed for continuous market growth, and **has expanded from 20 to 120 vendors**. The City of Iowa City uses the farmers market and parking garage as spaces to promote events like Art in the Park and Market Music.

This example also confirms that active community members can be strong advocates for farmers market permanence. When a location change was suggested, a council member said of the issue, “this brought out more people to a council meeting than the flooding that took place in 2008.”

In a 2009 survey conducted for the Iowa City Parks and Rec Masterplan, the Iowa City Farmers Market was rated as the most important rec program offered by 58% of those surveyed and 72% identified it as the program they have the most need for. This shows how farmers markets can become a strong community asset.

Population:

74,398

Number of Vendors:

120

City Run Market

Downtown Location

Amenities Found:



SPRINGFIELD, MISSOURI

The C-Street Market is a 501 (C)(4) market that worked in close collaboration with Drury University's Hammons School of Architecture. Students from an architecture course led the process to design and build a pavilion for the C-Street Farmers Market. The architecture class, headed by Professor Traci Sooter, also collaborated with a marketing class at Drury to help with promotions and fund raising.

Funding for the Pavilion came from the Community Foundation of the Ozarks Grant, which provided \$13,000 and paid exclusively for steel beams. Professor Sooter believes her connection to students enabled her to get much of the materials and labor donated free or at a reduced rate. Savings also came from student's ability to do the design work. The student's designs required stamps of approval by professionals. Professor Sooter utilized a local architect and engineer who were willing to verify the documents at no cost.



The C-Street market is independent from the city and worked closely with the students on the pavilion design. **Upon completion, the pavilion became owned and maintained by the city. A reoccurring pattern appeared with privately financed pavilions becoming city property upon completion.** The farmers' market uses a revolving lease from the city for \$1 a year.

Professor Sooter believes that establishing a sense of place and creating a destination has helped revive the farmers market. Prior to the pavilion's construction, the C Street Farmers Market had dwindled to four regular vendors. Now the market features nearly 25 vendors.

Population:

167,319

Number of Vendors:

25

501(C)(4)

Downtown Market

Amenities Found:



SHELBY, NORTH CAROLINA

Foothills Farmers' Market is a **non profit market that partnered with the City of Shelby and Cleveland County**, North Carolina to help fund, design and construct a pavilion, located in downtown Shelby. The City of Shelby and Cleveland County provided roughly \$250,000 or 30 percent of the \$818,000 required to fund the pavilion. The other 70 percent was raised through grants and fundraising, a process that took over two years. Foothill's Farmers Market used the **USDA Rural Development's Community Facilities Program and Rural Business Entrepreneurship Grant to assist with funding.**



Image provided by Chris Rogers at <https://uptownshelby.com/>

During the location selection process several sites were considered, and vendors and customers were invited to rank the location based upon preference. The location chosen was based on proximity to the existing farmers market and the city's willingness to donate the land and pay for the architect services.. By providing the architect for the project, the city ensured the pavilion's construction materials and colors would fit in with the existing retail hub.

After completion of the pavilion, **the city took over management and pays for utilities.** Foothills Farmers Market is a **non-profit market that financed a pavilion with the intent for it to be owned and operated by the city.**

Population:

20,323

Number of Vendors:

75

501 (C)(3)

Downtown Location

Amenities Found:



APPENDIX A: PROFILE OF FARMERS MARKETS CONTACTED FOR INITIAL SCAN

TABLE 1.

