



# **Fulton Street Farmers Market**

*Midtown Neighborhood Association  
Grand Rapids, Michigan*

## **UP 494: Planning Practicum**

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# Purpose of Project:

**“Formulate recommendations on how the Farmers Market can be redeveloped.”**

- Midtown Neighborhood Association





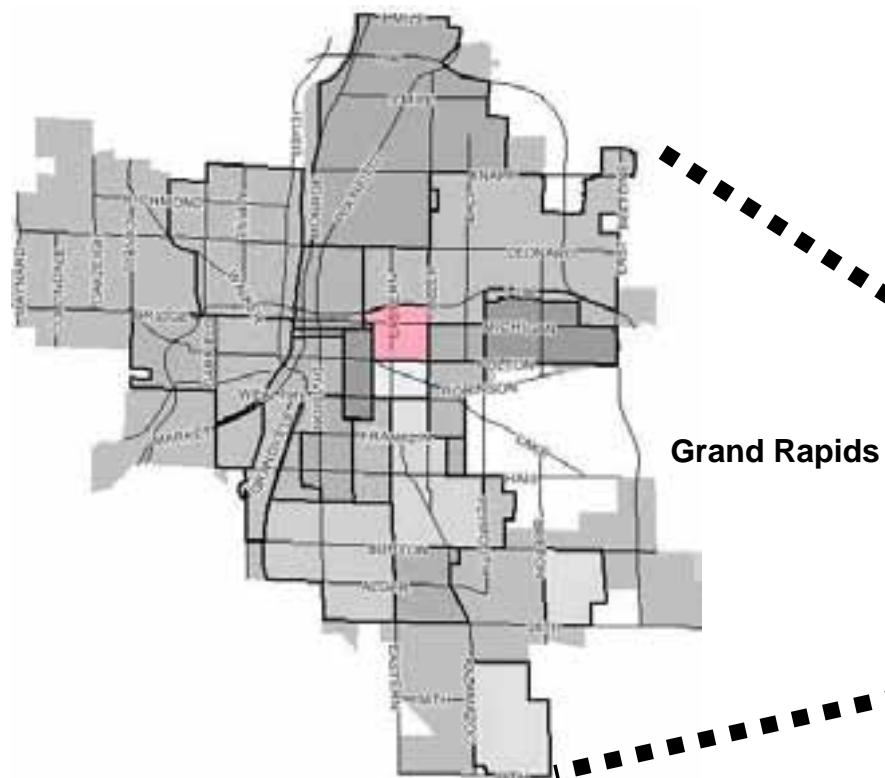
# Presentation Overview:

- **Introduction**
  - Introduction to Study Area
  - Methodology
  - Relevant Demographics
- **Current Status of Fulton Street Farmers Market**
  - Physical
  - Organization
  - Economic
  - Strengths, Weaknesses, Opportunities, & Threats Analysis
- **Recommendations**



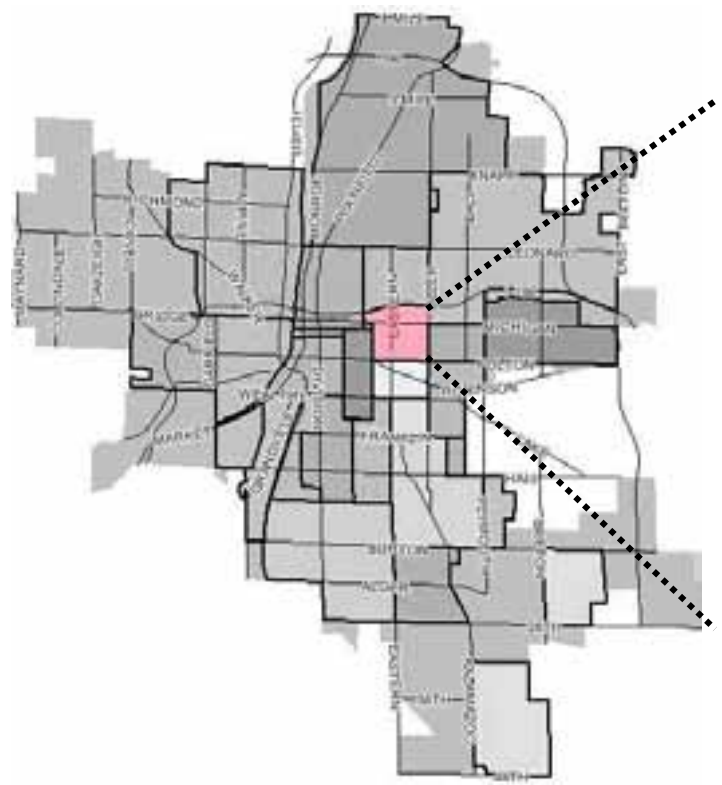


# Introduction to Study Area:





# Introduction to Study Area:



Midtown  
↓  
Brikyaat  
↓  
Farmers Market





# Potential Redevelopment:

## *Brikyaat Area*





# Definitions:

- **What is a farmers market?**
  - Farmers markets provide a direct marketing approach
- **Who is a “vendor”?**
  - Growers, Producers, Crafters, Resellers
- **What can you buy at a Farmers Market?**
  - Vegetables, Fruits, Breads, Flowers.....





