

## Crossroads Farmers Market

### History

The Crossroads Farmers Market was established in 2006. Its mission is to provide another community gathering space and activity for the east side of Bellevue and provide fresh produce for them. Grow the market business along with growing customers to the shopping center.

### Location

The market is owned by and located in the east parking lot of the Bellevue Crossroads Shopping Center, 15600 NE 8<sup>th</sup> Street, Bellevue.

The market is visible and accessible to customers, including handicapped access, and there is sufficient parking for both vendors and customers. Vendors have ample room to set up their displays. Local highway access makes it easy for farmers to get to.

Public facilities, bathrooms and telephones, are available. There is water available to wash and cool produce. Tents provide shade/shelter from the weather.

### Characteristics

	2009	2008	2007	2006
Number farm vendors:	18	22	20	18
Number crafters:	NA	NA	NA	NA
Number other food vendors:	11	Above	Above	Above
Gross market sales:	\$18,500 as of 6/9	\$278,100		
Gross Farm vendor sales:		\$256,535		
Number of customers:	5,313 as of 6/9	30,051	24,361	17,085

Approximately 95% of the farmers are returning vendors and average 3 years selling at the market.

Product makeup. Fresh fruits, vegetables, cheese, bread, ice cream, pasta, sauces, plants, meat, fish, flowers, honey, shaved ice, crepes. No crafts are allowed.

Customer makeup. This area has a very diverse ethnic mix. The market draws from a large area as this is also a major shopping area. We get our fair share of vacationers.

### IV. Organization

How is the market organized, managed and staffed (e.g. board of directors, volunteer management, paid staff, etc)? The shopping center staff run the logistics and

advertising of the market. Staff are on-site along with a hired market manager for the year who handles affairs directly with the farmers and works with staff.

Are management and staff full or part-time? The market manager is seasonal and hired by contract per season. All others are full time shopping center management/operations staff.

For the market manager, what are the average hours worked per week in-season? During the market day, 6-7 hours plus 1 additional hour for paperwork/deposit.

Does the market:

Have bylaws? No

Have a budget and plan for annual business operations? No

Seek sponsorships? Yes

Current sponsors, Hopelink and Eastside Heritage do not provide money, but support in other ways.

Have short- and long-range plans? No

In what manner and how frequently does the market manager communicate with vendors? Personally and by memo's and emails.

## **V. Rules & Regulations**

What are the rules and regulations governing market operations and vendors? For example, how are stalls assigned? Stalls are assigned by management based on mix, flow of customers and history with the vendor.

Is product sampling allowed? Yes

Does the market accept Food Stamps? Yes

What are stall fees and basis for fees? \$25 per market day plus \$35 annual membership

Who may sell in the market? Farmers and producers as per regulations set forth by the Washington State Farmers Market Association

What products may be sold? Products locally grown or produced in the state of Washington with the exception of seafood which must originate from the greater Pacific Northwest

Is the market producer-only or is resale allowed? No reselling or franchise sales are allowed. All products must be sold by the farmer/grower, producer, family member or their employee.

Prohibited items? No crafts

Pets allowed? Yes

## **VI. Advertising, Promotion & Outreach**

Who controls development and implementation of advertising and promotion for the market? Shopping center marketing staff

What is the annual budget for advertising and promotion? No set budget

Does the market currently have specific marketing goals and strategies? Yes

If yes, please describe. To bring more customers...that's a given!

What types of advertising does the market conduct? Web, paper, radio, bus flyers, signage, etc.

What types of promotion does the market conduct? Please include things like posters, signs, banners, flyers, special events, chef demonstrations, etc. All

Approximately how many events are held each year? This year 2-3 with county grant.

Have these been successful in attracting customers to the market? Yes

If yes, how has success been measured? Body count and sales

Does the market actively work with other community groups? Yes

If yes, what types of groups does the market work with (e.g. Chamber of Commerce, restaurants and other businesses, etc). Chamber is worthless for this type of organization. We do not work with other businesses in regards to this.

Is the market open to other community group participation (e.g. tabling)? Yes

If yes, what types of organizations participate? How frequently? Weekly community free space for a wide variety of community and non-profit organizations (e.g. PSE Green Power Program, Planned Parenthood, Humane Society, food stamp outreach, WSDOT, Big Brothers & Sisters, etc).

## **VII. Challenges & Opportunities**

Please describe what you feel are the biggest challenges to the long-term viability of the market. What opportunities do you see for the success of the market?

Challenges: To increase food stamp usage and bring more customers to the market.

Opportunities: Lots of growth is possible, it already shows this year.