

Fort Dodge Farmers Market Assessment

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Introduction

Iowa State University Extension and Outreach partnered with the City of Fort Dodge to conduct a farmers market feasibility study to assess the need and current conditions for expanding the Fort Dodge Farmers Market, including both increased vendor and consumer participation, as well as lengthening the market season to year-round.

The current Fort Dodge Farmers Market, referred to as the “mall market,” was established in 1984 by local producers and is open May through October. It is located in the parking lot of the Corridor Plaza Development, previously known as Crossroads Mall, which is situated just between the community’s two prominent retail corridors (1st Avenue South and 5th Avenue South). This market is run fluidly and consists primarily of local food vendors; however, in recent years craft and artisan vendors have also taken part.

“The original founders of the mall market wanted a place to support local farmers and provide consumers with local and fresh foods.”

— Market Vendor

Part of the objective was to also understand potential synergies that may occur with a second farmers market that had existed prior to COVID-19, Market on Central. Market on Central began following adoption of the City’s 2010 downtown plan, which identified the goal to host more activities in the downtown. In 2011 the Greater Fort Dodge Growth Alliance, in partnership with the City of Fort Dodge, obtained grant funding and implemented Market on Central (MOC). The Market took place along Central Avenue, and initially occurred the 2nd and 4th Saturdays of the month and then moved to Thursday evenings and Saturday mornings in the summer of 2017. This market was organized and managed by a market committee, with more retail, including a variety of crafts, prepared foods, and clothing vendors, as well as live entertainment and activities.

Steering Committee

In January 2021, initial meetings with project funders and stakeholders were held. The meetings consisted of facilitated discussions regarding the timeline of each farmers market, project background, and individual perspectives on farmers market expansion. The steering committee met three times throughout the project and consisted of various city departments, local organizations, and producers:

- Carissa Harvey, City of Fort Dodge
- Jill Nelson, Greater Fort Dodge Growth Alliance
- Mike Buske, Buske Farms
- Niki Conrad, Webster County Board of Supervisors
- Linda Cline, Iowa State University Extension and Outreach, Webster County Extension
- Terry Moehnke, City of Fort Dodge, City Council
- Kris Patrick, Main Street Fort Dodge
- Amanda Warren, Soldier Creek Winery
- Julie Ball, Feed Shack

Vision, Mission and Core Values

Following the second facilitated steering committee meeting, the group determined the following vision, mission, and core value statements to lead the work.

Vision: A creative and unique year-round market featuring local business offerings from the region.

Mission: To create a year-round market that features local foods and fosters community development through local vendor space throughout the year, educational programming for all ages, and special events and exhibits.

Core Values

- Food security: year-round food access for all residents
- Partnership: public and private partnerships for a successful market
- Revitalization: area revitalization spurring from local food interest
- Local businesses: opportunities for existing and beginning farm and food businesses
- Community: supportive location for connection, relationship, and activities

Community Engagement and Research

Based on feedback from the steering committee, Iowa State conducted various research including:

- precedent research of national farmer's markets similar in scope to Fort Dodge,
- site visits to potential new market locations within Fort Dodge,
- one-on-one virtual interviews with market vendors, community organizations, and local business, and
- two public input sessions in Fort Dodge in August 2021.

Additionally, a public, county-wide survey was developed for current farmers market vendors, prospective vendors, and consumers to provide feedback on needs and interest for expanding the current market. The following details the various research and analysis components.

Precedent Research

Precedent research was conducted to understand best practices around the nation that had comparable populations of 30,000 or less, as well as the mission, vision, and core values that the steering committee had determined for this project. Precedents were also identified based on their season and ability to have a year-round market. The following were identified and shared with the steering committee as aligning with these pieces. (See Appendix A for full presentation.)

Merrimack Farmers Market (Town of Merrimack, New Hampshire, 2021)

The Merrimack Farmers Market was established in 2006 and is located in Merrimack, New Hampshire, which has an approximate population of 26,000 in 2019. (U.S. Census Bureau, 2021) This market hosts an outdoor summer market and an indoor market in the winter months; each market is less than one mile from one another. The market is managed by the Merrimack Agricultural Commission.

Rogue Valley Growers and Crafters Market (Rogue Valley Growers Market, 2021)

The Rogue Valley Growers and Crafters Market was established in 2006 and is located in Ashland, Oregon, which has an approximate population of 21,000 in 2019. (U.S. Census Bureau, 2021) This market has two outdoor market locations for their summer season (March through November) and features over 100 vendors, in total. Their winter market is located indoors in a neighboring town of Phoenix, Oregon, approximately eight miles away. All markets are managed through a volunteer-based market board of directors.

Ithaca Farmers Market (Barbour, Hunter, Jones, Whiting, & Wetzel, 2021)

The Ithaca Farmers Market was established in 1992 and is located in Ithaca, New York, which has an approximate population of 31,000 in 2019. (U.S. Census Bureau, 2021) This market has an outdoor market in the summer that takes place in a permanent, open-air pavilion April through October. Their winter market takes place indoors, November through December. The market is managed by a market board of directors and has two market staff.

2020 Downtown Hopkinsville Farmers Market (Visit Hopkinsville, 2021)

The Downtown Hopkinsville Farmers Market was established in 2016 and is located in Hopkinsville, Kentucky, which has an approximate population of 31,000 in 2019. (U.S. Census Bureau, 2021) This market is located in their community square and offers various educational programming and cooking demonstrations in partnership with county Extension.

The Village at Grand Traverse Commons (The Village at Grand Traverse Commons, 2021)

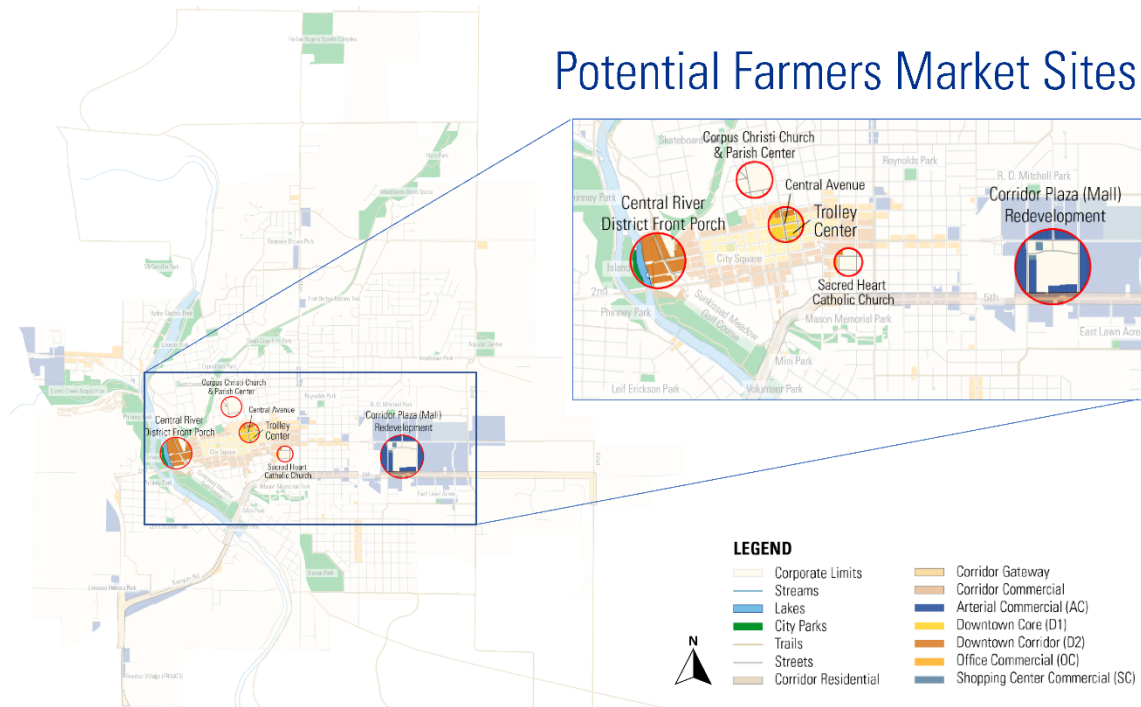
The Village at Grand Traverse Commons was established in 2001 and is located in Traverse City, Michigan, which has an approximate population of 16,000 in 2019. (U.S. Census Bureau, 2021) This market is held in "The Village," a redeveloped historic district as part of the city's District Plan. It's managed by the Redevelopment Corporation: Commons Property.

Mount Hope Farm (Mount Hope Farm, 2021)

Mount Hope Farm is a 127-acre farm and national historical place that offers a series of community programs, including educational events and a farmers market. The market was established in 2001 and is located in Bristol, Rhode Island, which has an approximate population of 21,000 in 2019. (U.S. Census Bureau, 2021) The farmers market operates year-round and sends out a weekly newsletter and accepts vendor applications annually. The market is managed by Mount Hope Trust.

Site Visits

Six sites in Fort Dodge were identified as potential locations to host the Fort Dodge Farmers Market: Central River District Front Porch; Trolley Center; Sacred Heart Catholic Church; Corpus Christi and Parish Center; and Corridor Plaza Redevelopment (see Figure 1). An additional site that was frequently discussed through interviews was City Square Park, adjacent to the Fort Dodge Public Library. The project team conducted site visits to each location in spring 2021.



Interviews

Interviews were conducted virtually over Zoom with three primary audiences: vendors, retailers, and market stakeholders. Interviews were conducted to understand individual perspectives on needs, interests, opportunities, and concerns that may be relevant relating to expanding the Fort Dodge Farmers Market. A total of 18 interviews were conducted with five vendors, eight stakeholders, and five retailers. All personal information and interview data is kept confidential. Any quotes or information shared in this report will be identified by audience group, such as vendor, retailer, etc. (See Appendix B for interview questions.)

Focus Groups

A virtual focus group was held with seven individuals from the City of Fort Dodge to understand goals, needs, strengths and challenges of potential market sites. There were two sites that resonated with the most potential for hosting the future farmer's market: Corridor Plaza Redevelopment and the Central River District Fort Porch.

Additionally, a separate focus group for vendors and producers was planned but did not move forward due to a lack of participation.

Survey

The Fort Dodge Farmers Market Vendor and Consumer Survey was developed to further understand vendor (both current and prospective) and consumer preferences related to needs, interest, products, amenities, and accessibility of a farmers market in Fort Dodge. The survey was offered electronically through Qualtrics and distributed throughout Webster County via social media, radio, newspapers and email threads.

Results were analyzed in September 2021. The survey had a total of 246 responses, 5% (13 respondents) were current vendors and 13% (31 respondents) were prospective vendors; all others were consumers. (See Appendix C for survey questions.)

Public Input Sessions

Two public input sessions were hosted in August 2021 with participation from 70 vendors and consumers. The goal of these sessions was to promote the project, distribute the survey, and further gauge interest on expanding the market. The first input session was held in partnership with Hops and Shops, a community event hosted at a local brewery downtown; the second was held at a Saturday morning farmers market at the mall. (See Appendix E for input session findings.)

Feasibility Study and Economic Impact Analysis

The original project scope included a feasibility study and economic impact analysis component for the farmers market. However, due to project progression, there was stronger need for coordination and facilitation between project partners as well as discussion on enhanced marketing, coordination, and management. Additionally, there was a lack of secondary data and financial data available from market vendors to fully assess the economic impact of the market; leading the steering committee to decide to not move forward with the economic impact analysis.

Based on coordination and facilitation of discussion on farmers market management and site analysis, a financial analysis and management plan was completed in December 2021. (See Appendix F for all financial scenarios.)

Findings

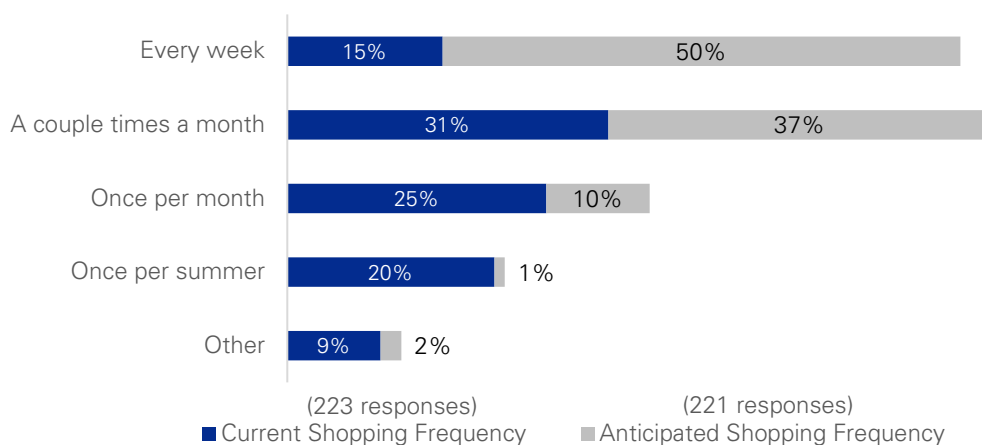
Findings from all research components indicate a general interest in expanding the Fort Dodge Farmers Market, including potential year-round market, and additional needs in areas of logistics and coordination, marketing, and outreach.

Consumers

Of the 242 consumer respondents that participated in the survey, 87% (210 respondents) had previously shopped at the Fort Dodge Farmers Market. Of the remaining 13% (32 respondents) of respondents that had not previously shopped at the market, 66% (21 respondents) anticipate shopping at the market in the future, while 34% (11 respondents) do not anticipate shopping at the market in the future.

Consumers were asked “how often do you believe you would shop at the Fort Dodge Farmers Market if it included your selected amenities?” Figure 1, below, compares consumers’ responses of current market frequency with responses on anticipated shopping frequency.

Figure 1: COMPARISON OF CURRENT MARKET SHOPPING FREQUENCY TO ANTICIPATED SHOPPING FREQUENCY.



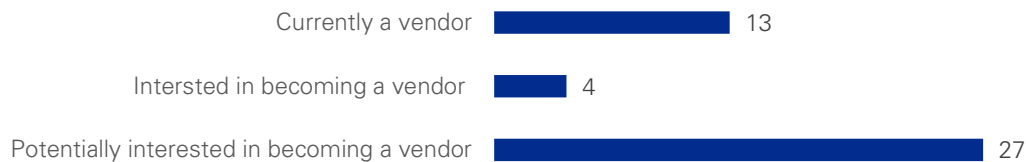
Fifty percent of respondents said they would shop at the market every week, an increase of 35% from the number of respondents that said they *currently* shop at the market every week. Thirty-seven percent of respondents said they would shop at the market a couple times a month if it included their selected amenities, an increase of 6%; and 25% of respondents said once one per month, a decrease of 10%. This decrease exemplifies the shift in shopping habits, where consumers are anticipating, overall, shopping at the market more frequently than once a month if the market expands.

Vendors

Vendor input and coordination was established by both the steering committee and project team as an important element of this assessment. Intentional vendor outreach and engagement occurred throughout the project in the form of interviews, public input sessions, and collaborative meetings and their input was taken into consideration in decision making¹.

The Fort Dodge Farmers Market has between 15-20 vendors that participate in the market regularly. There was a total of 44 vendor respondents that participated in the survey, of which 30% (13 respondents) were current vendors and 70% (31 respondents) were prospective vendors.

Figure 2: COMPARISON OF CURRENT VENDORS TO PROSPECTIVE VENDOR INTEREST.

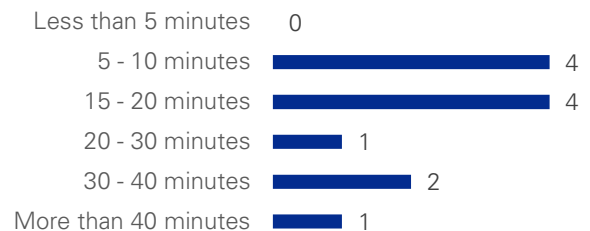


The project team was interested in understanding vendor participation, frequency of participation, and travel. Most (9 respondents) of the current vendors said they participated in the Fort Dodge Farmers Market at least once a week for the 2021 season and most (8 respondents) vendors travel 20 minutes or less, implying most regular vendors are based within Webster County.

Figure 4: CURRENT VENDOR PARTICIPATION TO-DATE IN 2021



Figure 3: VENDOR TRAVEL TIMES TO PARTICIPATE IN MARKET



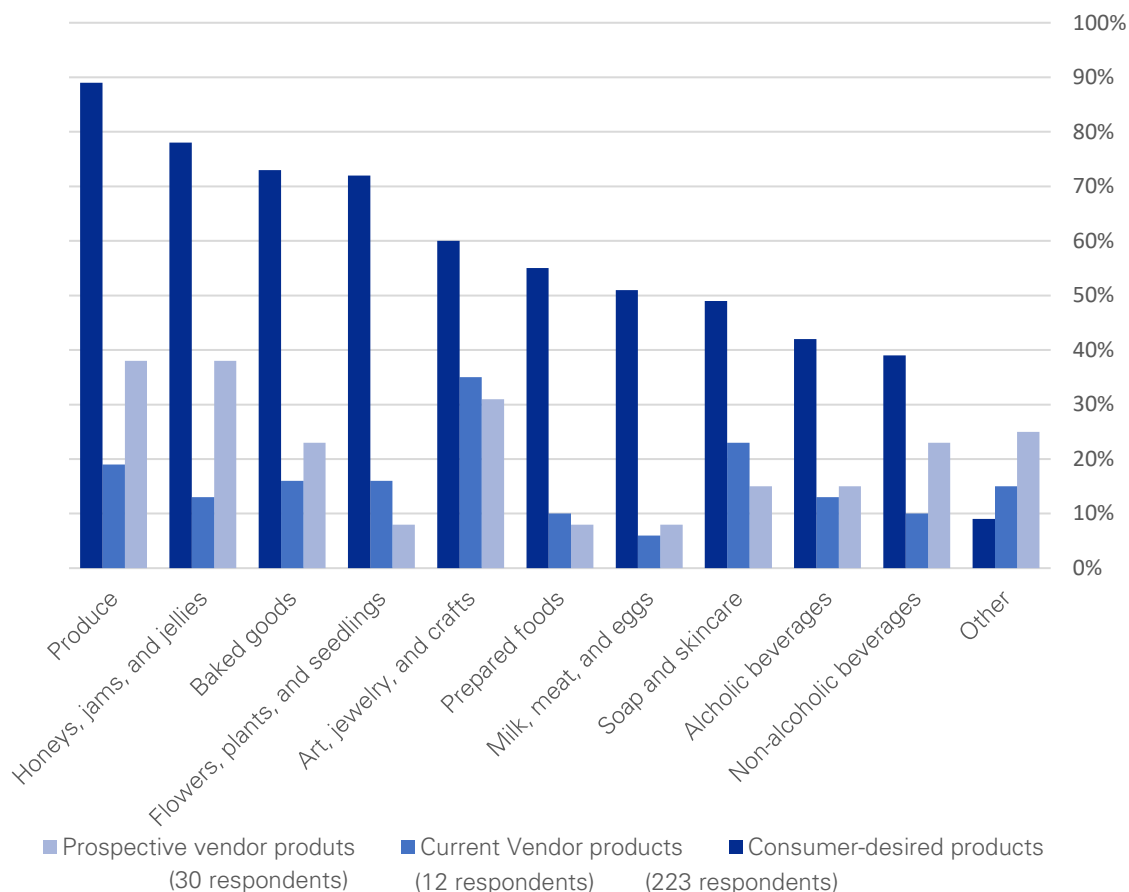
¹ The importance of including vendors in the decision-making process was additionally echoed in multiple interviews. Discussed in the context of Market on Central, one interviewee stated, "Market on Central made the mistake at the very beginning of their development by not involving the current mall market. You need to have the current market involved from the start if the expansion is going to be successful."