# Methodology:

## Three Facets to Redevelopment

- **Physical**
- **Organizational**
- **Economic Trends**

*Data collection and research were guided by these concepts*







# Methodology:

## Literature Review

- Provided Background, Trends
- National Case Studies:
  - Davis Farmers Market: Davis, CA
  - Anacostia Farmers Market: Washington, D.C.
  - Adams and Vermont Certified Farmers Market:  
South Central, LA
  - Fondy Farmers Market: Milwaukee, WI





# Methodology:

## Michigan Farmers Market Field Work

- Site Visits, Market Assessments & Interviews
  - Eighth Street Marketplace, Holland
  - Eastern Market, Detroit
  - Ann Arbor Farmers Market
  - Flint Farmers Market
  - Allen Street Farmers Market, Lansing
  - Kalamazoo (Bank Street) Farmers Market
  - City Market, Lansing
  - Muskegon Heights Farmers Market
  - Royal Oak Farmers Market
  - Meridian Farmers Market





# Methodology:

## Retail Market Study

- Consumer Base Demographics
  - US Census Bureau Data
  - USDA & Michigan Dept. Agriculture Consumption Pattern Data
- Survey Analysis:
  - Grand Rapids Parks & Recreation, 2000
  - Calvin College Survey, 2005
  - 2005 Vendor and Product Mix Inventory
- Supply analysis
  - Local Grocery Produce Survey (Store Survey)
  - ESRI Retail Market Profile Data





# Methodology:

## Community Input

- MNA Community Meeting

  - Feb 13, 2006: Design presentation by Nederveld Associates Inc & Lott3Metz Architecture

- Farmer Forum

  - March 6, 2006: Susan Smalley of C.S. Mott Group presentation/discussion,

- Farmer Charrette

  - March 13, 2006: Design Visioning Session





# Demographic Data:

***Several factors to evaluate before redevelopment:***

- Race and Ethnicity
- Median Income Level
- Unemployment Rate
- Poverty Level





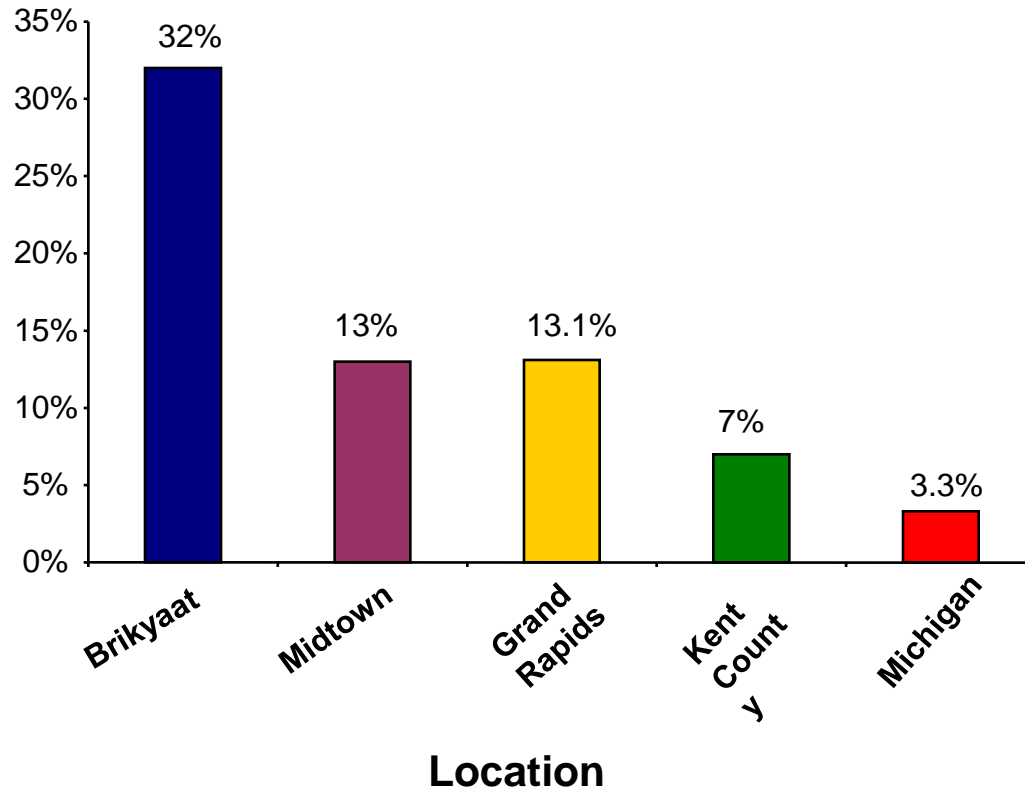
## Racial Demographic Comparison Table, 2000 U.S. Census