	Population	Structure	# of vendors	Market Foot Print*
Ithaca, NY	30,756	Pavilion	160	
Foothills FM Shelby CO, NC	20,323	Pavilion	75	37,000 sq. ft.
C Street Springfield, MO	167,319	Pavilion	25	18,000 sq. ft.
Durham, NC	228,000	Pavilion	67+	33,000 sq. ft.
Abingdon, VA	8,083	Pavilion	65	22,500 sq. ft.
Lexington, KY	318,449	Pavilion	50-80	10,000 sq. ft.
Overland Park, KS	189,000	Pavilion	54	65,000 sq. ft.
Webb City, MO	11,226	Pavilion	40-60	31,000 sq. ft.
Pittsburg, KS	20,366	Pavilion	40	
Windsor, CO	22,776	Pavilion	38	
Merriam, KS	11,245	Pavilion	36	84,000 sq. ft.
Pikeville, KY	7,106	Pavilion	30-40	
Edmond, OK	91,191	Pavilion	20-50	88,500 sq. ft.
Vicksburg, MI	3,283	Pavilion	25-35	15,000 sq. ft.
Overland, MO	16,000	Pavilion	24	34,000 sq. ft.
Troutman, NC	2,576	Pavilion	20	
North Wilkesboro, NC	4,235	Pavilion	20	40,000 sq. ft.
Bardstown, KY	13,227	Pavilion	18	12,750 sq. ft.
Floyd Station	15,561	Pavilion	18	
Moore, OK	61,415	Pavilion	15	
St. Paul, MN	302,398	Pavilion	170	54,000 sq. ft.
Ankeny, IA	58,627	Pavilion	60	
Dane County, WI	252,551	N/A	150-170	100,000 sq. ft.
Iowa City, IA	74,398	N/A	120	
Columbia, MO	120,612	N/A	80	
Cherry St. Tulsa, OK	403,090	N/A	70+	

*Market Foot Print are estimates made with Google Maps. Markets without footprints had undefined boundaries.

TABLE 2.

	Pavilion Size	Pavilion Ownership**	Pavilion Cost	Market Operations
Ithaca, NY	50' X 450'	Private		
Foothills FM Shelby CO, NC	65' X 135'	City	\$818,000	501(c)(3)
C Street Springfield, MO	20' X 80'	City	\$13,000	501(c)(4)
Durham, NC	11,600 sf	City	\$800,000	
Abingdon, VA	2 @ 35' X 95'	City		
Lexington, KY	35' X 165'	City	\$2,483,856	Co-Op
Overland Park, KS	50' X 270'	City		City
Webb City, MO	30' X 190'	City		
Pittsburg, KS	45' X 140'	City	\$190,000	City
Windsor, CO		City	\$402,000	City
Merriam, KS	45' X 200'	City	\$1,200,000	City
Pikeville, KY	45' X 200'	City	\$900,000	City
Edmond, OK	65' X 145'	City		City
Vicksburg, MI	40' X 80'	City	\$360,000	
Overland, MO	35' X 125'	City		
Troutman, NC	40' X 65'	City		City
North Wilkesboro, NC	35' X 150'	City	\$400,000	City
Bardstown, KY	100' X 50'	City	\$100,000	City
Floyd Station, VA	30' X 80'	Private	\$90,000	
Moore, OK		City	\$500,000	City
St. Paul, MN	39,400 sf	City		
Ankeny, IA		City	\$2,100,000	
Dane County, WI	N/A	N/A		Not For Profit
Iowa City, IA	N/A	N/a		City
Columbia, MO	N/A	N/A		
Cherry St. Tulsa, OK	N/A	N/A		501(c)(3)