Products

Figure 5, below, shows the comparison of responses from consumers, current vendors, and prospective vendors and product types. Consumers' most desired product was local food produce, followed by honeys jams and jellies, baked goods, flowers, and plants and seedlings were also strongly desired. Consumers also shared additional categories in the "other" section, such as clothing, direct sales businesses, spices and herbs, boutique items, native plants information and education, and coffee. Within input sessions, consumers shared their interest in fresh flowers, alcoholic beverages and local produce.

Vendors currently sell produce, honeys, jams and jellies, non-alcoholic beverages, and art, jewelry and crafts. These categories also correspond well to products prospective vendors are interested in selling. Additional product types shared by prospective vendors in the "other" section included clothing, woven products, information on native plants and gardening, make-up, haircare, health and wellness, hairbows, and vitamins.

Figure 5: COMPARISON OF CONSUMER-DESIRED PRODUCTS, PRODUCTS CURRENTLY SOLD BY VENDORS, AND POTENTIAL PRODUCT SALES BY PROSPECTIVE VENDORS.



From these findings, it is apparent there are differences between products desired by consumers, products sold by vendors, and vendor interest in selling products. These gaps are most recognized in produce; baked goods; milk, meat, and eggs; and flowers, plants, and seedlings.

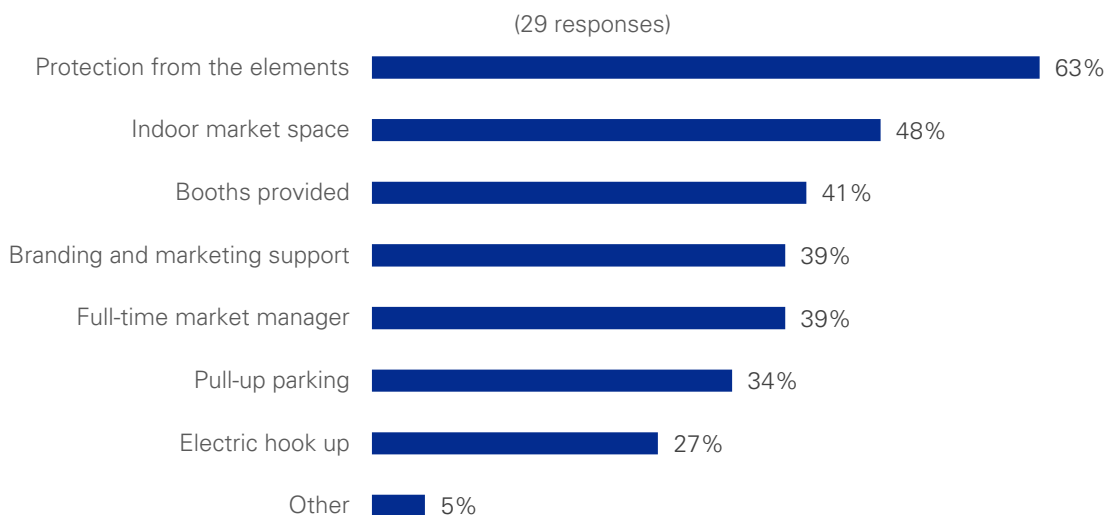
Arts, jewelry, and crafts had the most corresponding interest between consumers, current vendors, and prospective vendors.

Interviews with vendors suggest that there are concerns on product diversity at the market and that there may be potential hurdles in finding produce and local foods if the market became a year-round option in the community. One interviewee shared their concern that there wouldn't be enough purchases being made during a winter market to sustain consumer interest, implying that without produce or food products there wouldn't be as much to draw-in customers.

Amenities

Vendors and consumers were asked about their amenities and equipment needs or desires. Figure 6 shows the most selected amenities in the survey from vendors included protection from the elements (63%), indoor market space (48%), having vendor booths provided for use during the market (41%), and support with branding and marketing (39%). Public input sessions showed similar results, where 57% of vendors said they would like to have indoor market space, and 50% said they would like to have protection from the elements.

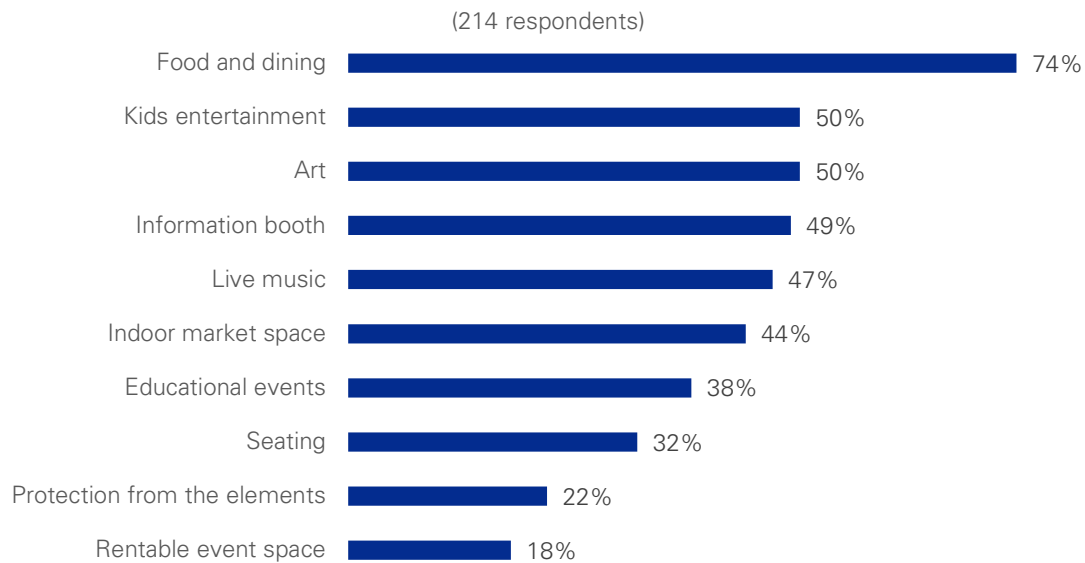
Figure 6: VENDOR-DESIRED AMENITIES BY RESPONSE PERCENTAGE.



Interviewees frequently discussed vendor amenities and equipment needs in relation to structural market components and accessibility. Multiple vendors shared that current vendors are older, and it takes a lot of time and energy to set up and tear down their booths, let alone to store and prepare products for bringing to the market. Vendors discussed the desire to have a permanent space for hosting the market and having additional storage for things like tables and tents for easy and efficient set up.

Consumers were also asked about their preferred amenities. Food and dining, such as food trucks, as well as kid's entertainment and art had the highest response rate between the survey and input session data. Figure 7 details consumer amenity responses.

Figure 7: COMBINED CONSUMER RESPONSES ON DESIRED AMENITIES FROM SURVEY AND PUBLIC INPUT SESSIONS.

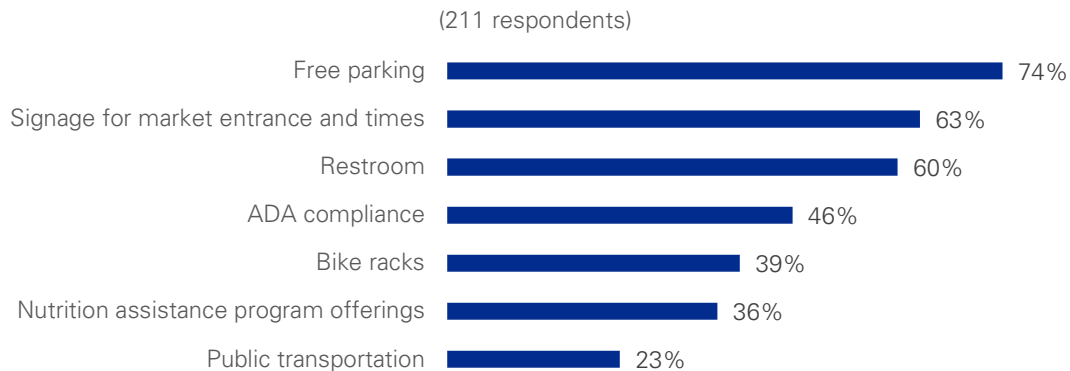


Within input sessions, consumers shared that they would like to see fresh flowers, alcoholic beverages vendors, year-round market, public restrooms, and a market indoors during the winter months and outdoors during the summer months. A few survey respondents shared that having “green space” would be valuable for a farmers market.

Accessibility

Accessibility of the market was critical in this research to understand the potential layout and location of the expanded farmer’s market. Within the survey consumers were asked about their desired accessibility characteristics and amenities; the most selected options included free parking (74%), signage for market entrance and times (63%), and public restrooms (60%).

Figure 8: CONSUMER-DESIRED ACCESSIBILITY OPTIONS BY RESPONSE PERCENTAGES.



One respondent shared in the survey that it would be beneficial to have additional market signage and a texting or notification system that reminds consumers of when the market is held, which may refer days and times as well as market season.

Logistics

The MOC and Mall Market both occurred on Saturday mornings, making it difficult for local food vendors to participate in both markets. Between overlapping hours, differing values, marketing policies, and scheduling, tension arose between the two markets, in addition to differing values, market policies, and perspectives on how a farmers market should be managed and how a farmers market should look. One vendor stated, “Everyone needs to be more accepting of change.”

“The city needs to not redo Market on Central, but rather needs to promote [local foods] and paint a better picture than simply helping the rich get richer.”

— Local community organization

Hours

The current mall market is held Wednesdays 1:00 pm – 5:30 pm and Saturdays 9:00 am – 1:00 pm, May through October. Survey respondents were asked to share preferences on market days and hours throughout the week. Most (71%) vendors said the current market times are most preferred; however, 14% of vendor respondents said they would prefer Sunday mornings or afternoons, and another 10% said their preference would be Thursday evenings.

Twenty eight percent of consumer respondents prefer weekend shopping in the afternoon; 22% of consumer respondents said the current market times meet their preferences and 10% said they would prefer shopping at the market on Friday evenings.

“Consistent hours and days for the market is a necessity.”

— Local Business Owner

Season

Survey respondents were also asked to share their preferences on the market season, in relation to expanding market months. Forty-three percent of vendors indicated they would like a year-round market, 41% of vendors prefer the current market season, and 7% of vendors said they would like to see an extended market season into the winter.

A majority (64%) of consumers responded, “yes,” they would have interest in shopping at a year-round market, 31% said they would “maybe” be interested; and 4% said they would not have interest in shopping at the market year-round.

Location

Based on research, it was determined that the most appropriate site for further exploration is the Corridor Plaza Redevelopment (mall location). The Corridor Plaza Redevelopment, previously known as the Crossroads Mall, is the current location of the Fort Dodge Farmers Market and where the market first became established in 1984 by local producers. Through steering committee discussions, interview data, and general conversation with vendors, it was determined that the future farmers market should remain at the current mall site.

ATI Realty, based out of Ankeny, Iowa received grant funding in April 2021 through U.S. Economic Development Authority for the Corridor Plaza Redevelopment. The project team met with ATI Realty to learn additional details on the construction timeline, current fees, anticipated leasing fees, as well as mall management and coordination. While there is still much to be determined regarding management, fees, and opening date, it is believed that this will be the most impactful and beneficial space for the City of Fort Dodge and farmers market vendors.

Financial Plan

Financial scenarios were developed to understand potential structure and feasibility of the future market. All were informed by the assessment findings and assumptions on market attendance, sales, and expenses. All scenarios incorporate both revenue for vendor rental rates as well as expenses for manager time, attendance, and fees. A full breakdown of costs can be seen in PDF in Appendix F and there is an excel workbook that can be utilized to test out additional alternatives.

It should be acknowledged that these scenarios include hiring a part-time or full-time manager to support the market based on needs heard through the survey and interviews. However, in follow-up discussions with current vendors, there is uncertainty around the need of hiring a paid market manager. It is suggested that this potential of hiring a market manager should not move forward until 2023 market season after communication and marketing has occurred through partnerships with the City, non-profits, and community organizations throughout Fort Dodge. Additional suggestions can be viewed in the following section: Recommendations and Conclusion.

The “current” scenario is what we believe to be accurate if things remain the same and gradually increase with participation. It assumes:

- Manager is 60% until transitioning to full-time starting in May of 2024. 3% annual salary increase.
- Rent expense is calculated at \$5 per vendor for 2022 & 2023. Then flat rates for 2024-2026.
- Income from “Other Events” was added to the Revenue section.

This scenario integrates annual fees as operated today by the farmers market, and then builds in a flat rate rental rate to the mall once the mall construction is completed. It also anticipates that there will be continuation of the seasonal farmers market through 2023, and then a gradual extension to the season in 2024 and eventual year-round opportunities in 2025 and onward. With this anticipation, vendor participation increases as well as daily rental rates. Within expenses, we also anticipate a manager being hired at 60% in 2023 to support these efforts, and in 2024 becoming a full-time staff. Other expenses include rent payment to the mall for use of space, marketing, taxes and other related fees. This scenario does not lead to a net profit for the program, as attendance only increases gradually each year.

The “minimum,” “moderate,” and “best-case” scenarios alter the numbers of participation significantly by year to showcase potential new participation.

The **best-case scenario** would lead to a net profit being realized by 2024. It assumes the following:

- Manager is 60% to begin and remains at 60% through 2026. 3% annual salary increase.
- This scenario begins with average attendance at 20 for Wednesdays and 25 for Saturdays.
- Average attendance increases by two each year on Wednesdays and by three on Saturdays (capped at 30).
- Fee to exhibit at the market is \$25 for current set-up and \$40 after improvements are done in 2024.
- There is no fee to use mall parking lot in 2022 or 2023, \$100 daily once improvements are complete.

The **moderate scenario** results in net profit by year 2025 and has a moderate increase of vendor participation and management time.

- Manager is 60% until transitioning to 80% starting in May of 2024. 3% annual salary increase.
- This scenario begins with average attendance at 15 for Wednesdays and 20 for Saturdays.
- Average attendance increases by two each year on Wednesdays and by three each year on Saturdays (capped at 30).
- Fee to exhibit at the market is \$20 for current set-up and \$30 after improvements are done in 2024.
- Fee to use mall parking lot is \$50 in current arrangement, \$150 daily once improvements are complete.

The **minimum scenario** never achieves net profit, as lack of vendor participation and higher fees require cash subsidies to keep market going.

- Manager is 60% until transitioning to full-time starting in May of 2024. 3% annual salary increase.
- This scenario begins with average attendance at 12 for Wednesdays and 18 for Saturdays.
- Average attendance increases by one each year on Wednesdays and by two each year on Saturdays.
- Fee to exhibit at the market is \$20 to start and \$30 after improvements are done in 2024.
- Fee to use mall parking lot is \$100 in current arrangement, \$200 daily once improvements are complete.

Recommendations and Conclusion

The following include recommendations for the Fort Dodge Farmers Market for the 2022 market season and future market seasons, 2023 – 2025 and beyond. Discussions with market vendors, local organizations, and research findings indicate a need for additional support in areas related to marketing, market coordination, and outreach.

2022 Market Season Recommendations

Communication and Promotion

Increase communication and promotional support between the City of Fort Dodge, the Fort Dodge Growth Alliance, and farmers market vendors. This could include aspects of marketing through the Messenger, social media posts, and general collaboration between organizations on events and programming.

Organization Identity

Consider a more formal organization identity for the farmers market, which could include a logo and additional marketing aspects suggested below, and also is tied to point of contact for the farmers market. The farmers market operates more as a space for vendors to come to, rather than a collaborative organization that has collective programming and considerations that could assist with applying for grants and other funding, memberships, and promotion. It may be helpful to create a directory of vendors and local producers to highlight the breadth of product and partners within the farmers market who determine the logistics and setup.

Marketing

Develop marketing, design, and education materials that share the message of the importance of local. This can include the story of “seed to plate” as well as relationships with your vendors, and economic impact. Materials may include flyers, business cards, market signage, digital promotional materials, and an educational series of materials focused on informing consumers of the importance of local food and purchasing from local businesses. Because many of the vendors and the market itself doesn’t have the time to support the design development, it is suggested to engage with high school or college students, or the City to support in marketing strategies and material development.

2023 – 2025 Market Season Recommendations

In the future market seasons, it is anticipated there will be market vendor expansion and new considerations as the mall redevelopment occurs.

Market Manager

Create a paid and dedicated market manager position to support in outreach and marketing for both market and potential collaborative events. This position could support vendors through coordination of fees, logistics, accessibility, and marketing. This individual could also provide skills in the areas of consistent marketing and social media campaigns, creating signage and potentially an event or notification system to increase consumer interest in the market.