	White	African American	American Indian; Alaska Native; Asian; Native Hawaiian; Pacific Islander; or 2 or more races	Some Other Race	Total Population
<b>Michigan</b>	80.20%	14.20%	4.30%	1.30%	<b>9,938,444</b>
<b>Kent County</b>	83.10%	8.90%	4.70%	3.30%	<b>574, 335</b>
<b>Grand Rapids</b>	67.30%	20.40%	5.60%	6.60%	<b>197, 800</b>
<b>Midtown</b>	71%	13%	8%	8%	<b>4183</b>
<b>Brikyaat</b>	<b>53%</b>	<b>20%</b>	<b>8%</b>	<b>19%</b>	<b>909</b>



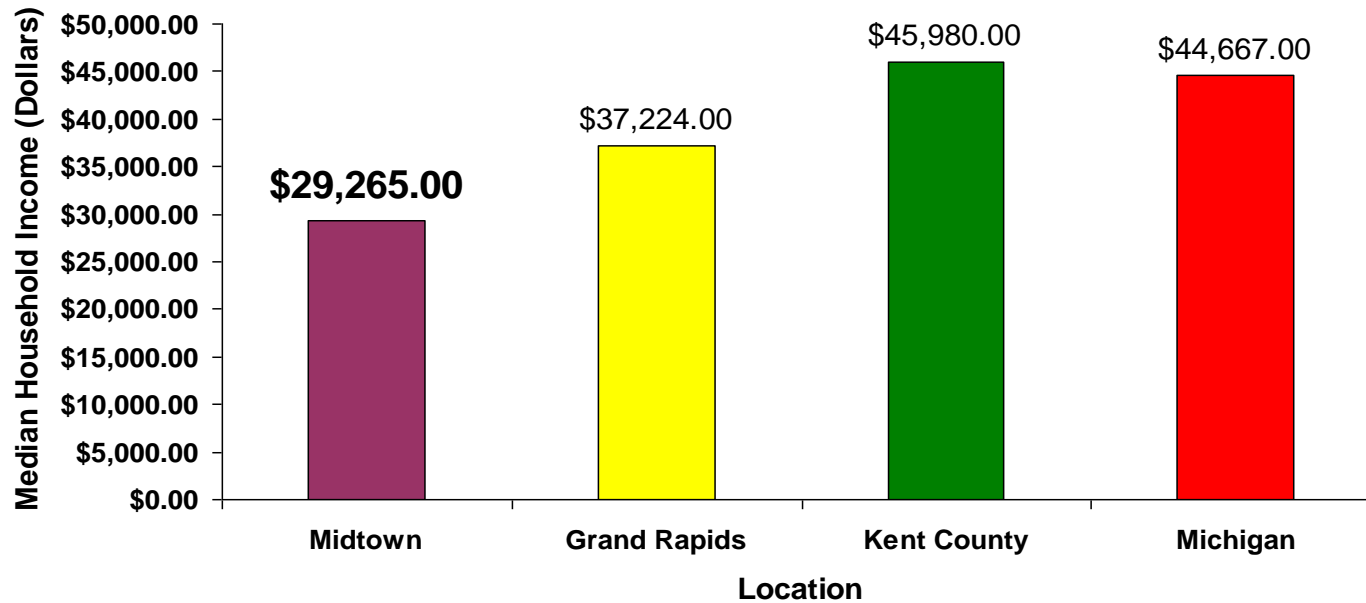


## Hispanic Population 2000 U.S. Census Bureau





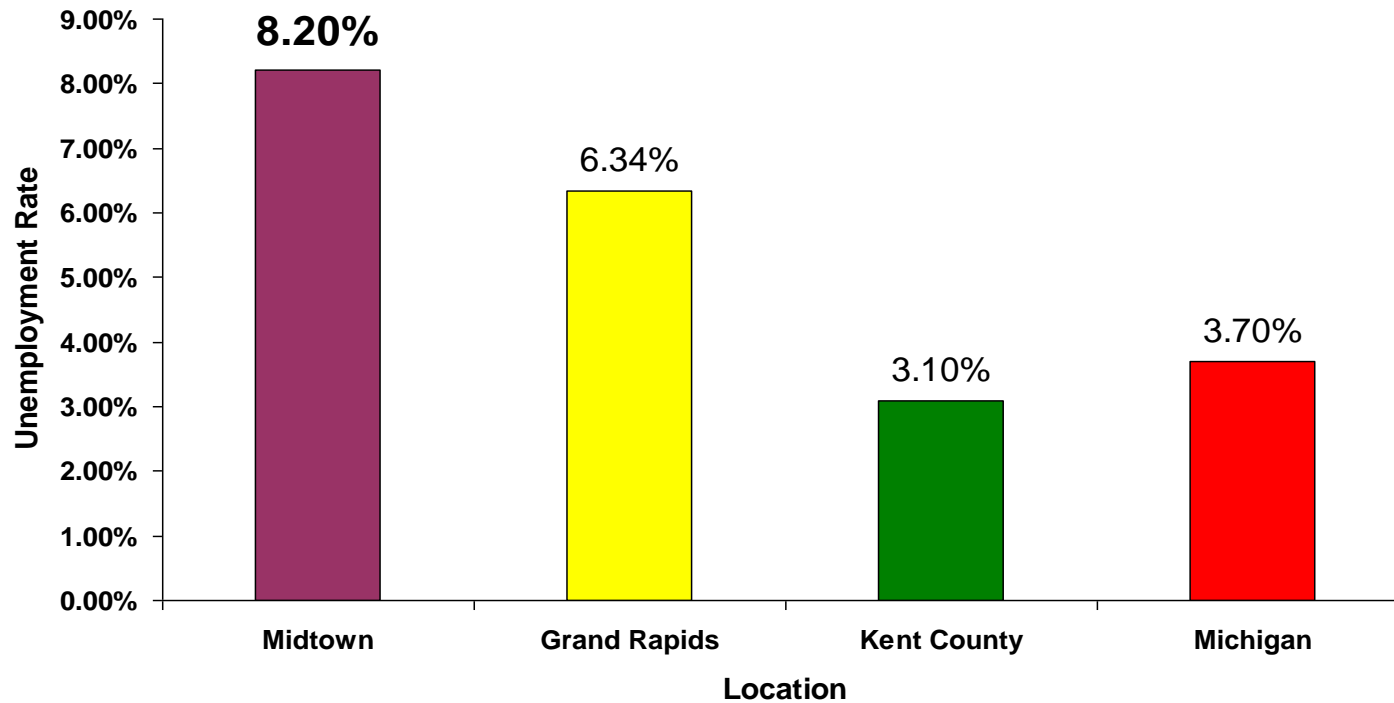
## Median Household Income, 2000 U.S. Census (reflects 1999)