** Pavilion ownership does not indicate how the pavilion was funded.

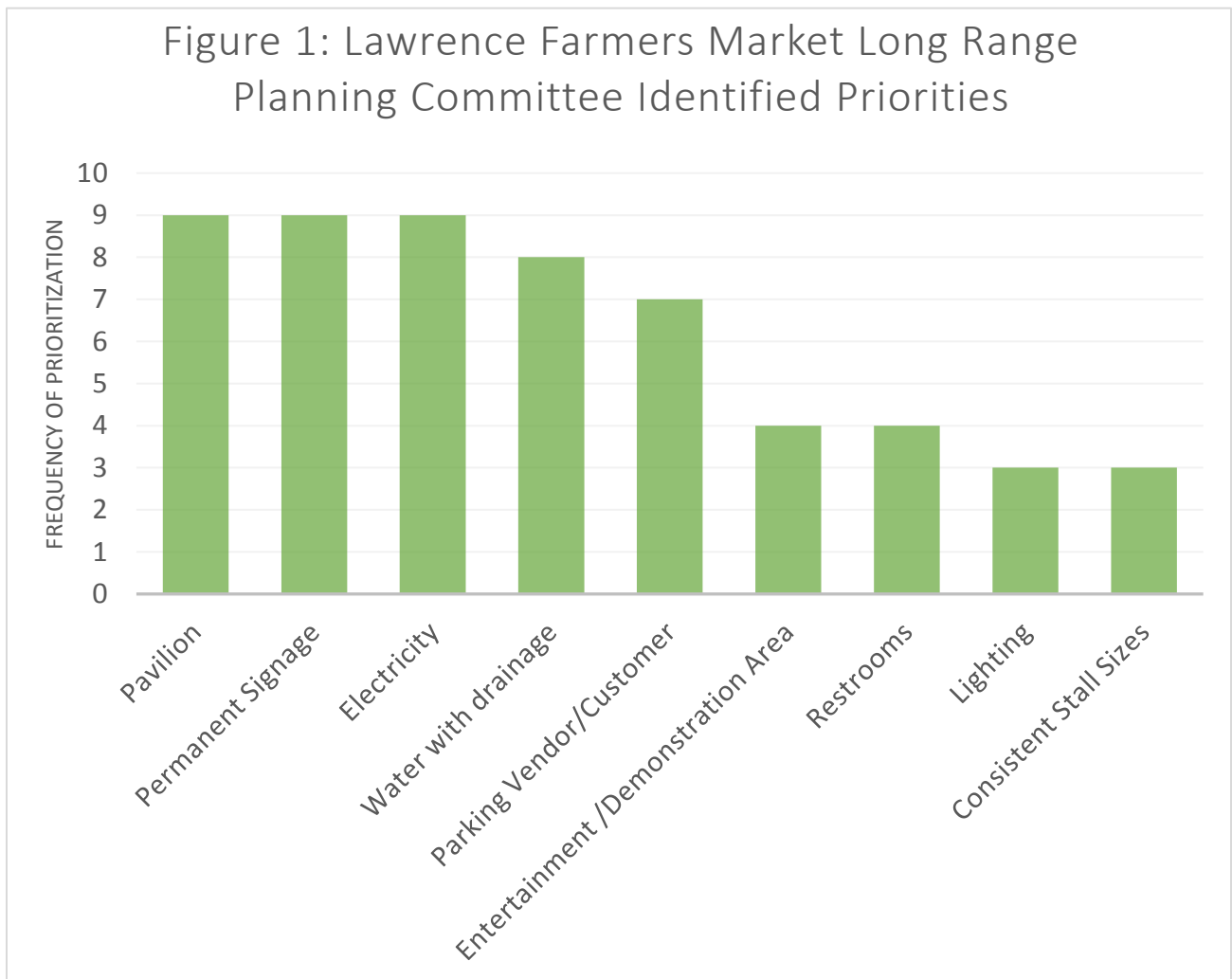
APPENDIX B MARKET CONTACTS:

Following informational meetings with the Lawrence Farmers Market Long Range Planning Committee, farmers markets were contacted based upon whether or not their market was housed in a pavilion one market day a week, or the perceived permanence of the market. Contact was made with markets through their websites or by telephone. An informational survey was administered regarding market logistics and makeup.