Increased Vendor Participation

Promote new vendors to become involved in the market. Based on research, there is interest within Webster County (and potentially surrounding counties) for selling at the Fort Dodge Farmers Market. Thirty-one survey respondents and seven interviewees indicated interest in becoming a vendor at the market or supporting with management and coordination. While this is suggested in 2023 and beyond,

there may be ways to share about opportunities to sell at the market through social media and other platforms. If hired, the market manager could also be an asset to conducting specific outreach to interested vendors, with the potential of increasing product variety, and drawing in new and returning consumers.

Partnership, Coordination, and Collaboration

Create lasting collaboration and partnerships within the community to fully realize the overall vision for an expanded farmers market that operates year-round. Multiple representatives of community organizations and non-profits shared that they would have interest in either hosting, promoting, or assist in managing the future market. Through these potential partnerships, special, collaborative events could support the various initiatives for local retailers in Fort Dodge.

Beyond 2025 and Future Planning

Based on discussions with organizations and market vendors, it is suggested to convene a follow-up collaborative discussion in fall 2022 after completion of the market season and evaluate what worked well and what needs to be improved upon. This conversation would be helpful to have both with vendors, as well with other City and County wide organizations to consider opportunities for long-range planning. Significant efforts should be made in 2022 to rebuild and support the existing farmers market to fully understand the needs it fills currently and the potential it has in the future for the community.

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- U.S. Census Bureau. (2021, April). *Quick Facts: Bristol town, Rhode Island*. Retrieved from U.S. Census Bureau: <https://www.census.gov/quickfacts/fact/table/bristoltownbristolcountyrhodeisland,merrimackcountynewhampshire/PST045219>
- U.S. Census Bureau. (2021, April). *Quick Facts: Hopkinsville city, Kentucky*. Retrieved from U.S. Census Bureau: <https://www.census.gov/quickfacts/fact/table/hopkinsvillecitykentucky,ithacacitynewyork,merrimacktownhillboroughcountynewhampshire,merrimackcountynewhampshire/PST045219>
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SLIDE 1

Fort Dodge Year-Round Market

April 20, 2021- Steering Committee Meeting

IOWA STATE UNIVERSITY
Extension and Outreach
Farms, Food and Enterprise Development

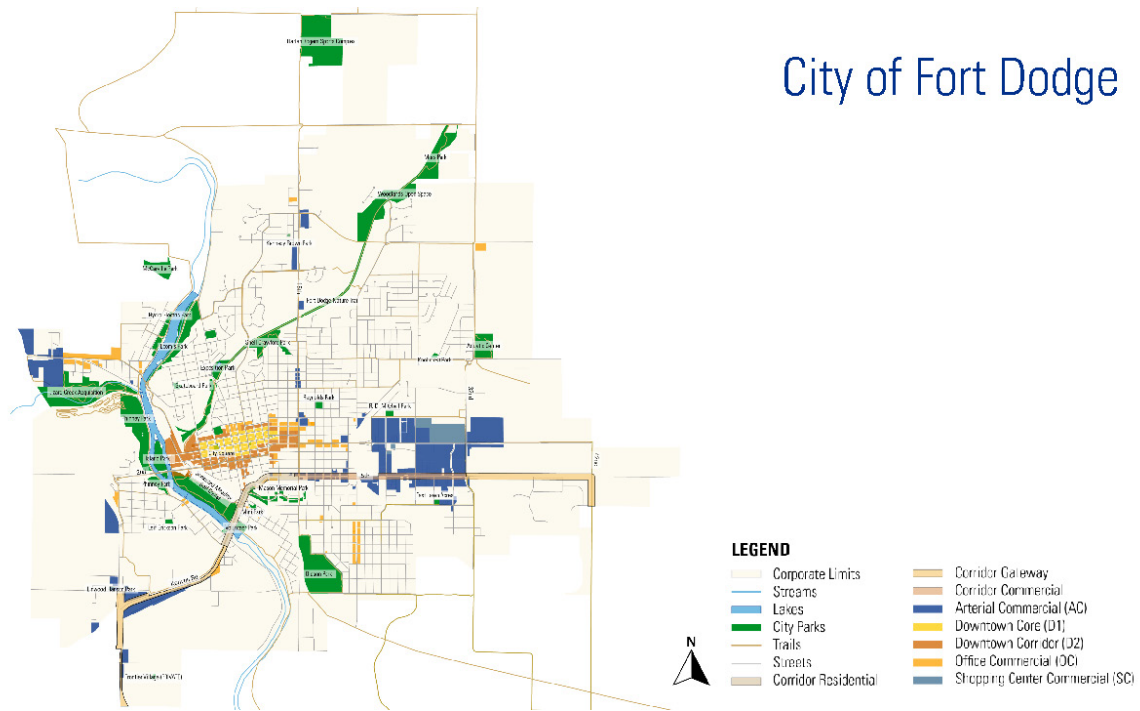


SLIDE 2

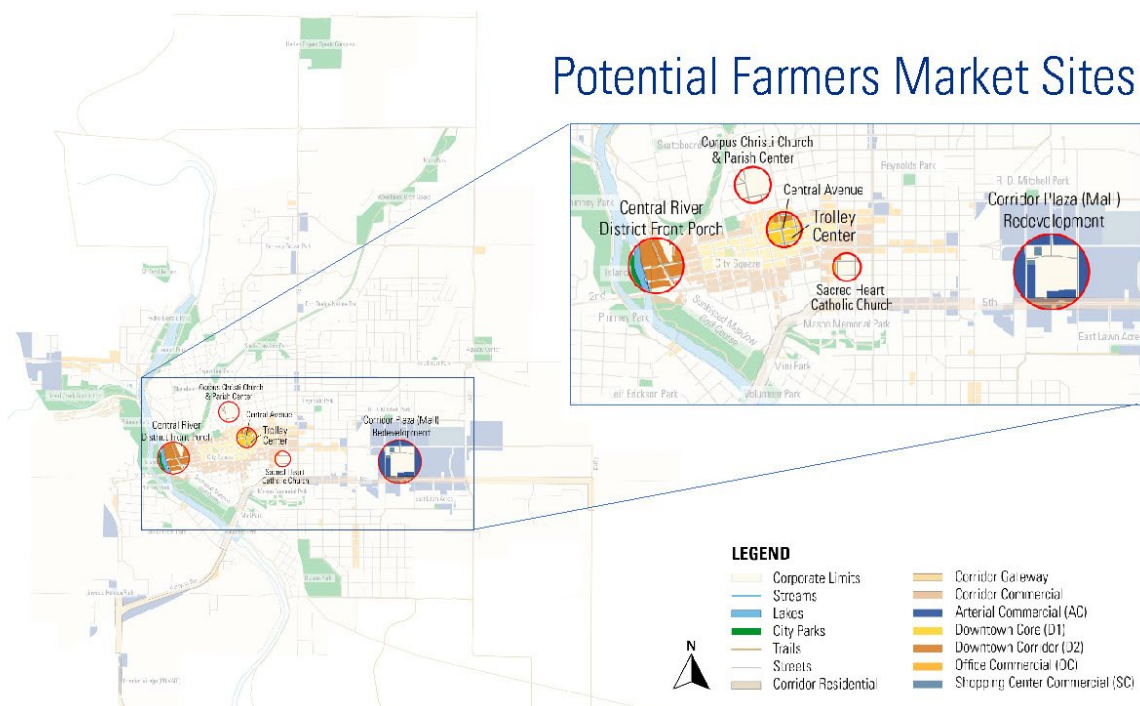
Agenda

- Context and Potential Sites
- Confirm Vision, Goals and Values
- Precedents and Discussion
- Timeline and Next Steps

SLIDE 3



SLIDE 4



Discussion

Goals

- Vendor space
 - (produce/ meat/ crafts/ prepared foods/ etc.)
- Education opportunities
- Incorporate into existing building or location
- Identify best location for most community interaction and accessibility

Needs

- Assess Farm and Consumer Interest
- Understand consumer need for food access
- Identify appropriate funding mechanisms that are sustainable
- Understand existing business/ organizational models that have successfully offered a year round market
- Develop partnerships

Vision: a creative and unique year-round market featuring local business offerings from the region

Mission

To create a year-round market that features local foods and fosters community development through:

- Local vendor space throughout the year
- Educational programming for all ages
- Special events and exhibits

Values

-  Food security: year-round food access for all residents
-  Partnership: public private partnerships for successful market
-  Revitalizations: area revitalization spurring from local food interest
-  Local businesses: opportunities for existing and beginning farm and food business
-  Community: supportive location for connection, relationship, and activities

SLIDE 7

Merrimack Farmers Market

Established | 2008

Location: Merrimack, New Hampshire

Population: 26,490 (2019)

Overview

- Summer market (outdoor): Parking lot
 - June through October
- Winter market (indoor): Community Center
 - October through June
- Both markets are located adjacent to one another (within 1 mile)

Management

- Merrimack Agricultural Commission
 - Purpose: "Protect agricultural lands, preserve rural character, provide a voice for farmers, and encourage agricultural-based businesses"



<https://www.facebook.com/merrimackfarmersmarket/photos/2061913950563582>

SLIDE 8

Rogue Valley Growers & Crafters Market

Established | 2006

Location: Ashland, Oregon

Population: 21,281 (2019)

Overview

- Two summer market locations (outdoor): Main Street and Downtown
 - March through November
 - 100 vendors (total)
 - Each market has different vendors and draws in different clientele: the downtown market does not allow for food trucks and limits processed food vendors in respect to the adjacent local businesses
- Winter market (indoor): neighboring town of Phoenix (8-mile distance)
 - Currently in third season, but paused for COVID

Management

- Market Board of Directors, volunteer-based
 - Producers, processors, crafters and community members



<https://rvgrowersmarket.com/>

SLIDE 9

Ithaca Farmers Market

Established | 1992

Location: Ithaca, New York

Population: 30,837 (2019)

Overview

- Summer market (outdoor): permanent pavilion
 - April through October
 - Pavilion was built by volunteers and paid for through a \$50,000 match fund from the city
 - 125 vendors
- Winter market (indoor): Triphammer Marketplace Atrium
 - November through December, currently in second season
 - Adjacent to major shopping center and interstate
 - 25 vendors

Management

- Market Board of Directors
 - Producers and community members
 - Two market staff



<https://www.localharvest.org/ithaca-farmers-market-M4636>

SLIDE 10

2020 Downtown Hopkinsville Farmers Market

Established | 2016

Location: Hopkinsville, Kentucky

Population: 31,438 (2019)

Overview

- Located in their community square (Founder's Square)
- Connection through statewide Kentucky Proud program- featuring various
- Offer education programming with cooking demonstrations- Local Taught, Market Bought
 - in partnership with the county Extension office. In 2021, the market will begin on April 17.



<https://www.visithopkinsville.com/event/downtown-farmers-market-2020/2020-05-09/>

SLIDE 11

The Village at Grand Traverse Commons

Established | 2001



Location: Traverse City, Michigan

Population: 15,570 (2019)

Overview

- Redevelopment of historic buildings in city's District Plan
- 12-month "due diligence" study: feasibility studies and design/ engineering studies
- Acquired various properties for formation of "the Village"
- "Mercato": indoor shopping- year-round and open daily
 - Indoor Farmers Market- Saturdays 10:00am-2:00pm (year-round)

Management

Redevelopment Corporation- Commons property



<https://www.thevillageetc.com/farmers-market/>

SLIDE 12

Mount Hope Farm

Established | 2001



Location: Bristol, Rhode Island

Population: 22,131 (2018)

Overview

- Located on a 127-acre farm and national historic places
- Offer series of community programs including educational events and farmers market
- Farmers Market operates year-round 9:00am-12:30pm
 - Weekly newsletter
 - Annual applications

Management

Mount Hope Trust — with a mission to steward the land, landscape and structures in appreciation of Agrarian, Native American and Colonial history



<https://www.mounthopefarm.org/community-programs/farmers-market>

SLIDE 13

Timeline

Next Steps

Site Visits – early May

Precedent Reports

- Policy
- Coordination Structure
- Management
- Values

Input

- June and July- collaborations for input sessions at existing market and events
- Consider potential pop-ups throughout summer for market
- Outreach to farmers on interest for year-round market

APPENDIX B: INTERVIEW QUESTIONS

PRODUCERS AND AGGREGATORS

1. Could you tell me more about your business?
 - a. Where is your farm/business located?
 - b. How long have you been involved with farmers markets? / Which markets in Fort Dodge have you participated in?
 - c. What do you sell?
2. Do you believe there is a need for a year-round farmers market in Fort Dodge?
3. Would you have any interest in participating in a year-round market?
 - a. What specific opportunities do you see for your business?
4. What opportunities for the community could you see from a year-round market?
 - a. What challenges do you see? What are some concerns you might have?
5. In a perfect world, are there any other aspects you would want to make sure would be included in a year-round market?

FOOD BUSINESSES AND RETAILERS

1. Could you tell me more about your business? (Type, products or services, etc.)
2. Are you currently or have been in the past involved in farmers markets?
3. Do you currently work or partner with local producers?
4. Have you observed any change in consumer preferences for local products, buying choices, etc.
 - a. If so, what has been the change?
5. Do you believe there is a need for a year-round farmers market in Fort Dodge?
6. Is there an interest in having vendor space or participating in something like this?
7. What opportunities for the community could you see from a year-round market?
 - a. What challenges do you see? What are some concerns you might have?
8. In a perfect world, are there any other aspects you would want to make sure would be included in a year-round market?

SITE STAKEHOLDERS AND COMMUNITY ORGANIZATIONS

1. Could you tell me more about your organization and your role?
 - a. Could you tell me a little more about the space/ development plan? (history, etc.)
2. What opportunities could you see from a year-round farmers market?
 - a. What challenges do you see? What are some concerns you might have?
3. Is there any interest in partnering or collaborating on the development of a year-round market?
4. In a perfect world, are there any other aspects you would want to make sure would be included in a year-round market?

APPENDIX C: FORT DODGE FARMERS MARKET CONSUMER & VENDOR SURVEY QUESTIONS

Iowa State University Extension and Outreach is partnering with the City of Fort Dodge to conduct a farmers market study to assess current conditions, needs, and interest for expanding the Fort Dodge Farmers Market (situated near the Crossroads Mall/ Corridor Plaza Redevelopment). Analysis of responses will inform future decisions for farmers market expansion and needs as it relates to interest, products, amenities, and accessibility.

This survey will take approximately 5 minutes. Your participation is voluntary, and you may skip any questions you are not comfortable answering. All responses will be kept confidential.

For questions, please contact Bre Miller at millerb@iastate.edu

Please state your zip code: _____

Are you currently a vendor at the Fort Dodge Farmers Market?

- Yes
- No

Display This Question:

If Are you currently a vendor at the Fort Dodge Farmers Market? = No

Are you interested in becoming a vendor at the Fort Dodge Farmers Market?

- Yes
- Maybe
- No

Display This Question:

If Are you currently a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Maybe

VENDOR PREFERENCES

The following questions focus on your preferences as a *vendor* participating in the Fort Dodge Farmers Market.

Display This Question:

If Are you currently a vendor at the Fort Dodge Farmers Market? = Yes

To date, in 2021, how often have you participated in the Fort Dodge Farmers Market?

- Twice a week
- Once a week
- Every other week
- Once a month

- Less than once a month
- Other: _____

Display This Question:

If Are you currently a vendor at the Fort Dodge Farmers Market? = Yes

We are interested in the amount of time businesses are willing to spend traveling to markets. How far do you travel to participate in the Fort Dodge Farmers Market?

- 0 - 5 minutes
- 5 - 10 minutes
- 15 - 20 minutes
- 20 - 30 minutes
- 30 - 40 minutes
- Over 40 minutes

Display This Question:

If Are you currently a vendor at the Fort Dodge Farmers Market? = Yes

What types of products do you sell at the market? (Select all that apply).

- Produce
- Milk, meat and eggs
- Baked goods
- Flowers, plants and seedlings
- Honeys, jams, and jellies
- Alcoholic beverages
- Non-alcoholic beverages
- Soap and skincare products
- Prepared foods
- Art, jewelry and crafts
- Other: _____

Display This Question:

If Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Maybe

What types of products are you interested in selling at the market? (Select all that apply).

- Produce
- Milk, meat and eggs
- Baked goods
- Flowers, plants and seedlings
- Honeys, jams, and jellies
- Alcoholic beverages
- Non-alcoholic beverages

- Soap and skincare products
- Prepared foods
- Art, jewelry and crafts
- Other: _____

Display This Question:

If Are you currently a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Maybe

Currently the Fort Dodge Farmers Market operates on Wednesday afternoon and Saturday morning. Are these your most preferred times during the week?

- Yes
- No

Display This Question:

If Currently the Fort Dodge Farmers Market operates on Wednesday afternoon and Saturday morning. Are... = No

What are your preferred days and times for participating in the Fort Dodge Farmers Market? (Select all that apply).

	Morning (Before noon)	Afternoon (Noon-4pm)	Evening (After 4 pm)
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Display This Question:

If Are you currently a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Maybe

Currently the farmers market operates seasonally through primary growing months. Are you interested in having additional availability for the market?

- The current season works well (May - October)
- I would like to have an extended market in the winter (November - April)
- I would like to see a year-round market

Display This Question:

If Are you currently a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Maybe

As a vendor, what amenities would you like to have available at the Fort Dodge Farmers Market? (Select all that apply).

- Booths provided
- Branding and marketing support
- Electric hook up
- Full-time market manager to plan events/ marketing/ etc.
- Indoor market space
- Protection from the elements (pavilion, etc.)
- Pull-up parking
- Other: _____

Display This Question:

If Are you currently a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Yes

Or Are you interested in becoming a vendor at the Fort Dodge Farmers Market? = Maybe

Please share any additional comments regarding your needs as a vendor for the Fort Dodge Farmers Market: _____

Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)?

- Yes
- No

Display This Question:

If Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)? = No

Do you anticipate shopping at the Fort Dodge Farmers Market in the future?