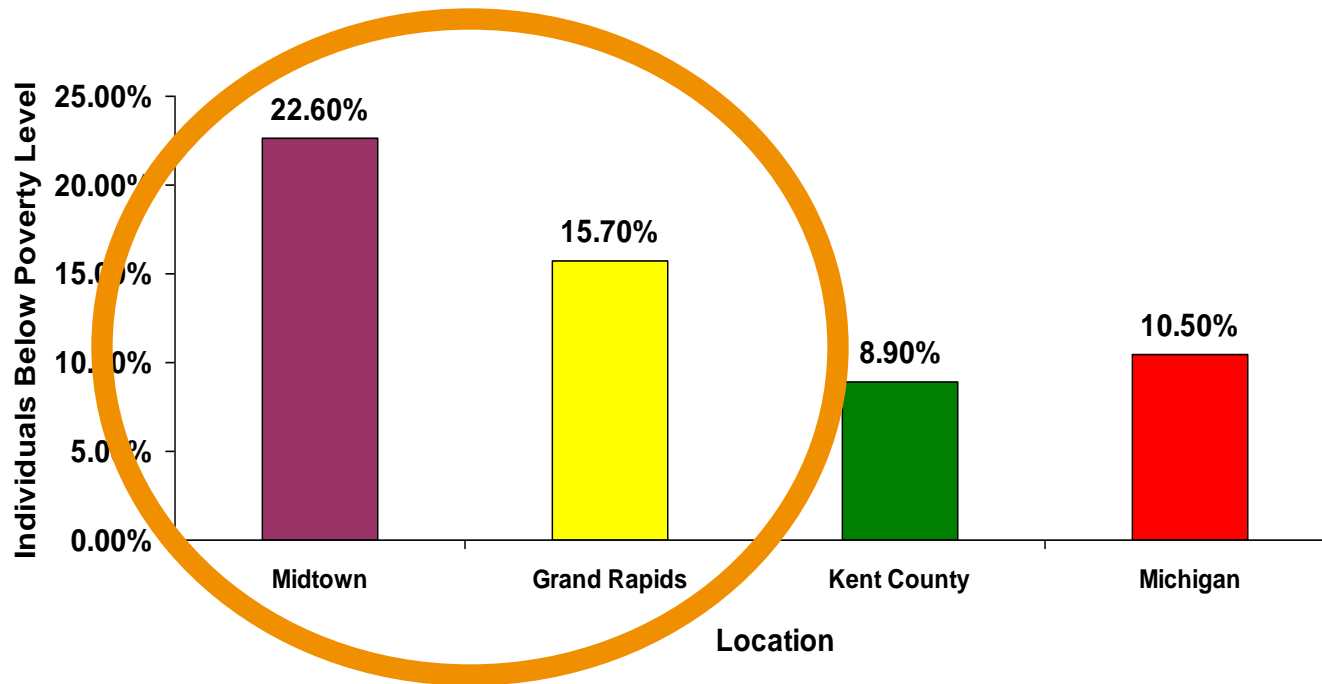


## Unemployment Rate, 2000 U.S. Census





## Individuals Below Poverty Level, 2000 U.S. Census





# Current Status:

## *Fulton Street Farmers Market*

- Physical
- Organization
- Economic
- SWOT Analysis





# Current Physical Status:

## *Fulton Street Farmers Market*

- *Site Design*
- *Traffic Flow*
- *Parking*

The physical design of the market considers permanence, size, seasonality and location in the context of a desired market expansion





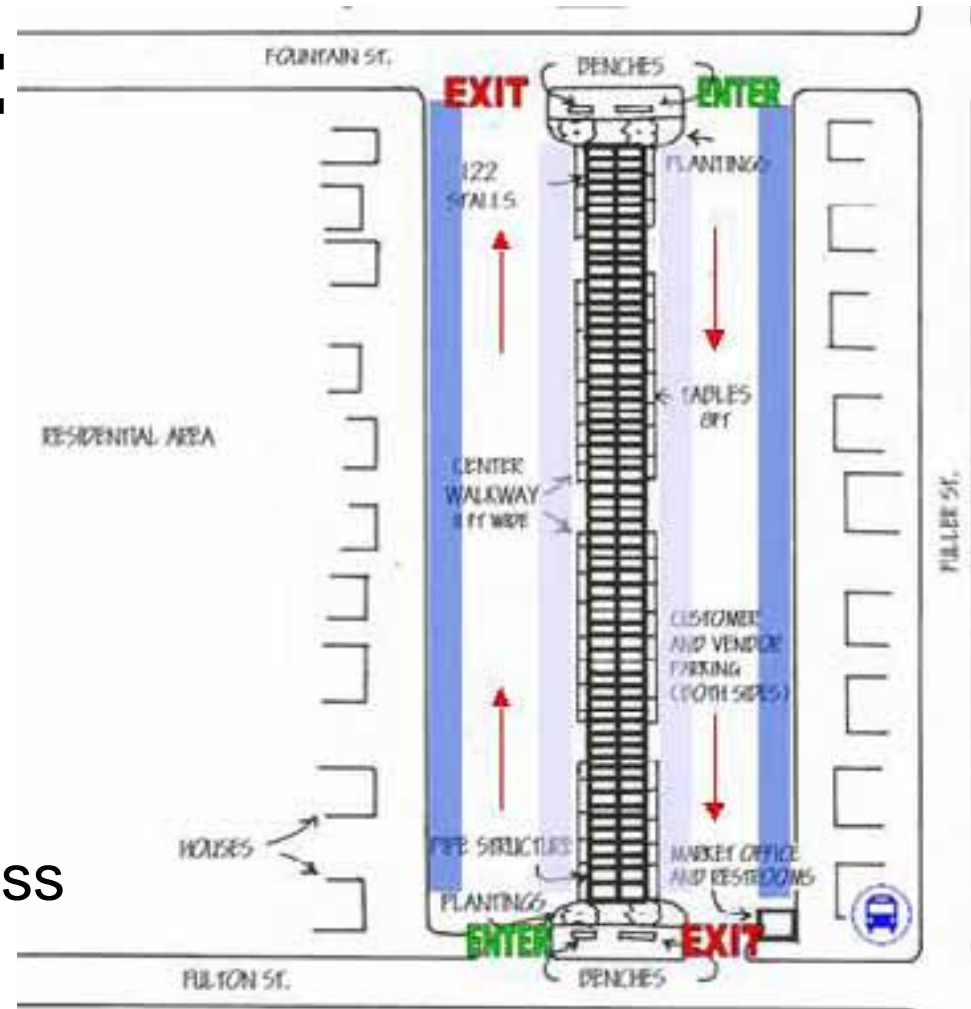
# Physical Status:

## Site Design

- Rectangular Shape
- 3.54 Acres
- 122 Stalls – 8 ft. wide
- Pipe and Canvas
- One central walkway

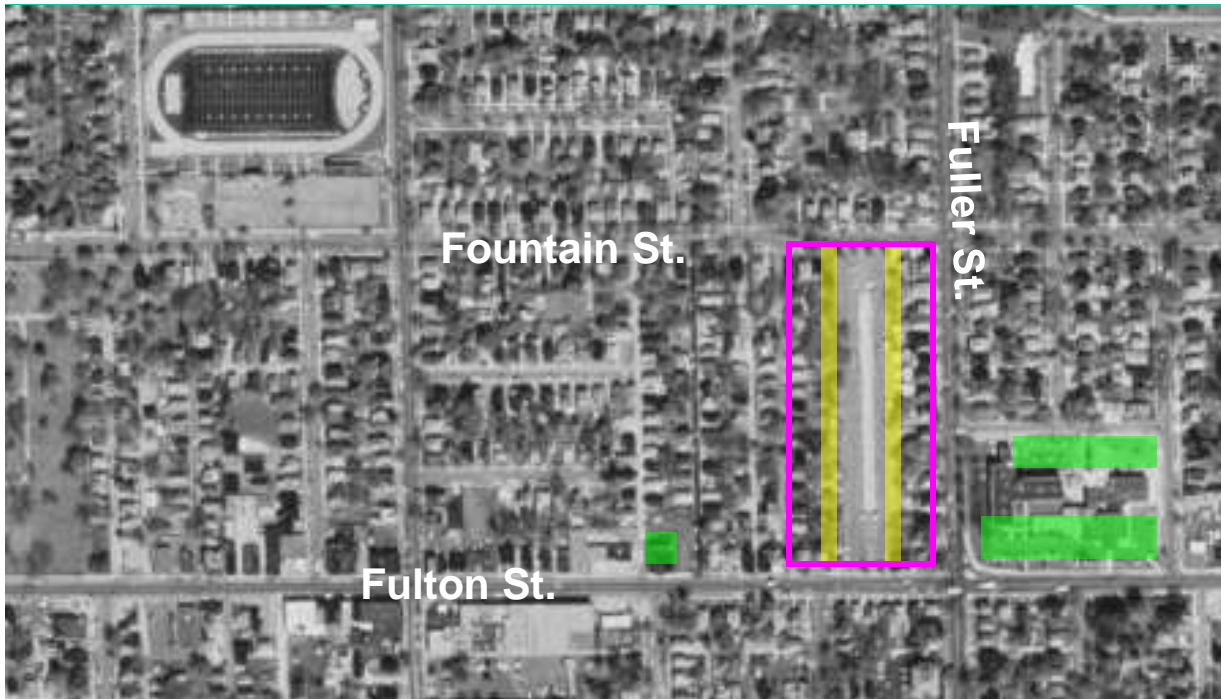
## Traffic Flow

- 2 one-way lanes for access
- Transportation Options





# Current Parking Options



## On Site

- 122 vendor
- 159 customer

## Off Site

- Salvation Army
- Alpha Women's Center





# **Current Organizational Status:**

## ***Fulton Street Farmers Market***

- *Ownership & Management*
- *Contract & Policies*
- *Nutrition Assistance Programs*





# Current Organizational Status:

## *Ownership and Management*

- Site Owned by the City of Grand Rapids
- Leased by the Midtown Neighborhood Association since 2005
  - *Lease: \$6,000/year, on a 3 year bid*
- Hired Market Manager







# Current Organizational Status:

## *Contract & Policies*

### •Market Operation:

- May – December
- Tuesday, Wednesday, Friday, and Saturday
- 8 a.m. – 4 p.m.

### •Vendor Policy

- Seasonal Vendors - Seniority Based
- Daily Vendors – First come, First Serve
- No Cancellation Policy or Subletting Restrictions

FSFM is a  
**Seasonal**  
Market





# Current Organizational Status: *Contract and Policies Continued*

## Allowable Items to be sold:

- All farm produce (vegetables, fruit, etc . . .)
- Flowers and bedding plants
- Baked Goods
- Fresh meat and poultry
- Arts and crafts (handmade by vendor)

No Distinction  
between **growers**  
and **resellers**.