City	Contact	Position
Abingdon, VA	David McLeish	Market Manager
Ankeny, IA	Carmella	Market Manager
Bardstown, KY	Robbie Smith	Nelson County Extension
C Street Springfield, MO	Amy Truitt	Market Manager
	Mary Collette	Previous Manager
	Traci Sooter	Design/Build Professor
Cherry St. Tulsa, OK	Kris Hutto	Market Administrator
Columbia, MO	Corrina Smith	Market Manager
	Gabe Huffington	Columbia Parks & Rec
Dane County, WI	Sarah Elliott	Market Manager
Durham, NC	Mary Yost	Market Manager
	Erin Kauffman	Executive Director Durham Central Park, Inc.
Edmond, OK	Diane Self	Recreation Program Manager
Floyd Station	William Crenshaw	Developed Farmers Market Pavilion
	Lindsay Newsome	Market Manager
Foothills FM Shelby CO, NC	Gregory Traywick	Cleveland County Extension Director
Iowa City, IA	Tammy Neumann	Farmers Market Coordinator
Ithaca, NY	Becca Rimmel	Market Manager
Lexington, KY	Josh England	Market Manager
	J. Reid Small	Program Assistant Parks & Rec
Merriam, KS	Dave Smothers	Parks & Rec
Moore, OK		
North Wilkesboro, NC	Sam Hinnant	Planning & Community Development Director
Overland Park, KS	Kristina Stanley	Recreation Supervisor Rec. Services
Overland, MO	Marlene Dent	Market Manager
Pikeville, KY	Joyce Pinson	President Pikeville FM
Pittsburg, KS	Kim Vogel	Director Pitt Parks & Rec
St. Paul, MN	David Kotsonas	Market Manager
Troutman, NC	Emily Watson	Parks & Rec
Vicksburg, MI	Sue Moore	Market Manager
Webb City, MO	Eileen Nichols	Market Manager
Windsor, CO	Liz McKerr	Market Manager

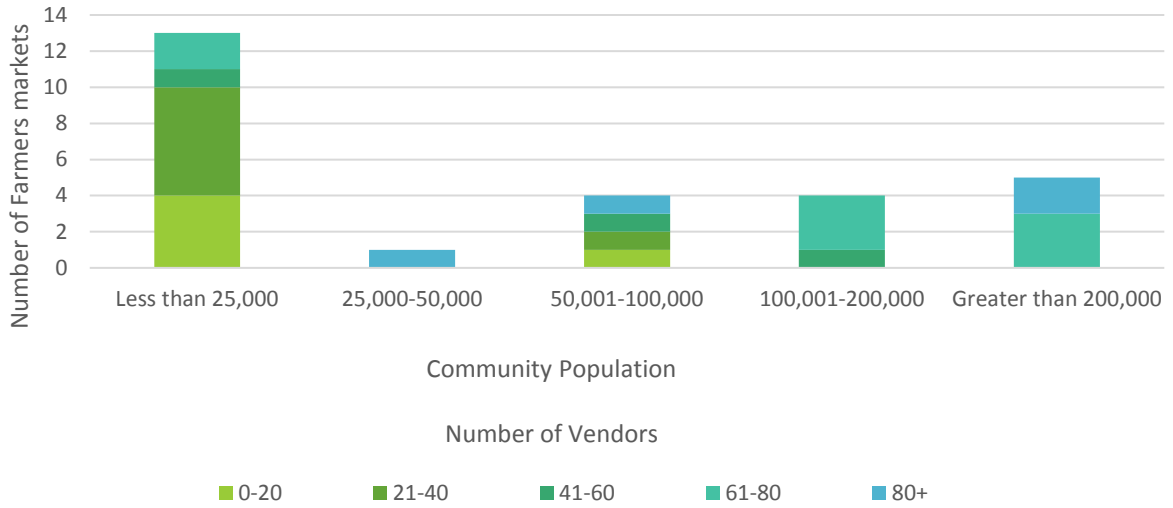
APPENDIX C: CHARTS AND GRAPHS:

The following information is charts and graphs of information collected throughout the Farmers Market Scan. The information in Figure 1 was used to develop an informational survey administered to 26 communities. Figures 2-6 were developed using the information gathered by the survey. The figures provided key information used to develop key themes. Twenty-six markets provided feedback to the Sustainability Office Survey. The 27th response comes from the Lawrence Farmers Market information, displayed with a black outline in Figures 3 and 4 to provide additional context.