- Yes
- No

Display This Question:

If Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)? = Yes

Or Do you anticipate shopping at the Fort Dodge Farmers Market in the future? = Yes

CONSUMER PREFERENCES

The following questions focus on your preferences as a *consumer* shopping at the Fort Dodge Farmers Market.

Display This Question:

If Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)? = Yes

How often do you shop at the Fort Dodge Farmers Market?

- Once per summer
- Once per month
- A couple times a month
- Every week
- Other: _____

Display This Question:

If Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)? = Yes

Or Do you anticipate shopping at the Fort Dodge Farmers Market in the future? = Yes

Currently the Fort Dodge Farmers Market operates on Wednesday afternoon and Saturday morning. Are these your most preferred times during the week?

- Yes
- No

Display This Question:

If Currently the Fort Dodge Farmers Market operates on Wednesday afternoon and Saturday morning. Are... = No

What are your most preferred days and times during the week to shop at the Fort Dodge Farmers Market? (Select all that apply).

	Morning (Before noon)	Afternoon (Noon-4pm)	Evening (After 4 pm)
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Display This Question:

If Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)? = Yes

Or Do you anticipate shopping at the Fort Dodge Farmers Market in the future? = Yes

Would you have interest in shopping at the Fort Dodge Farmers Market year-round if available? (Please note, the market would not take place outdoors in the winter months).

- Yes
- Maybe
- No

Display This Question:

If Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)? = Yes

Or Do you anticipate shopping at the Fort Dodge Farmers Market in the future? = Yes

What products would you like to be available at the Fort Dodge Farmers Market? (Select all that apply).

- Produce
- Milk, meat and eggs
- Baked goods
- Flowers, plants and seedlings
- Honeys, jams, and jellies
- Alcoholic beverages
- Non-alcoholic beverages
- Soap and skincare products
- Prepared foods
- Art, jewelry and crafts
- Other: _____

Display This Question:

If Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)? = Yes

Or Do you anticipate shopping at the Fort Dodge Farmers Market in the future? = Yes

What amenities would you like to see at the Fort Dodge Farmers Market? (Select all that apply).

- Art
- Educational events (i.e. cooking class)
- Food and dining (i.e. food trucks)
- Indoor market space
- Information booth
- Kids entertainment
- Live music
- Protection from the elements (i.e. pavilion)
- Rentable event space
- Seating
- Other: _____

Display This Question:

If Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)? = Yes
Or Do you anticipate shopping at the Fort Dodge Farmers Market in the future? = Yes

What accessibility options would you like to see available at the Fort Dodge Farmers Market? (Select all that apply).

- ADA compliance (Americans with Disabilities Act)
- Bike racks
- Free Parking
- Nutrition assistance program offerings (SNAP/ Double Up Food Bucks/ Senior Farmers Market Coupons)
- Public transportation
- Restrooms
- Signage for market entrance and times
- Other: _____

Display This Question:

If Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)? = Yes
Or Do you anticipate shopping at the Fort Dodge Farmers Market in the future? = Yes

Based on your responses to the previous questions, how often do you believe you would shop at the Fort Dodge Farmers Market if it included these amenities?

- Once per summer
- Once per month
- A couple times per month
- Every week
- Other _____

Please share any additional comments regarding needs for the Fort Dodge Farmers Market:

Thank you for your time and participation in our survey. We appreciate your input.

Would you like a copy of the final report? *(To be completed by December 2021).*

- Yes
- No

Display This Question:

If Would you like a copy of the final report? (To be completed by December 2021). = Yes

Please provide your name and email address below and someone from our team will follow-up later this year to share the report. *(Please note, this will only be used for sharing the report; it will not be used in public information).*

- Name: _____
- Email: _____

For additional comments or questions, please contact Bre Miller at millerb@iastate.edu

APPENDIX D: SURVEY FINDINGS

The following section shares all findings from the Fort Dodge Farmers Market Consumer & Vendor Survey. Under each question heading, the audience is shared for who was able to view and respond to each question from three categories: current vendors, prospective vendors, and consumers (includes all survey respondents).

Please state your zip code:

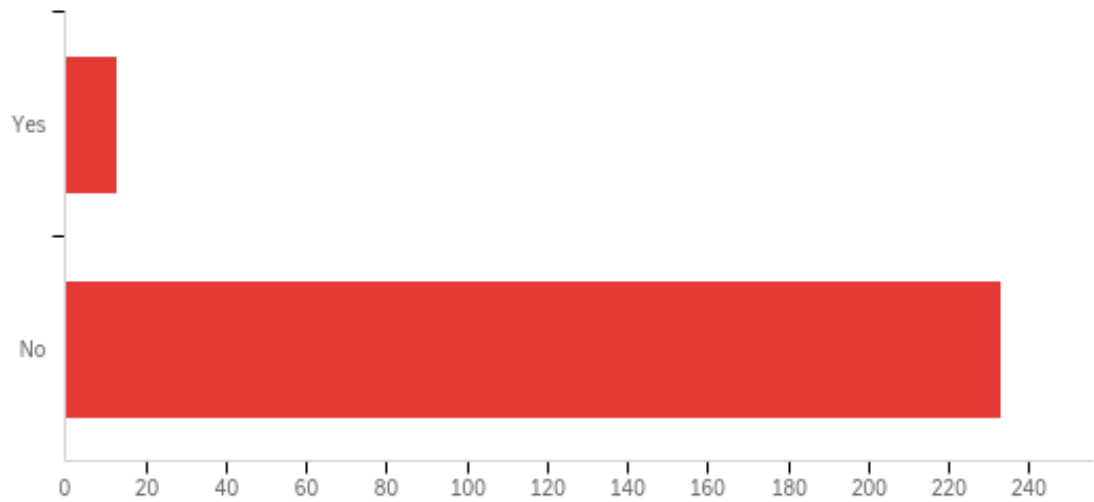
Zip Code	Count
50021	1
50034	1
50501	163
50516	7
50524	1
50525	1
50529	1
50530	1
50532	2
50543	1
50548	1
50557	1
50563	1
50566	2
50569	3
50591	1

Other:

Iowan

Are you currently a vendor at the Fort Dodge Farmers Market?

Audience: all survey respondents

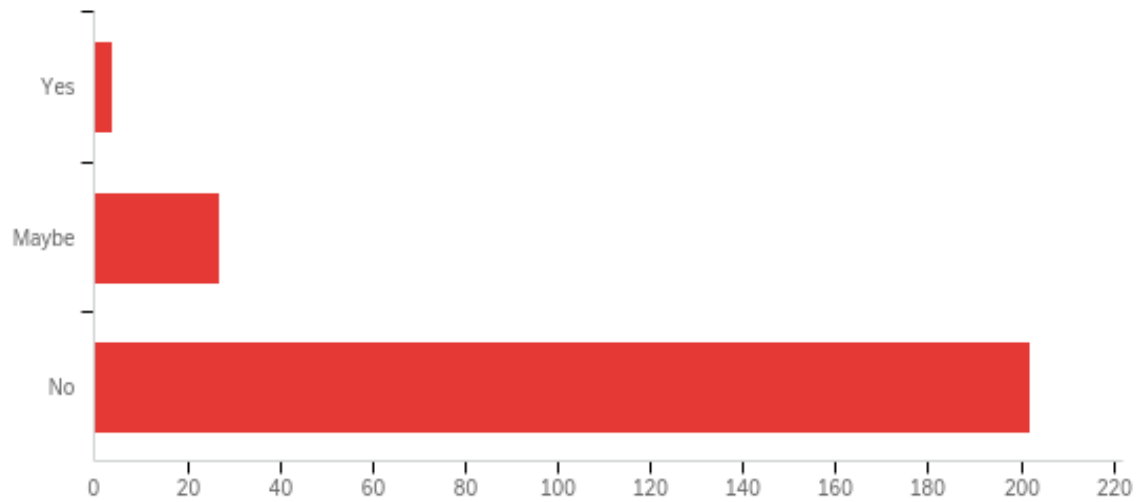


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you currently a vendor at the Fort Dodge Farmers Market?	1.00	2.00	1.95	0.22	0.05	246

#	Answer	%	Count
1	Yes	5.28%	13
2	No	94.72%	233
	Total	100%	246

Are you interested in becoming a vendor at the Fort Dodge Farmers Market?

Audience: all survey respondents

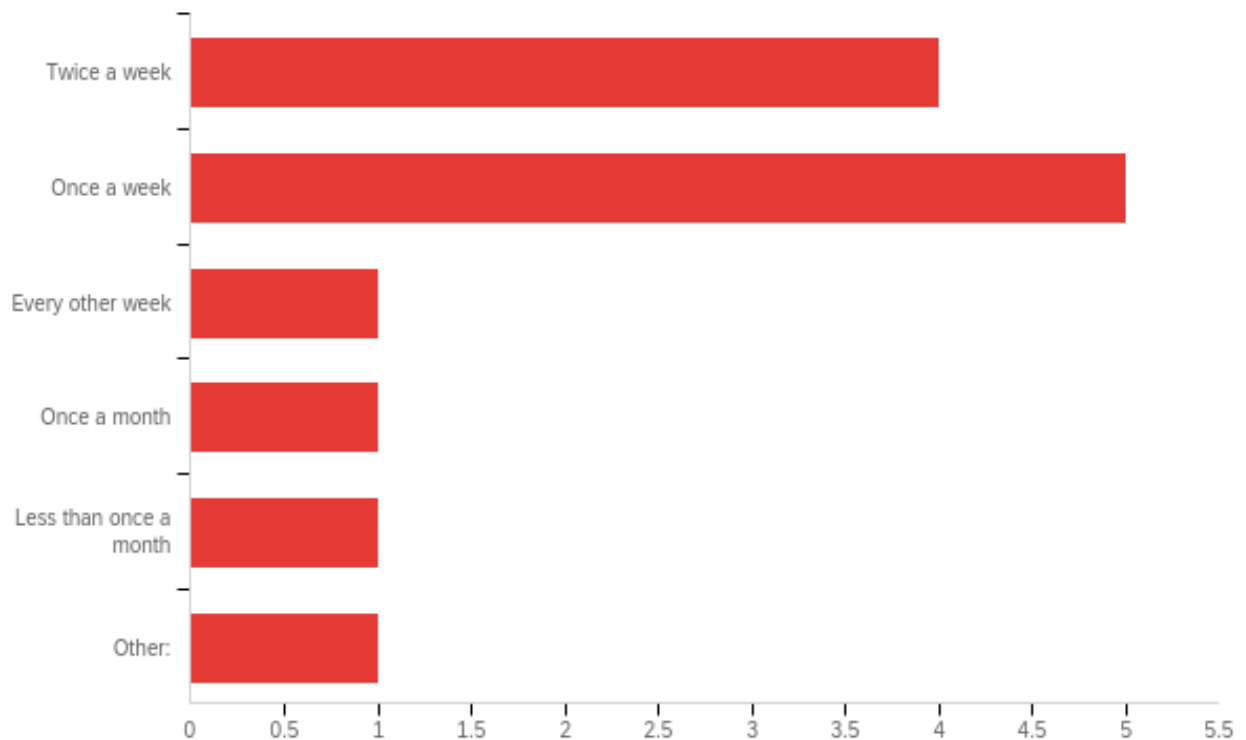


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you interested in becoming a vendor at the Fort Dodge Farmers Market?	1.00	3.00	2.85	0.40	0.16	233

#	Answer	%	Count
1	Yes	1.72%	4
2	Maybe	11.59%	27
3	No	86.70%	202
	Total	100%	233

To date, in 2021, how often have you participated in the Fort Dodge Farmers Market?

Audience: current vendors



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	To date, in 2021, how often have you participated in the Fort Dodge Farmers Market? - Selected Choice	1.00	6.00	2.46	1.55	2.40	13

#	Answer	%	Count
1	Twice a week	30.77%	4
2	Once a week	38.46%	5
3	Every other week	7.69%	1
4	Once a month	7.69%	1
5	Less than once a month	7.69%	1
6	Other:	7.69%	1

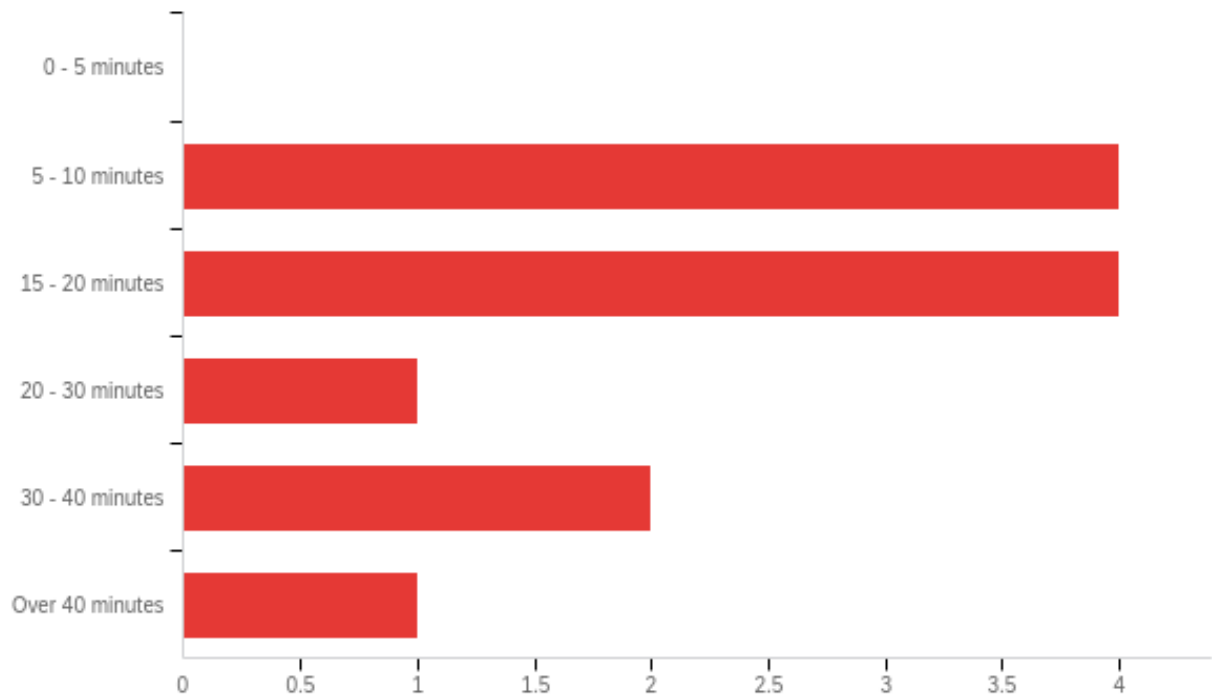
Total	100%	13
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Other:

other vendors in area

**We are interested in the amount of time businesses are willing to spend traveling to markets.
How far do you travel to participate in the Fort Dodge Farmers Market?**

Audience: current vendors



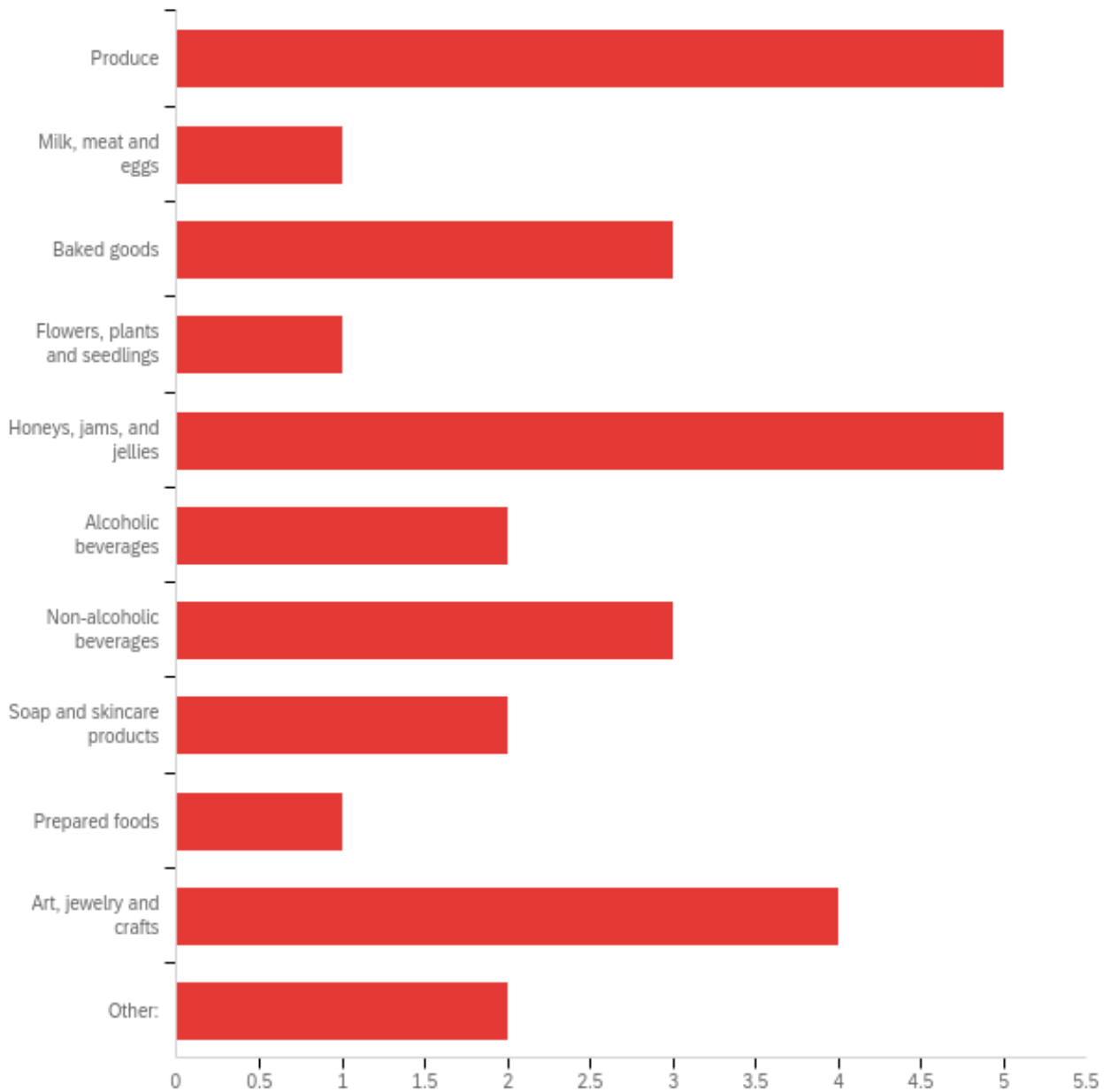
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	We are interested in the amount of time businesses are willing to spend traveling to markets. How far do you travel to participate in the Fort Dodge Farmers Market?	2.00	6.00	3.33	1.31	1.72	12

#	Answer	%	Count
1	0 - 5 minutes	0.00%	0
2	5 - 10 minutes	33.33%	4
3	15 - 20 minutes	33.33%	4
4	20 - 30 minutes	8.33%	1
5	30 - 40 minutes	16.67%	2

6	Over 40 minutes	8.33%	1
	Total	100%	12

What types of products do you sell at the market? (Select all that apply).