# Current Organizational Status:

## *Nutritional Assistance Programs*

Lease Contract States:

*“Market Manager must work with Project Fresh”*

### What is Project Fresh?

- A Michigan Food Assistance Program  
*(National: Farmers Market Nutrition Program)*
- Provides coupons to buy fresh produce at farmers markets
- Nutritionally at-risk Consumers: WIC recipients, and qualifying senior citizens

### Issues:

- Paperwork not always completed
- Can be time consuming for vendors





# Economic Analysis

**Supply + Demand = Market Potential**



- 2005 Vendor Product Mix
- ESRI Analysis
- Store Survey
- USDA Analysis



- Customer Survey Feedback, 2000 & 2005
- Literature review of market trends
- Demographics



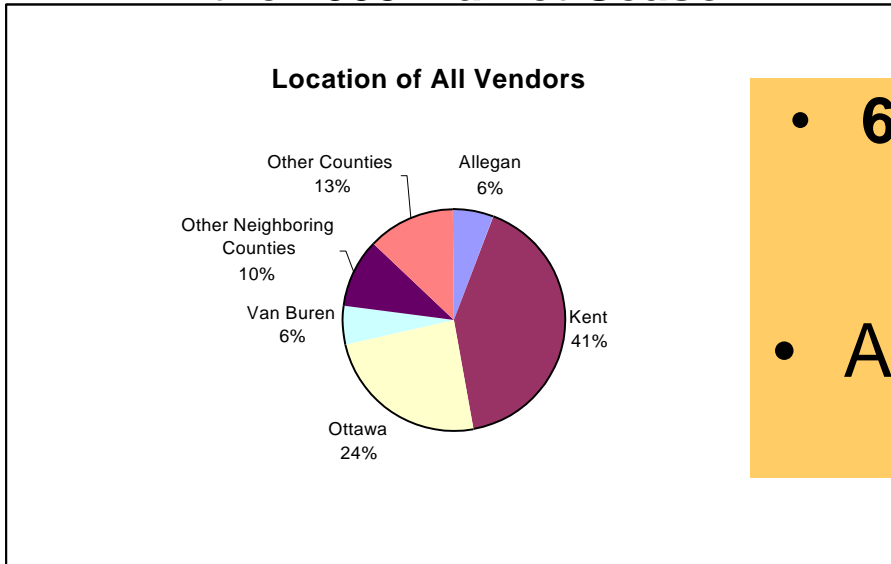
- Findings are basis for recommendations





# Supply + Demand = Market Potential

## County of Origin of Vendors from the 2005 Market Season



- **67% of FSFM Vendors Live Within 20 miles of the Market Place.**
- **Approximately 41% from Kent County**