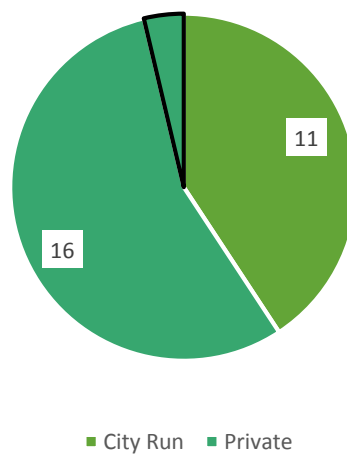
Data source: Lawrence Farmers Market Long Range Planning Committee

Figure 2: Number of Vendors and Frequency by Population



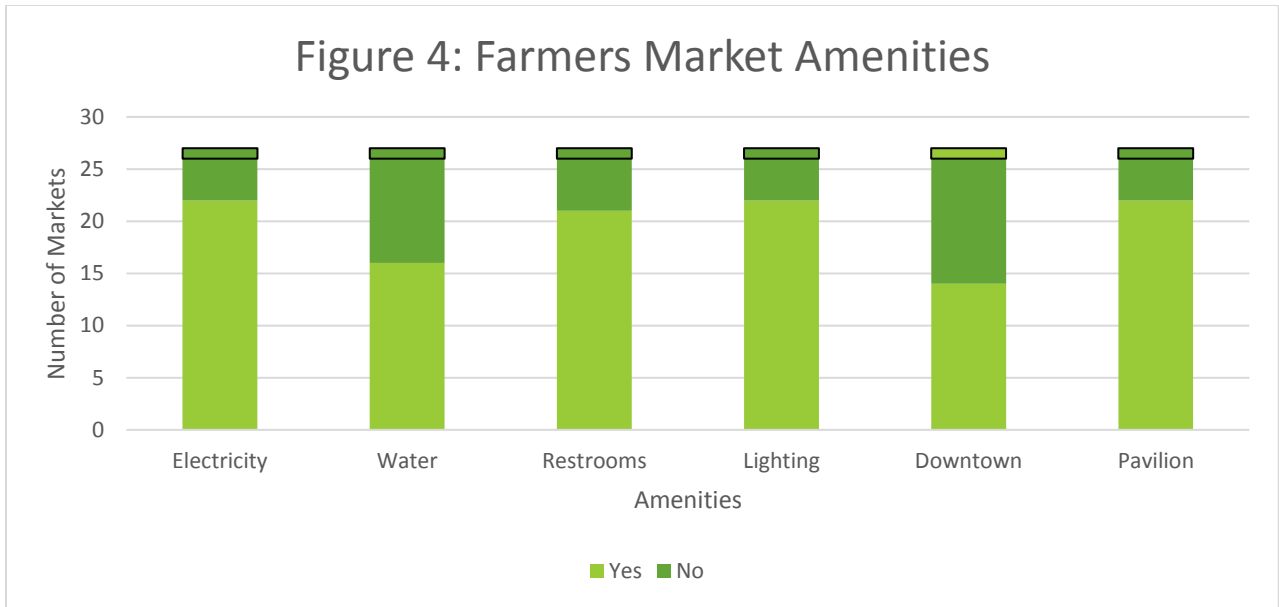
Data source: Sustainability Office Survey, 2018