Audience: current vendors

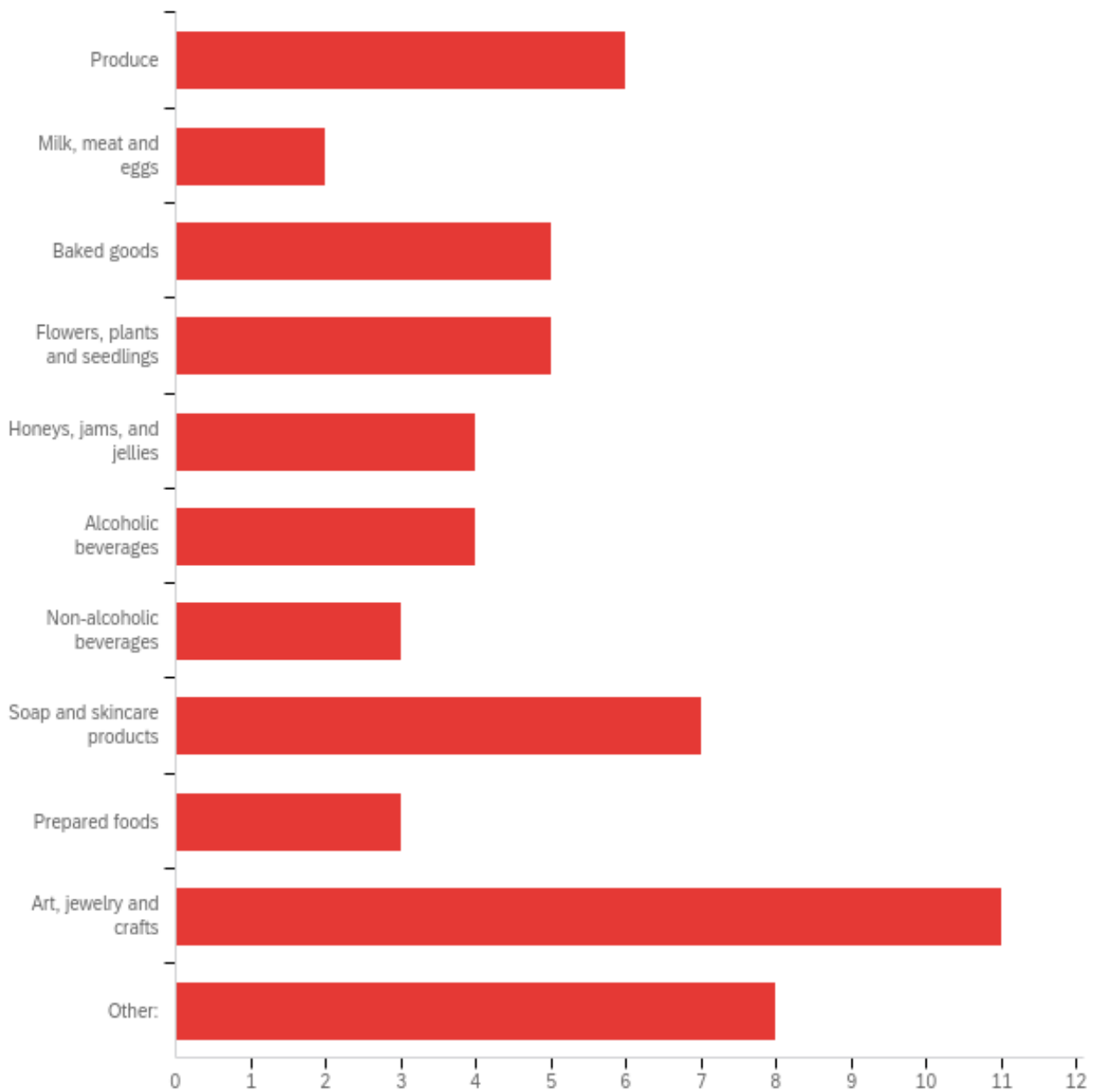


#	Answer	%	Count
1	Produce	17.24%	5
2	Milk, meat and eggs	3.45%	1
3	Baked goods	10.34%	3

4	Flowers, plants and seedlings	3.45%	1
5	Honeys, jams, and jellies	17.24%	5
6	Alcoholic beverages	6.90%	2
7	Non-alcoholic beverages	10.34%	3
8	Soap and skincare products	6.90%	2
9	Prepared foods	3.45%	1
10	Art, jewelry and crafts	13.79%	4
11	Other:	6.90%	2
	Total	100%	29

What types of products are you interested in selling at the market? (Select all that apply).

Audience: prospective vendors



#	Answer	%	Count
1	Produce	10.34%	6
2	Milk, meat and eggs	3.45%	2
3	Baked goods	8.62%	5

4	Flowers, plants and seedlings	8.62%	5
5	Honeys, jams, and jellies	6.90%	4
6	Alcoholic beverages	6.90%	4
7	Non-alcoholic beverages	5.17%	3
8	Soap and skincare products	12.07%	7
9	Prepared foods	5.17%	3
10	Art, jewelry and crafts	18.97%	11
11	Other:	13.79%	8
	Total	100%	58

Other:

Clothing/branded items

Rag rugs and other woven products

Information about native plants, planting gardens for pollinators

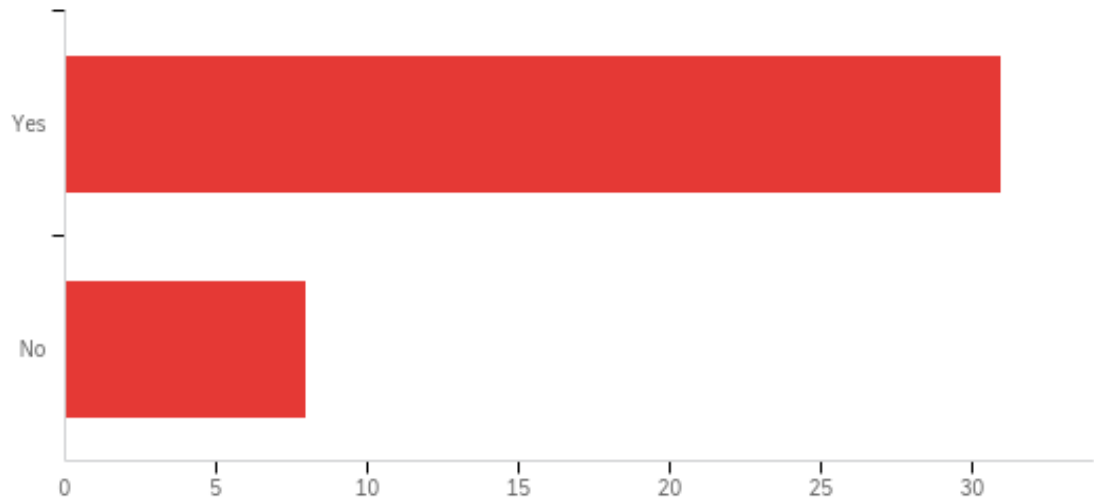
Make-up, haircare, men's line, baby line, health and wellness

Hairbows

vitamins

Currently the Fort Dodge Farmers Market operates on Wednesday afternoon and Saturday morning. Are these your most preferred times during the week?

Audience: current and prospective vendors

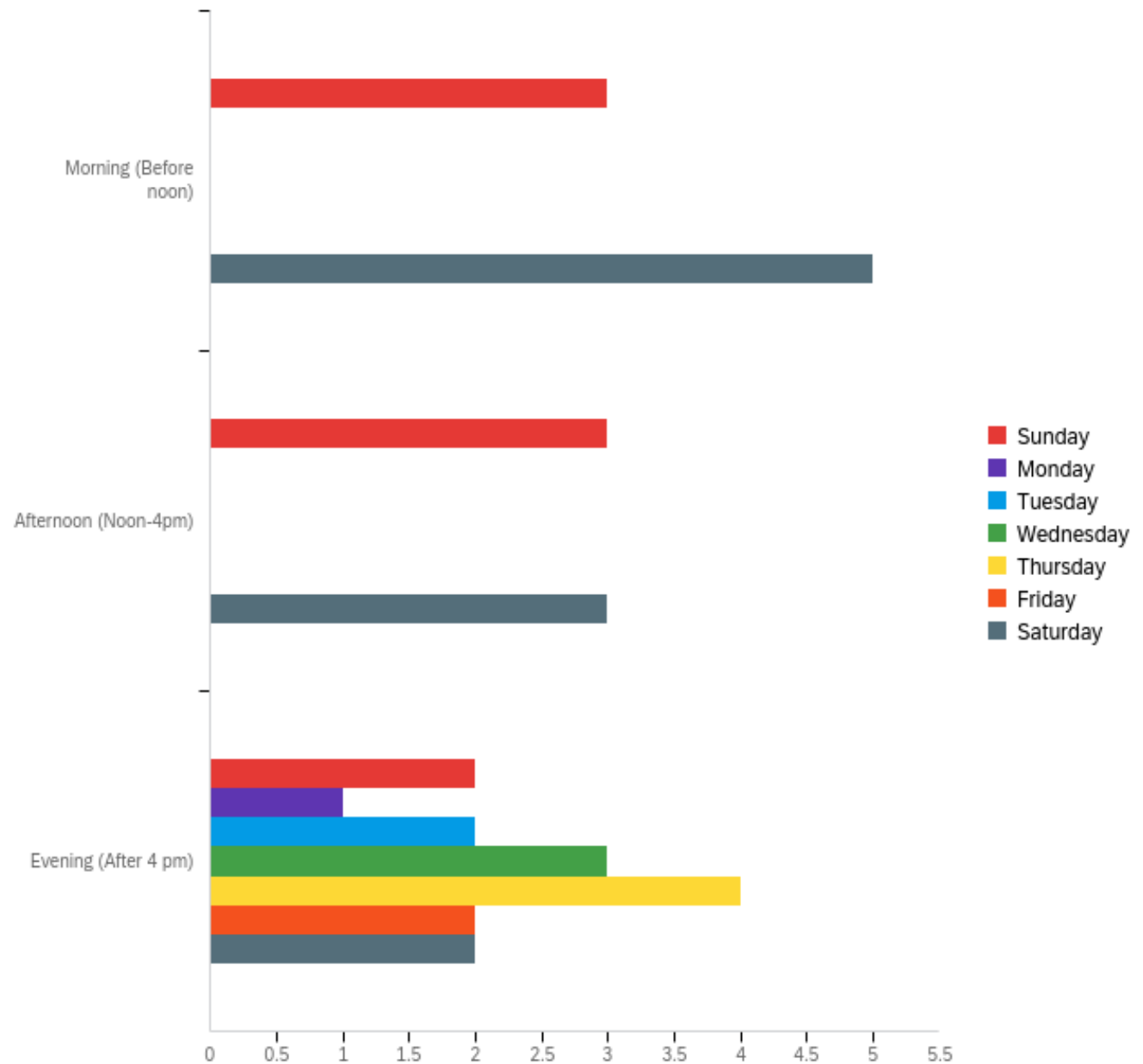


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Currently the Fort Dodge Farmers Market operates on Wednesday afternoon and Saturday morning. Are these your most preferred times during the week?	1.00	2.00	1.21	0.40	0.16	39

#	Answer	%	Count
1	Yes	79.49%	31
2	No	20.51%	8
	Total	100%	39

What are your preferred days and times for participating in the Fort Dodge Farmers Market?
(Select all that apply)

Audience: current and prospective vendors

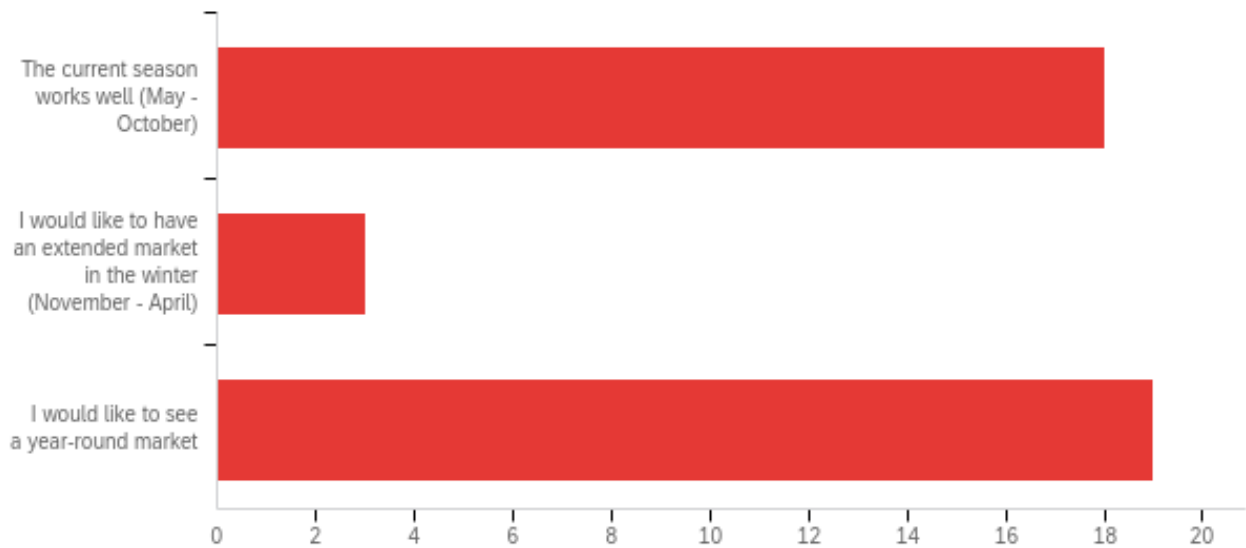


#	Question	Morning (Before noon)		Afternoon (Noon-4pm)		Evening (After 4 pm)		Total
1	Sunday	37.50%	3	37.50%	3	25.00%	2	8
2	Monday	0.00%	0	0.00%	0	100.00%	1	1
3	Tuesday	0.00%	0	0.00%	0	100.00%	2	2

4	Wednesday	0.00%	0	0.00%	0	100.00%	3	3
5	Thursday	0.00%	0	0.00%	0	100.00%	4	4
6	Friday	0.00%	0	0.00%	0	100.00%	2	2
7	Saturday	50.00%	5	30.00%	3	20.00%	2	10

Currently the farmers market operates seasonally through primary growing months. Are you interested in having additional availability for the market?

Audience: current and prospective vendors

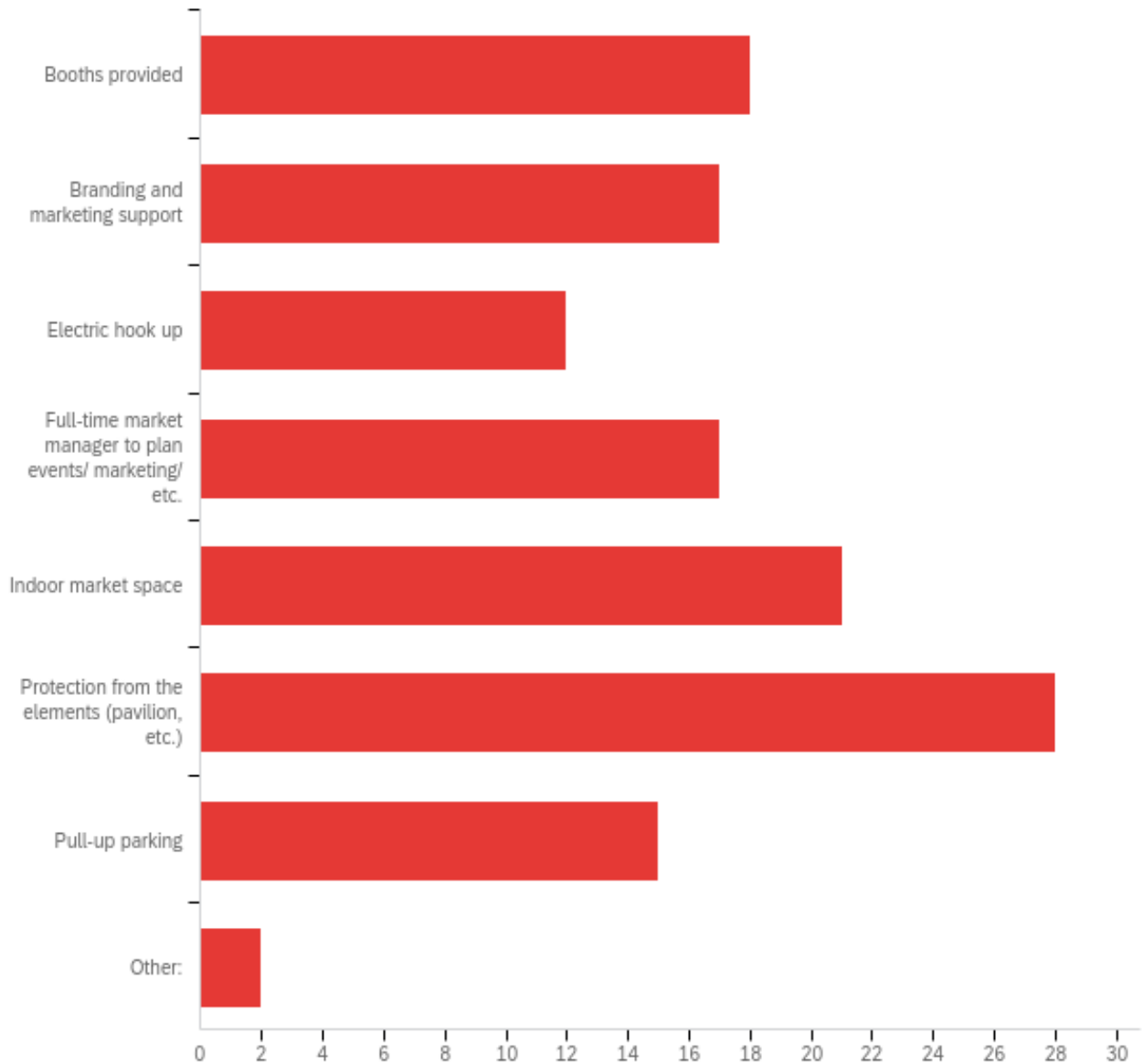


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Currently the farmers market operates seasonally through primary growing months. Are you interested in having additional availability for the market?	1.00	3.00	2.02	0.96	0.92	40

#	Answer	%	Count
1	The current season works well (May - October)	45.00%	18
2	I would like to have an extended market in the winter (November - April)	7.50%	3
3	I would like to see a year-round market	47.50%	19
	Total	100%	40

**As a vendor, what amenities would you like to have available at the Fort Dodge Farmers Market?
(Select all that apply)**

Audience: current and prospective vendors



#	Answer	%	Count
1	Booths provided	13.85%	18
2	Branding and marketing support	13.08%	17
3	Electric hook up	9.23%	12
4	Full-time market manager to plan events/ marketing/ etc.	13.08%	17

5	Indoor market space	16.15%	21
6	Protection from the elements (pavilion, etc.)	21.54%	28
7	Pull-up parking	11.54%	15
8	Other:	1.54%	2
	Total	100%	130

Other:

Easy area to drop products off for booths

Restrooms

Please share any additional comments regarding your needs as a vendor for the Fort Dodge Farmers Market:

Audience: current and prospective vendors

this needs to be broader than JUST a farmers market. Market On Central was great until they started moving the days/dates around and should have partnered with the "other" farmers market to have everyone all in one place monthly

We enjoy a good farmers market and it needs to be worth the participants time and energy to participate in FD. We need to incent the other pu vendors to not work independently because the customers will be at THE FARMER's MARKET LOCATION! ***A second good location is across from the hospital/school campus

The current market at the mall is wonderful. The vendors are so good and anything that would enhance and help them I would be in favor of.

Saturday only market 8-2

Reduced booth fee

Public street signage and days and hours of operation

Keeping the Facebook page current with news about who and what products will be there and what days.

Having indoor markets October thru April would be good for vendors and customers.

Great communication on all sides to help the community work together

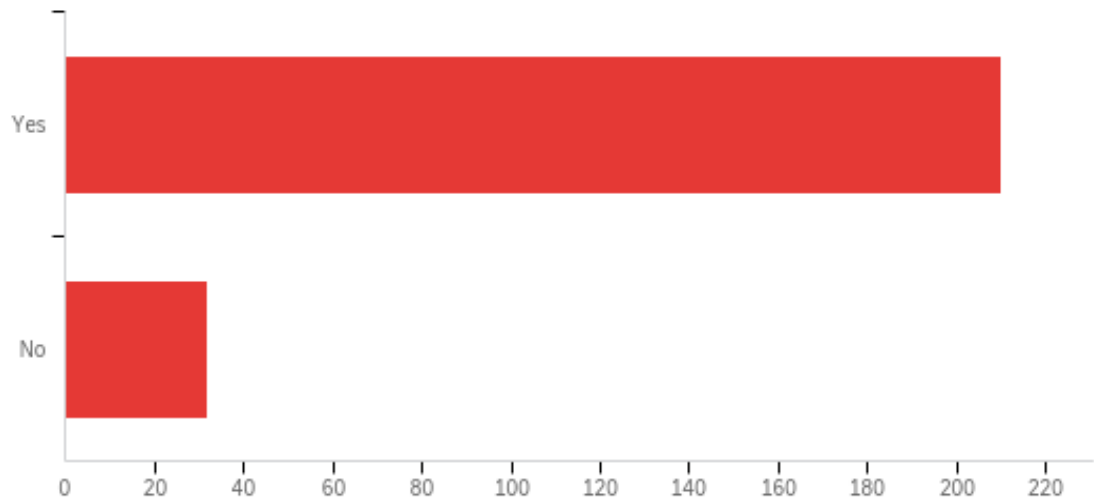
FOOT TRAFFIC

Affordable bending fees

There needs to be a full time manager there to enforce rules such as start up times so the bigger vendors don't start selling before start times and often before the other vendors even arrive. Buske gardens has been a habitual problem for years with selling even an hour early when other vendors are just getting there. This undercuts sales for the other vendors and people show up earlier and earlier before other vendors are even there way before start times. There needs to be a time vendors arrive, have a certain amount of set up time and tear down time so vendors do not arrive hours early before other vendors. there should be different fees for operations that are much larger, everyone pays 12 dollars now regardless if they have one table or 10. Most vendors have two or three tables but a few have 6 or 8 and pay the same fee but use twice as much area. Large scale commercial operations discourage smaller start ups because they can't compete on low prices, area, amount of products and just the appearance of having a huge one stop walmart shopping kind of operation. Older people go to the biggest and therefore perceived as cheapest operation and totally ignore any other option. People see the big operations, many tables and huge amounts of product and ignore the smaller vendors with one or two tables

Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)?

Audience: consumers

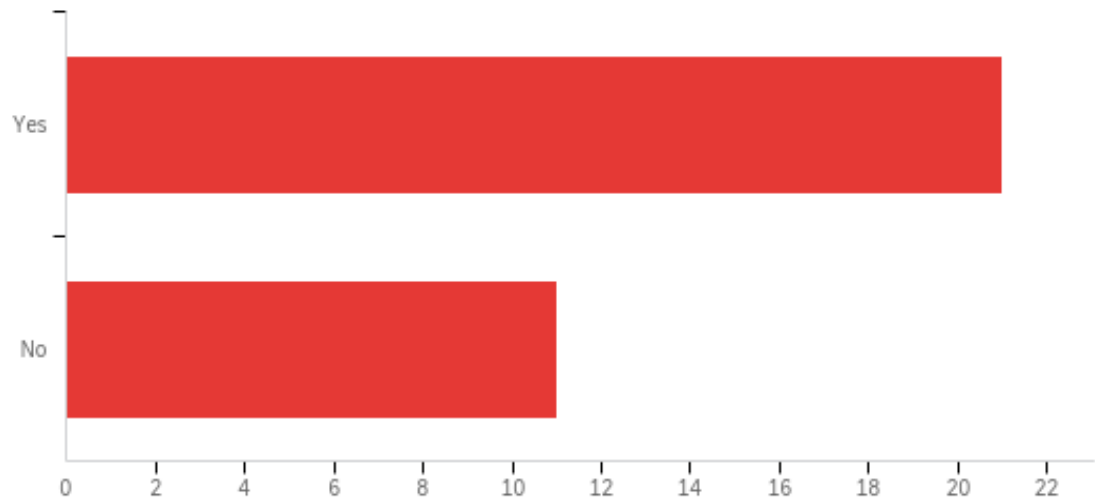


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you shopped at the Fort Dodge Farmers Market (located in the mall parking lot)?	1.00	2.00	1.13	0.34	0.11	242

#	Answer	%	Count
1	Yes	86.78%	210
2	No	13.22%	32
	Total	100%	242

Do you anticipate shopping at the Fort Dodge Farmers Market in the future?

Audience: consumers

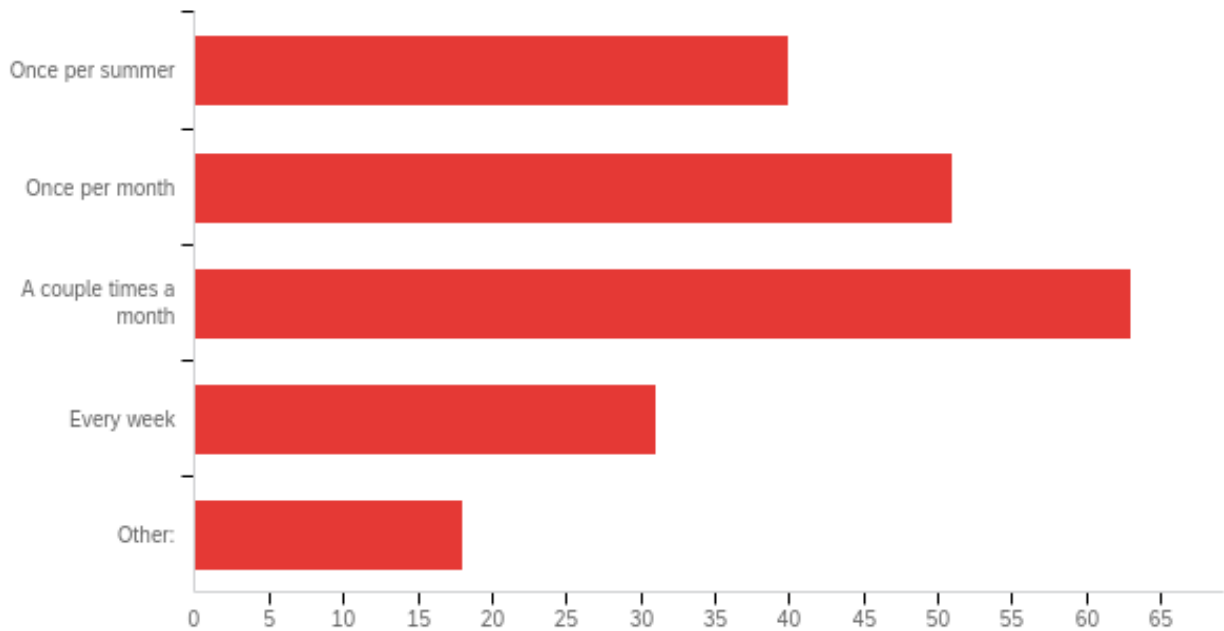


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you anticipate shopping at the Fort Dodge Farmers Market in the future?	1.00	2.00	1.34	0.47	0.23	32

#	Answer	%	Count
1	Yes	65.63%	21
2	No	34.38%	11
	Total	100%	32

How often do you shop at the Fort Dodge Farmers Market?

Audience: consumers



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often do you shop at the Fort Dodge Farmers Market? - Selected Choice	4.00	9.00	5.77	1.39	1.94	203

#	Answer	%	Count
4	Once per summer	19.70%	40
5	Once per month	25.12%	51
6	A couple times a month	31.03%	63
7	Every week	15.27%	31
9	Other:	8.87%	18
	Total	100%	203

Other:

It depends what I'm looking for....this summer seems like fewer vendors, probably because of mall demo/reconstruction

When I remember to

When there was one that had more than just veggies alot

Just whenever I see it and have free time.

Once or twice in the last 3 years

Random

A few times a month

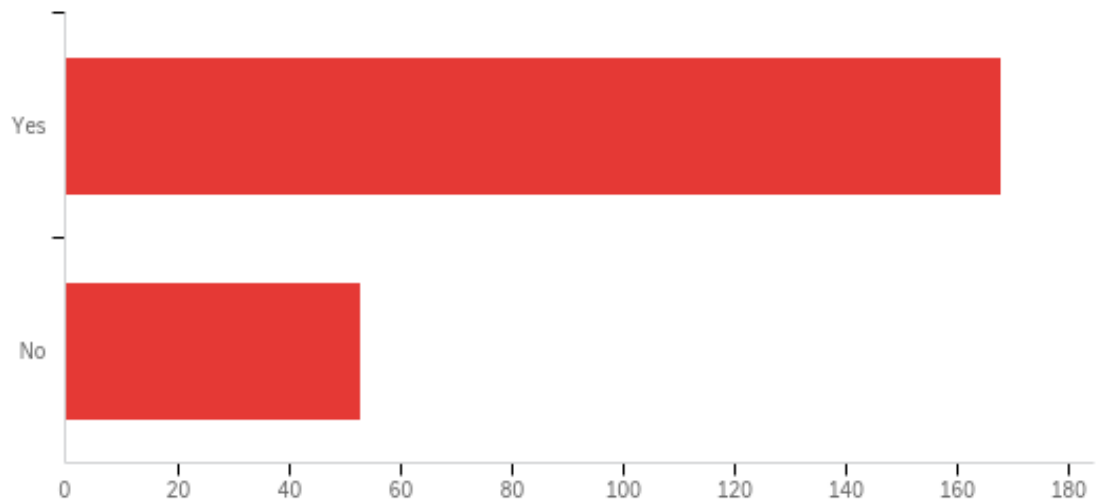
When I am in town and it is open

hardly ever

As often as I can

Currently the Fort Dodge Farmers Market operates on Wednesday afternoon and Saturday morning. Are these your most preferred times during the week?

Audience: consumers

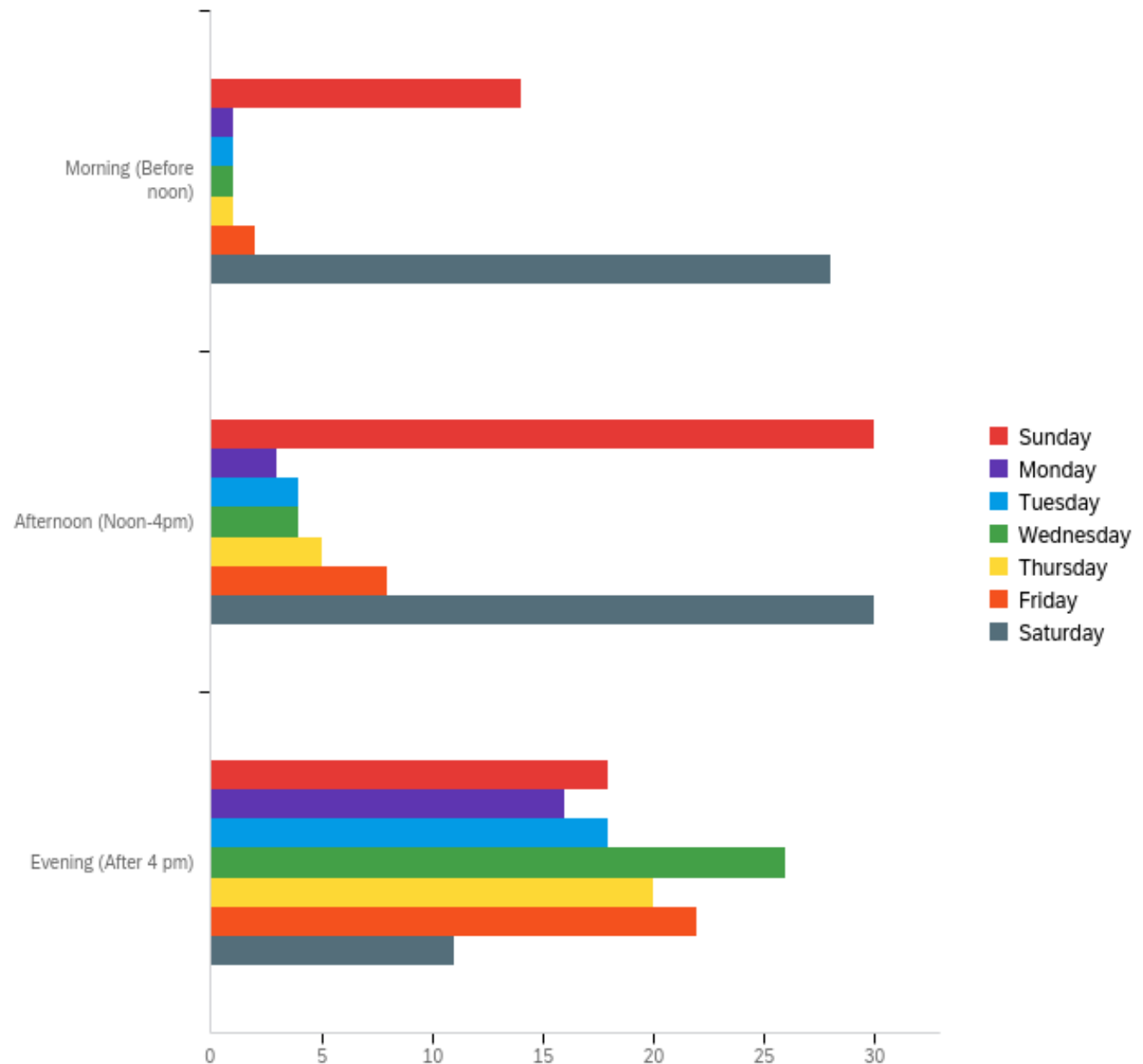


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Currently the Fort Dodge Farmers Market operates on Wednesday afternoon and Saturday morning. Are these your most preferred times during the week?	1.00	2.00	1.24	0.43	0.18	221

#	Answer	%	Count
1	Yes	76.02%	168
2	No	23.98%	53
	Total	100%	221

What are your most preferred days and times during the week to shop at the Fort Dodge Farmers Market? (Select all that apply)

Audience: consumers



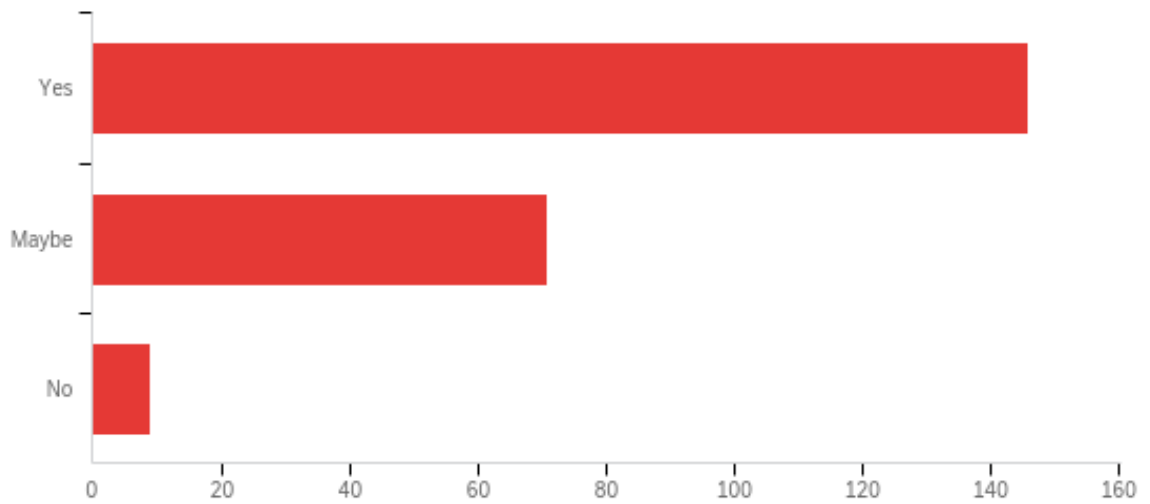
What are your most preferred days and times to shop at the Fort Dodge Farmers Market?