Figure 3: Farmers Market Organization



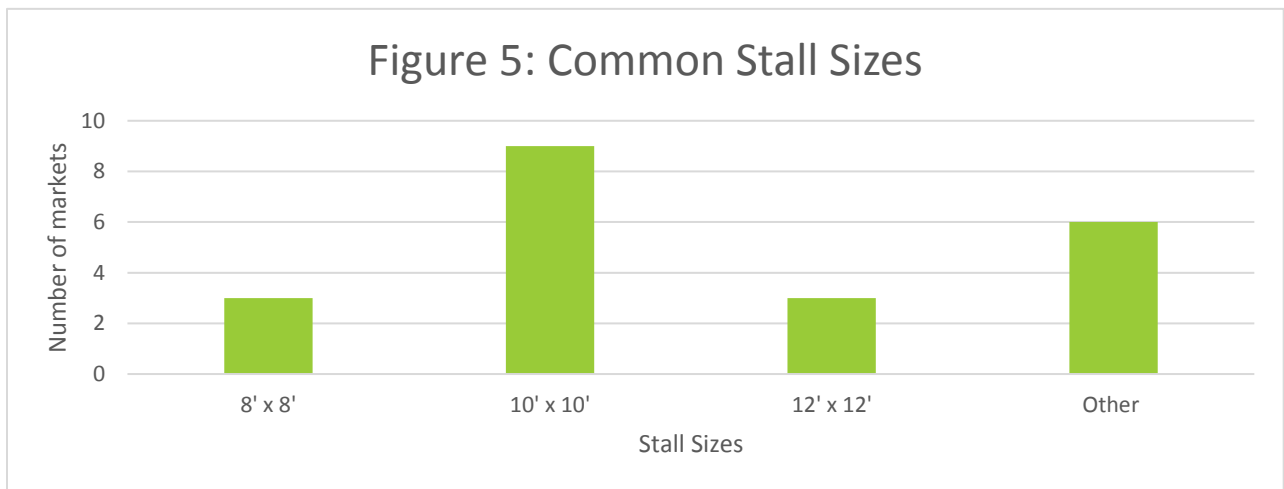
Data source: Sustainability Office Survey, 2018

Portion outlined in black represents the Lawrence Farmers Market.



Data source: Sustainability Office Survey, 2018

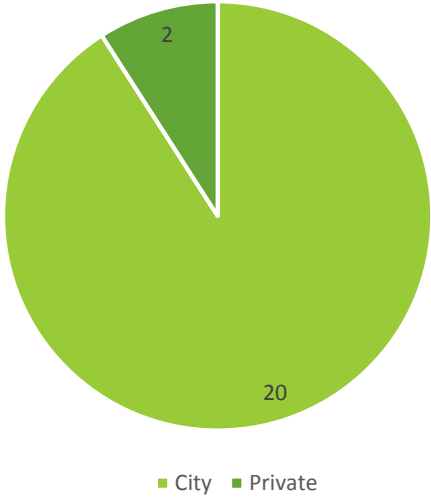
Portion outlined in black represents the Lawrence Farmers Market. Permanent Signage, Parking, and Entertainment/Demonstration area are not included because of the difficulty in measurement.



Data source: Sustainability Office Survey, 2018

Not all markets provided information regarding stall size. The 'other' category consisted of parking spaces, picnic tables, and miscellaneous sizes only appearing once.

Figure 6: Pavilion Ownership



Data source: Sustainability Office Survey, 2018

ACKNOWLEDGEMENTS

I want to recognize and thank the numerous individuals who provided information about their farmer’s markets. Particular thanks to the market managers, administrators, extension personnel, and city staff who took time to fill out the informational survey. Many of you not only provided the basic information in the survey, but also provided in-depth information about market logistics that you felt would be valuable to our city and farmers markets. The Lawrence Farmers Market Long Range Planning Committee provided me with an opportunity to connect with all of these different markets and helped with the development of the scope of the project as well as provide feedback throughout the process. I would also like to thank Helen Schnoes and Jasmin Moore of the City of Lawrence and Douglas County Sustainability Office for guiding me throughout the development of the Farmers Market Scan.

CITATIONS

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