Question	Morning (Before noon)	Afternoon (Noon-4pm)	Evening (After 4 pm)	Total
Sunday	14	30	18	62

Monday	1	3	16	20
Tuesday	1	4	18	23
Wednesday	1	4	26	31
Thursday	1	5	20	26
Friday	2	8	22	32
Saturday	28	30	11	69

**Would you have interest in shopping at the Fort Dodge Farmers Market year-round if available?
(Please note, the market would not take place outdoors in the winter months.)**

Audience: consumers

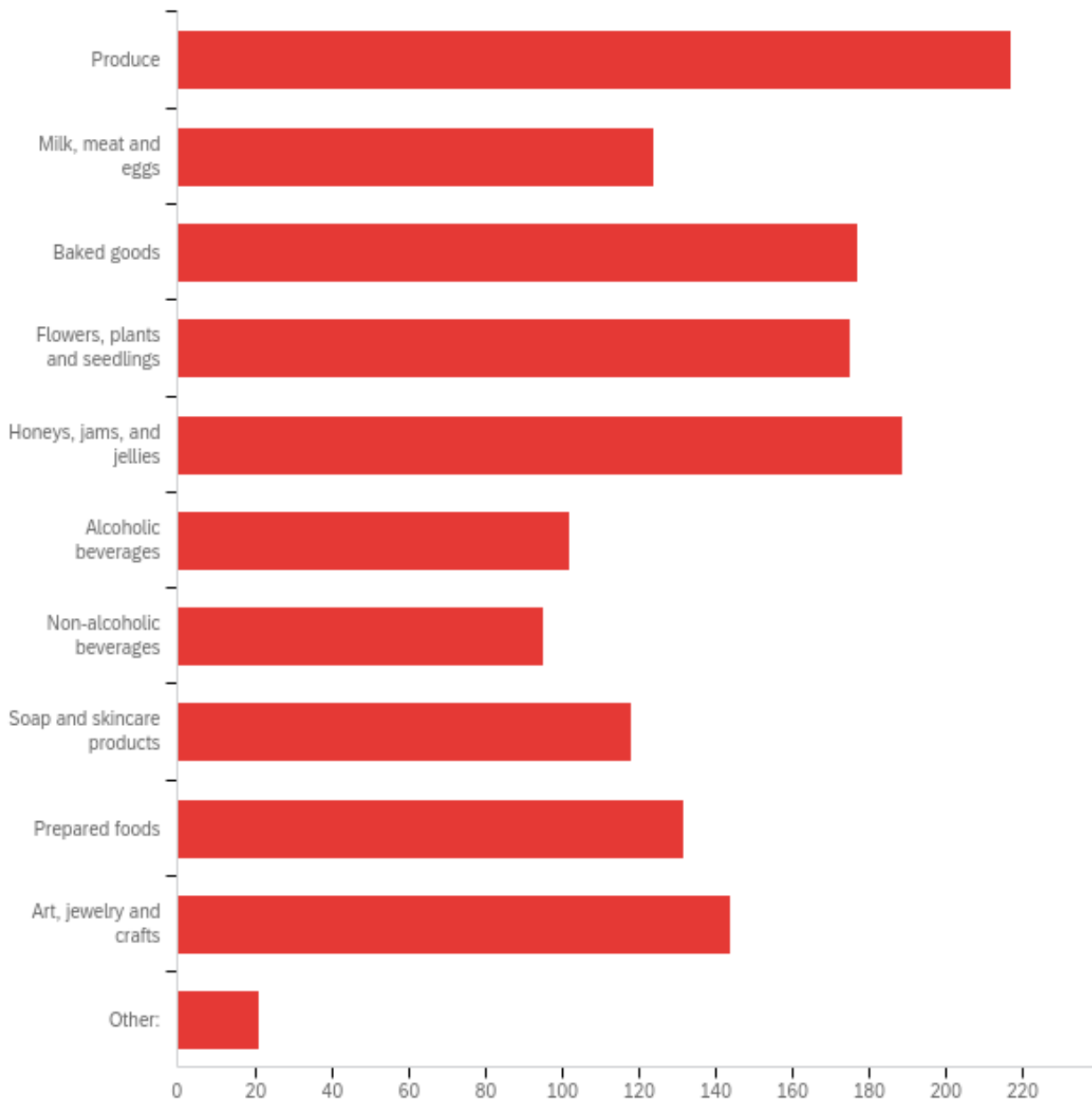


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you have interest in shopping at the Fort Dodge Farmers Market year-round if available? (Please note, the market would not take place outdoors in the winter months).	1.00	3.00	1.39	0.56	0.32	226

#	Answer	%	Count
1	Yes	64.60%	146
2	Maybe	31.42%	71
3	No	3.98%	9
	Total	100%	226

What products would you like to be available at the Fort Dodge Farmers Market? (Select all that apply.)

Audience: consumers



#	Answer	%	Count
1	Produce	14.52%	217
2	Milk, meat and eggs	8.30%	124
3	Baked goods	11.85%	177

4	Flowers, plants and seedlings	11.71%	175
5	Honeys, jams, and jellies	12.65%	189
6	Alcoholic beverages	6.83%	102
7	Non-alcoholic beverages	6.36%	95
8	Soap and skincare products	7.90%	118
9	Prepared foods	8.84%	132
10	Art, jewelry and crafts	9.64%	144
11	Other:	1.41%	21
	Total	100%	1494

Other:

some food vendors

definitely prepared foods

Spices and herbs

Popcorn, Pampered Chef

Native plants information and education

More honey related things!

Local musicians, food trucks, locate it downtown by the library please

Informational, public interest topics, community betterment

I'm often nervous about buying baked goods, jams, and jellies because sometimes you just don't know if they are regulated to follow food safety guidelines. Were proper canning recipes/techniques used.

I would support probably more things, i.e. skin care products and soaps I'd only be interested in things that are "home based "don't turn it commercial if it gets commercial I'll probably stop coming. I meant to check in supporting local community Bing Health conscious and participating in community activities. I do not want to be a sponsor for anybody who can buy a booth and come in and sell market based commercial products

Food trucks

Direct sale businesses

Coffee on Saturdays

Clothing, more selection and add music

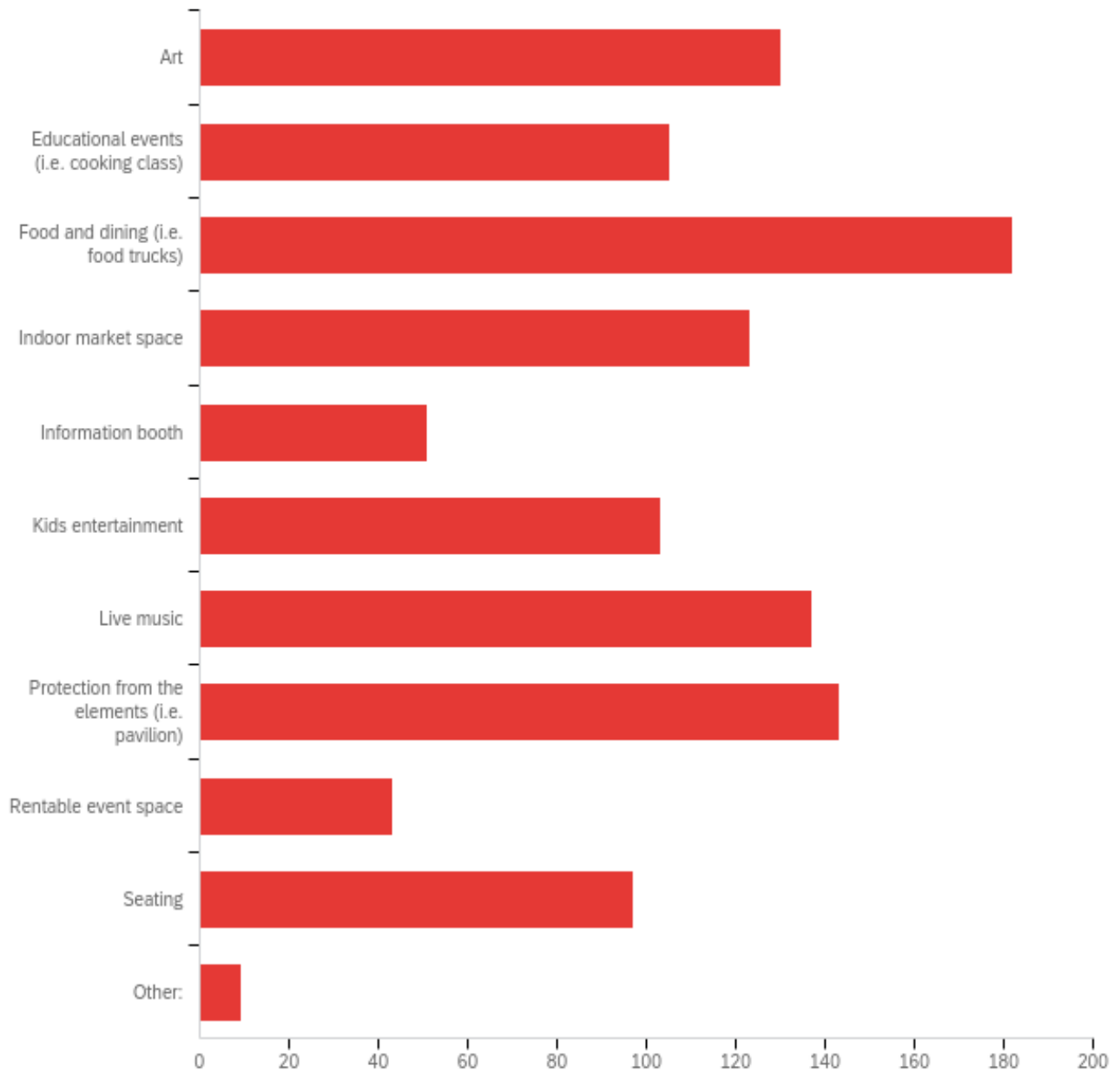
Clothing

Bring back market on central on Saturday mornings

Boutique items

What amenities would you like to see at the Fort Dodge Farmers Market? (Select all that apply.)

Audience: consumers



#	Answer	%	Count
1	Art	11.58%	130
2	Educational events (i.e. cooking class)	9.35%	105
3	Food and dining (i.e. food trucks)	16.21%	182

4	Indoor market space	10.95%	123
5	Information booth	4.54%	51
6	Kids entertainment	9.17%	103
7	Live music	12.20%	137
8	Protection from the elements (i.e. pavilion)	12.73%	143
9	Rentable event space	3.83%	43
10	Seating	8.64%	97
11	Other:	0.80%	9
	Total	100%	1123

Other:

Current produce and products are sufficient

Again I would be interested in art but only if it's locally, community-based not interested in companies corporations or businesses coming in and selling a product. I can do that online or order from it Ma

Outdoor though

Green space

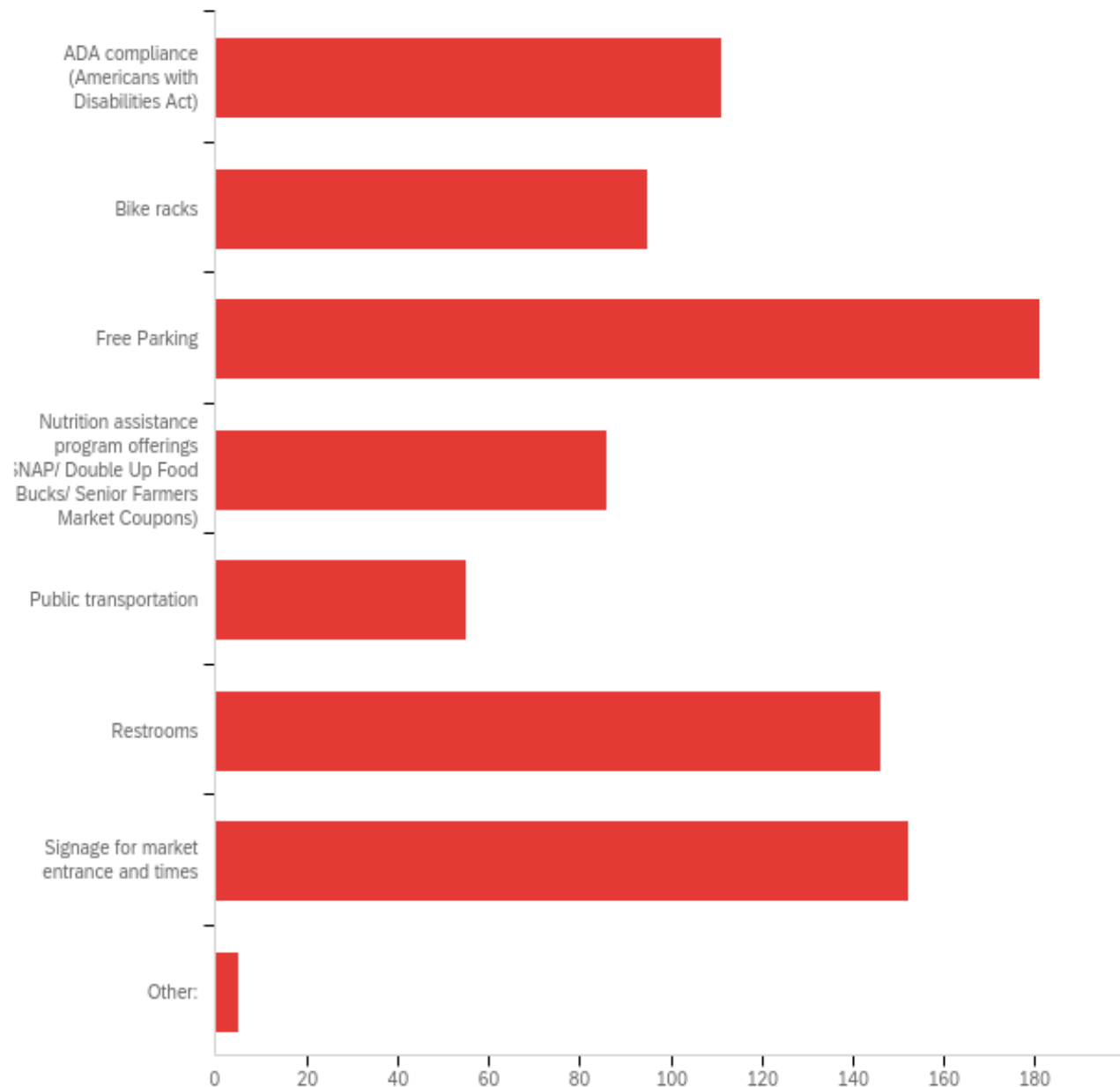
Handicap accessibility for everything. I have difficulty while walking and have acquaintances who will not go because of the condition of pavement.

Farmers markets should only be about the produce. Why do you need all of these other thing?

Coffee

**What accessibility options would you like to see available at the Fort Dodge Farmers Market?
(Select all that apply.)**

Audience: consumers



#	Answer	%	Count
1	ADA compliance (Americans with Disabilities Act)	13.36%	111
2	Bike racks	11.43%	95
3	Free Parking	21.78%	181

4	Nutrition assistance program offerings (SNAP/ Double Up Food Bucks/ Senior Farmers Market Coupons)	10.35%	86
5	Public transportation	6.62%	55
6	Restrooms	17.57%	146
7	Signage for market entrance and times	18.29%	152
8	Other:	0.60%	5
	Total	100%	831

Other:

WELL ADVERTISED

Pet Friendly

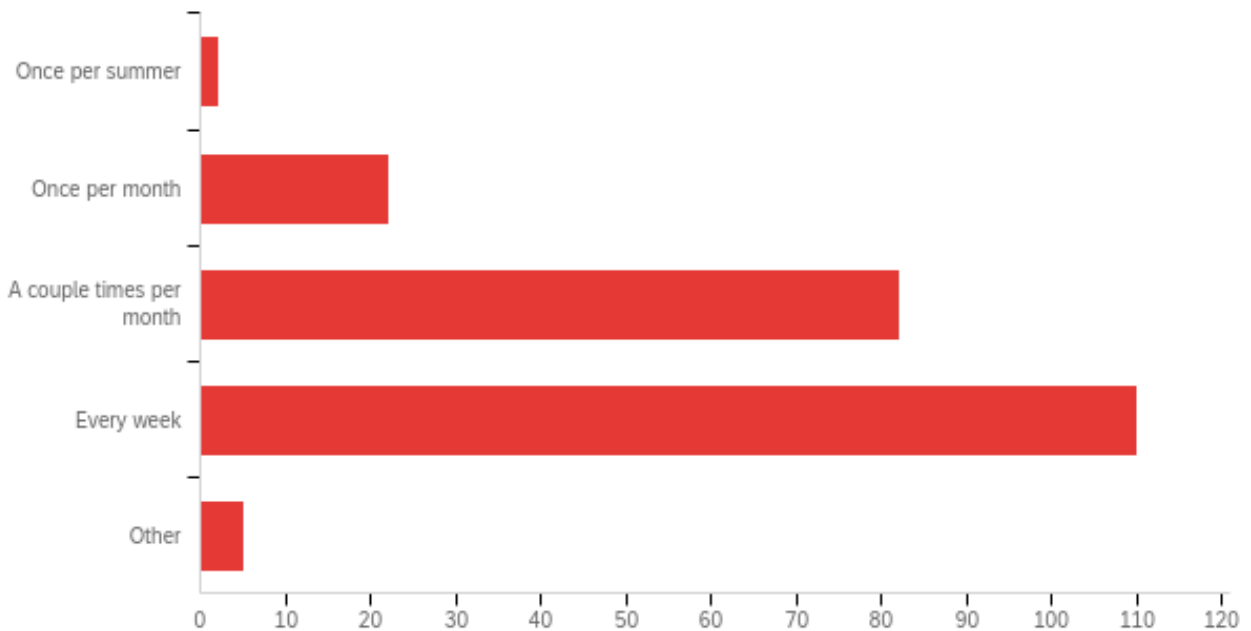
Better parking

I would like to see them have a safe, decent location. With the mall area under construction, they've had to deal with a lot last year and this year.

Produce in a separated area away from all other things being sold at the market. Keep it away from the soaps, prepared food, and other misc. things being sold.

Based on your responses to the previous questions, how often do you believe you would shop at the Fort Dodge Farmers Market if it included these amenities?

Audience: consumers



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Based on your responses to the previous questions, how often do you believe you would shop at the Fort Dodge Farmers Market if it included these amenities? - Selected Choice	1.00	5.00	3.43	0.74	0.54	221

#	Answer	%	Count
1	Once per summer	0.90%	2
2	Once per month	9.95%	22
3	A couple times per month	37.10%	82
4	Every week	49.77%	110
5	Other	2.26%	5
	Total	100%	221

Other:

I think I marked every week at the beginning of this questionnaire, I probably marked the wrong one I wasn't sure what you were after. Depending on my schedule I may go to 34 weeks in a row and then I may not be there for two weeks or three weeks so that kind of fix my answer at the end good luck with your questionnaire and thanks for inquiring

Every opportunity I could

Though I wouldn't go every day, Fresh food options are appreciate it. For example, there are markets available in the Des Moines area every day of the week. With Fort Dodge being much smaller, three days would likely be sufficient for fresh food.

Please share any additional comments regarding needs for the Fort Dodge Farmers Market:

Audience: consumers

Do not move it downtown. Keep it at mall location.

Would like to see 1 cohesive Farmers Market. Not one downtown and one at the mall.

I would like cooking classes.

Need a greenhouse for year round vegetables - hydroponic gardening. Community kitchen with cooking classes.

It would be an amazing way to bring in younger professional people to Fort Dodge. Much needed

Live music & pet friendly promoted with variety

It could be seen as more than the Farmer's Market and instead be a social event for those that attend. In some communities it is the destination of a walk/bike ride

I would sign up for a texting system that would send reminders that the Farmers Market is set up.

I would like it to stay in mall area maybe with overhead shelter to get out of sun. It is in a good location where it's at because of all the businesses in the area and is easy to get to with close parking available. Other places in town are not convenient and the parking is not good like downtown. Did not like market on central. Other towns have a small car show or crafts for kids to go with farmers market.

I'd prefer all items to be as local as possible - I really dislike seeing produce from out of state at my LOCAL farmer's market, for example. If I wanted to buy produce from outside of Iowa, I could just go to the grocery store.

Farmer's markets continue to grow and be a trend and for Fort dodge to participate in this is amazing. With that being said growing and offering more options at the market is a must .

Need more selection of fresh produce.

Would love to see it downtown!

Need more Vendors and variety of products

Pets should be allowed with full responsibility on the owner to keep the leashed and clean up poop

Better street visibility, bathrooms, assigned stalls of weekly vendors, the large operations always get the same spots and preferential treatment, smaller vendors get moved around even if they are there every market they are not always in the same spot and then people do not see them and assume they are not there

Would like to see it downtown where it is more convenient

Emphasis on LOCAL community style event

Thank you for thinking about the Farmers Market and the possibilities to expand this! We enjoy the Convenient location around the mall area as it offers space and it does not block off city streets.

I would like to have 1 evening Market with live music. Shop & enjoy the evening.

I own a business on Central Avenue and I would love to see it come back to downtown. I actually have a pretty good size building if you are interested in having a look and see if we can figure something out together as far as indoor space during the winter (or summer). I was just speaking to another business owner and he suggested I become part of the planning committee for the farmers market. I am

available for that as well if needed. Thank you, Jennifer Earnest My cell is 870-550-7329 and my email is NinsCustomCreations@gmail.com

More Vendors, Seating, Bars with good outdoor setup close or in the market/ with entertainment.

Please dont let the City ruin the farmer's market... they had their competing 'market on central' and it flopped.

Too high of prices Farmers,Vendors need to realize just because they have a booth doesn't make it right to jack up the prices per lbs of items because grocery stores already have competitive *[competitive]* prices why would I buy from local farmers that want to be greedy when I can run to a store like Fareway that supports local economic growth and farmers and buy same products for less per lbs and get more for the money.

Keep fees for the produce providers affordable, as to not discourage them from participating

Better selection

I only get there monthly because I am not in town any more often than that on a Wednesday or Saturday .

I just now found it after trying to figure out where it was.

in attending Farmer's Markets in other places in Iowa, they are mostly located in areas that are more welcoming than just hot cement that is out at the former shopping center in Fort Dodge. Who wants to shop in the blazing sun? When I do shop there, I just grab whatever I am interested in and not look around very much. I don't consider it a pleasant shopping experience. I would like to see it moved to the square, if people will drive to the shopping center, then would make the drive to the downtown area. public bathrooms should be made available, a few picnic tables should be set up at vender sites and to listen to music. perhaps the churches could play for a few will donation that could go to the animal shelter or other places of need. food venders, craft demonstrations, promotions of the Library, Blanden, to name a few. Fort Dodge is always talking about getting the downtown area up and running, the stores could be open on these times; saturday mornings and Wednesday evenings. they could hand out flyers or they could be advertised along with the Farmer's Market with a listing of all the venders. Pizza, ice cream, pork sandwiches, walking tacos, breakfast tacos, donuts and coffee. VFW and the American Flag. Maybe drawings for an American Flag for those interested in flying our great country flag. Why can't some money be put into this?

Right now there is so little about the Market. you have no clue where it is or what is even there because of the construction. if there were more vendors and easier to get to more people might go. I feel kinda bad for the vendors that are there.

Market on Central was a great addition to Fort Dodge. We should bring something like this back!

I would like to see them have a nice, visible, safe location, with adequate access and parking.

get it away from the mall parking lot, bring it back as market on central and get the local businesses involved

Additional amenities would be nice provided that the original flavor of this local market does not get lost. That being good fresh produce provided by local people at affordable prices. This market does not need to become like the Des Moines farmers market or even Market on Central, where basically folks in attendance are there to "see and be seen". This needs to continue to be a place where regular folks go to purchase home grown, locally produced products. We stopped going to the Des Moines market years ago because you could no longer see the vendors for all the people standing around drinking, eating, visiting and walking their dogs..

A farmers market with entertainment would bring the community together if ran correctly.

Fort Dodge needs bigger events and vendors, too many people to be so small.

More variety for sure!

Simple seems to be better. If we could find a partner to host a larger or a series *[series]* of large "farmers market events" that would be great, but I would think the current vendors/market to be included in the decisions, as they are the reason there is such a long-standing market.

I might shop it if I heard about it more often - you forget it is there and at only certain times.

APPENDIX E: PUBLIC INPUT SESSION FINDINGS

Amenity	Vendors	Consumers	Total
Art	2	23	25
Educational Events	2	12	14
Food & Dining	7	40	47
Live Music	5	18	23
Protection from Elements	7	12	19
Indoor Market Space	8	27	35
Information Booth	2	13	15
Kids Entertainment	3	11	14
<i>Fresh Flowers</i>	0	2	2
<i>Alcohol</i>	0	2	2
<i>Year-round market</i>	1	7	8
<i>Restrooms</i>	1	2	3
<i>Indoor during winter/outdoor in summer</i>	0	5	5
Approximate total # of participants	14	56	70

APPENDIX F: FINANCIAL SCENARIOS

CURRENT SCENARIO

Fort Dodge Farmers' Market											
Financial Scenarios											
REVENUE											
			Average		Average				Revenue		
Start	End	#	Wednesday	#	Saturday	Daily	Wednesday	Saturday	Other	Total	
Date	Date	Wednesdays	Attendance	Saturdays	Attendance	Fee	Revenue	Revenue	Events	Revenue	
5/4/2022	10/29/2022	26	5	26	18	\$ 12	\$ 1,560	\$ 5,616	\$ 100	\$ 7,276	
5/3/2023	10/28/2023	26	10	26	20	\$ 12	\$ 3,120	\$ 6,240	\$ 250	\$ 9,610	
5/1/2024	12/28/2024	33	12	33	22	\$ 20	\$ 7,920	\$ 14,520	\$ 500	\$ 22,940	
1/4/2025	12/27/2025	50	14	50	24	\$ 20	\$ 14,000	\$ 24,000	\$ 500	\$ 38,500	
1/3/2026	12/19/2026	50	15	50	26	\$ 20	\$ 15,000	\$ 26,000	\$ 500	\$ 41,500	
EXPENSE											
		Total			Taxes &	Total				Surplus/	
	Year	Rent	Marketing	Salary	Related	Expense				(Defecit)	
	2022	\$ 2,990	\$ 3,000	\$ -	\$ -	\$ 5,990				\$ 1,286	
	2023	\$ 3,900	\$ 3,000	\$ 27,267	\$ 2,727	\$ 36,894				\$ (27,284)	
	2024	\$ 5,000	\$ 4,000	\$ 42,128	\$ 4,213	\$ 55,341				\$ (32,401)	
	2025	\$ 7,500	\$ 5,000	\$ 48,213	\$ 4,821	\$ 65,534				\$ (27,034)	
	2026	\$ 7,500	\$ 5,000	\$ 49,659	\$ 4,966	\$ 67,125				\$ (25,625)	
NOTES											
1) Manager is 60% until transitioning to full-time starting in May of 2024. 3% annual salary increase.											
2) Rent expense is calculated at \$5 per vendor for 2022 & 2023. Then flat rates for 2024-2026.											
3) Other Events was added to the Revenue section.											

BEST-CASE SCENARIO

Fort Dodge Farmers' Market									
Financial Scenarios - Best Participation									
REVENUE									
			Average		Average				
Start	End	#	Wednesday	#	Saturday	Daily	Wednesday	Saturday	Total
Date	Date	Wednesdays	Attendance	Saturdays	Attendance	Fee	Revenue	Revenue	Revenue
5/4/2022	10/29/2022	26	20	26	25	\$ 25	\$ 13,000	\$ 16,250	\$ 29,250
5/3/2023	10/28/2023	26	22	26	28	\$ 25	\$ 14,300	\$ 18,200	\$ 32,500
5/1/2024	12/28/2024	33	24	33	30	\$ 40	\$ 31,680	\$ 39,600	\$ 71,280
1/4/2025	12/27/2025	50	26	50	30	\$ 40	\$ 52,000	\$ 60,000	\$ 112,000
1/3/2026	12/19/2026	50	28	50	30	\$ 40	\$ 56,000	\$ 60,000	\$ 116,000
EXPENSES									
		Facility	Total			Taxes &	Total		Surplus/
	Year	Rent/Event	Rent	Marketing	Salary	Related	Expense		(Defecit)
	2022	\$ -	\$ -	\$ 3,000	\$ 26,473	\$ 2,647	\$ 32,120		\$ (2,870)
	2023	\$ -	\$ -	\$ 3,000	\$ 27,267	\$ 2,727	\$ 32,994		\$ (494)
	2024	\$ 100	\$ 6,600	\$ 4,000	\$ 28,085	\$ 2,809	\$ 41,494		\$ 29,786
	2025	\$ 100	\$ 10,000	\$ 5,000	\$ 28,928	\$ 2,893	\$ 46,821		\$ 65,179
	2026	\$ 100	\$ 10,000	\$ 5,000	\$ 29,797	\$ 2,980	\$ 47,776		\$ 68,224
NOTES									
1) Manager remains 60% for the duration of the five-year forecast									
2) This scenario begins with average attendance at 20 for Wednesdays and 25 for Saturdays									
3) Average attendance increases by two each year on Wednesdays and by three each year on Saturdays (capped at 30)									
4) Fee to exhibit at the market is \$25 for current set-up and \$40 after improvements are done in 2024									
5) Fee to use mall parking lot is \$0 in current arrangement, \$100 daily once improvements are complete									

MODERATE SCENARIO

Fort Dodge Farmers' Market									
Financial Scenarios - Moderate Participation									
REVENUE									
			Average		Average				
Start	End	#	Wednesday	#	Saturday	Daily	Wednesday	Saturday	Total
Date	Date	Wednesdays	Attendance	Saturdays	Attendance	Fee	Revenue	Revenue	Revenue
5/4/2022	10/29/2022	26	15	26	20	\$ 20	\$ 7,800	\$ 10,400	\$ 18,200
5/3/2023	10/28/2023	26	17	26	23	\$ 20	\$ 8,840	\$ 11,960	\$ 20,800
5/1/2024	12/28/2024	33	19	33	26	\$ 30	\$ 18,810	\$ 25,740	\$ 44,550
1/4/2025	12/27/2025	50	21	50	29	\$ 30	\$ 31,500	\$ 43,500	\$ 75,000
1/3/2026	12/19/2026	50	23	50	30	\$ 30	\$ 34,500	\$ 45,000	\$ 79,500
EXPENSES									
		Facility	Total			Taxes &	Total		Surplus/
	Year	Rent/Event	Rent	Marketing	Salary	Related	Expense		(Defecit)
	2022	\$ 50	\$ 2,600	\$ 3,000	\$ 26,473	\$ 2,647	\$ 34,720		\$ (16,520)
	2023	\$ 50	\$ 2,600	\$ 3,000	\$ 27,267	\$ 2,727	\$ 35,594		\$ (14,794)
	2024	\$ 150	\$ 9,900	\$ 4,000	\$ 35,108	\$ 3,511	\$ 52,518		\$ (7,968)
	2025	\$ 150	\$ 15,000	\$ 5,000	\$ 38,570	\$ 3,857	\$ 62,427		\$ 12,573
	2026	\$ 150	\$ 15,000	\$ 5,000	\$ 39,727	\$ 3,973	\$ 63,700		\$ 15,800
NOTES									
1) Manager is 60% until transitioning to 80% starting in May of 2024. 3% annual salary increase.									
2) This scenario begins with average attendance at 15 for Wednesdays and 20 for Saturdays									
3) Average attendance increases by two each year on Wednesdays and by three each year on Saturdays (capped at 30)									
4) Fee to exhibit at the market is \$20 for current set-up and \$30 after improvements are done in 2024									
5) Fee to use mall parking lot is \$50 in current arrangement, \$150 daily once improvements are complete									

MINIMUM SCENARIO

Fort Dodge Farmers' Market									
Financial Scenarios - Low Participation									
REVENUE									
			Average		Average				
Start	End	#	Wednesday	#	Saturday	Daily	Wednesday	Saturday	Total
Date	Date	Wednesdays	Attendance	Saturdays	Attendance	Fee	Revenue	Revenue	Revenue
5/4/2022	10/29/2022	26	12	26	18	\$ 20	\$ 6,240	\$ 9,360	\$ 15,600
5/3/2023	10/28/2023	26	13	26	20	\$ 20	\$ 6,760	\$ 10,400	\$ 17,160
5/1/2024	12/28/2024	33	14	33	22	\$ 30	\$ 13,860	\$ 21,780	\$ 35,640
1/4/2025	12/27/2025	50	15	50	24	\$ 30	\$ 22,500	\$ 36,000	\$ 58,500
1/3/2026	12/19/2026	50	16	50	26	\$ 30	\$ 24,000	\$ 39,000	\$ 63,000
EXPENSES									
		Facility	Total			Taxes &	Total		Surplus/
	Year	Rent/Event	Rent	Marketing	Salary	Related	Expense		(Defecit)
	2022	\$ 100	\$ 5,200	\$ 3,000	\$ 26,473	\$ 2,647	\$ 37,320		\$ (21,720)
	2023	\$ 100	\$ 5,200	\$ 3,000	\$ 27,267	\$ 2,727	\$ 38,194		\$ (21,034)
	2024	\$ 200	\$ 13,200	\$ 4,000	\$ 42,128	\$ 4,213	\$ 63,541		\$ (27,901)
	2025	\$ 200	\$ 20,000	\$ 5,000	\$ 48,213	\$ 4,821	\$ 78,034		\$ (19,534)
	2026	\$ 200	\$ 20,000	\$ 5,000	\$ 49,659	\$ 4,966	\$ 79,625		\$ (16,625)
NOTES									
1) Manager is 60% until transitioning to full-time starting in May of 2024. 3% annual salary increase.									
2) This scenario begins with average attendance at 12 for Wednesdays and 18 for Saturdays									
3) Average attendance increases by one each year on Wednesdays and by two each year on Saturdays									
4) Fee to exhibit at the market is \$20 to start and \$30 after improvements are done in 2024									
5) Fee to use mall parking lot is \$100 in current arrangement, \$200 daily once improvements are complete									

BREAK-EVEN SCENARIO

Fort Dodge Farmers' Market									
Breakeven Analysis for Year 1									
REVENUE									
			Average		Average				
Start	End	#	Wednesday	#	Saturday	Daily	Wednesday	Saturday	Total
Date	Date	Wednesdays	Attendance	Saturdays	Attendance	Fee	Revenue	Revenue	Revenue
5/4/2022	10/29/2022	26	24	26	34	\$ 20	\$ 12,480	\$ 17,680	\$ 30,160
EXPENSES									
		Facility	Total			Taxes &	Total		Surplus/
	Year	Rent/Event	Rent	Marketing	Salary	Related	Expense		(Defecit)
	2022	\$ 50	\$ 2,600	\$ 3,293	\$ 22,061	\$ 2,206	\$ 30,160		\$ 0
NOTES									
1) Manager salary at 50%									