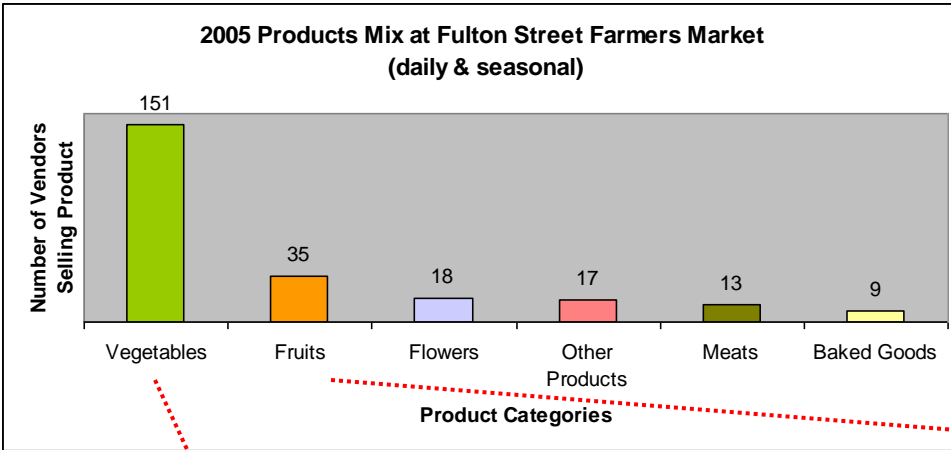
2005 Vendor & Product Mix Inventory





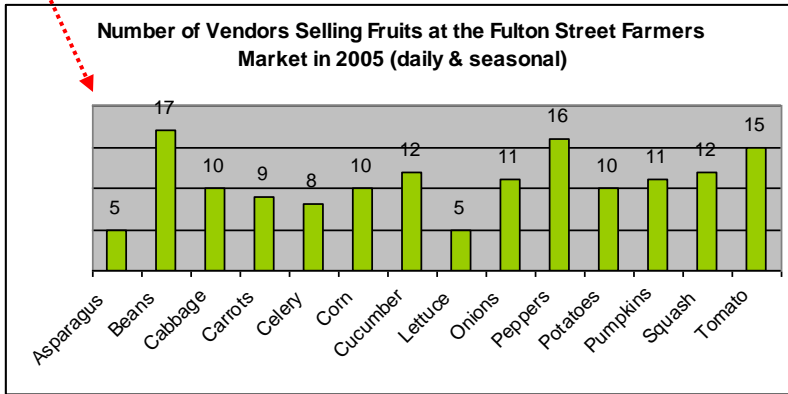
# Supply + Demand = Market Potential

2005 Products Mix at Fulton Street Farmers Market  
(daily & seasonal)

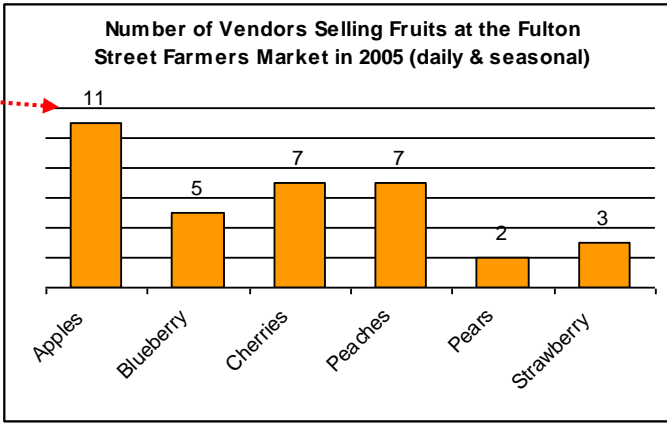


**Vegetables are the most vended item**

Number of Vendors Selling Fruits at the Fulton Street Farmers Market in 2005 (daily & seasonal)



Number of Vendors Selling Fruits at the Fulton Street Farmers Market in 2005 (daily & seasonal)





# Supply + Demand = Market Potential

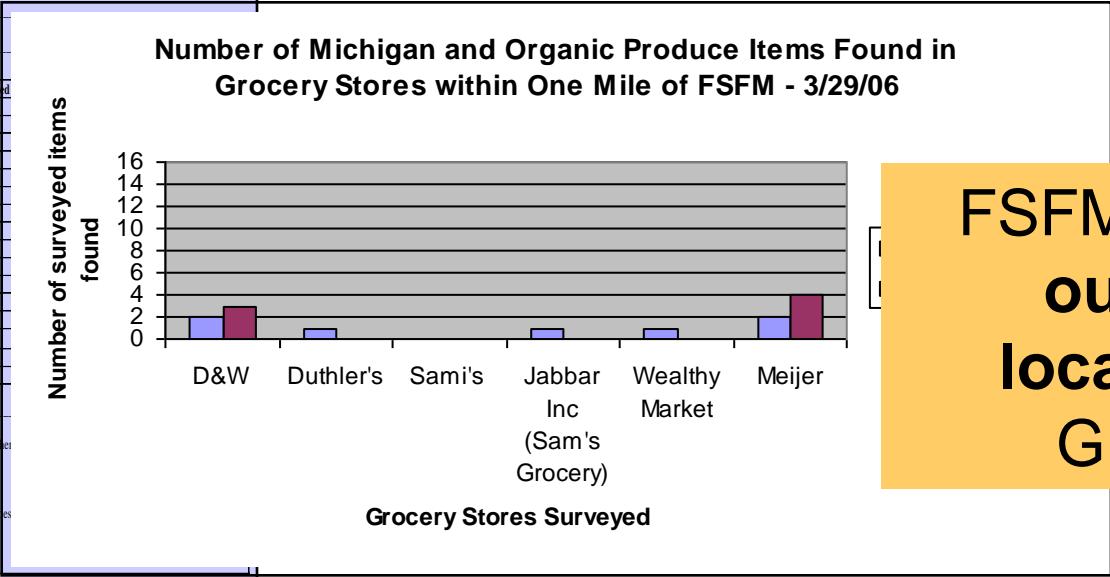
**STORE SURVEY**  
FEB. 13, 2006

Name of Store: \_\_\_\_\_  
Location: \_\_\_\_\_

Produce	Organic Location Produced
Apples	
Tart Cherries	
Peaches	
Blueberries	
Carrots	
Cucumbers	
Lettuce	
Onions	
Corn	
Pumpkins	
Cabbage	
Squash	
Beans	
Potatoes	
Ceery	
Tomatoes	

Question for (Title) \_\_\_\_\_  
Do you order or offer local (Michigan or region) produce wher \_\_\_\_\_  
Can you control the localness of the produce you order or does \_\_\_\_\_

Other Notes: \_\_\_\_\_



**FSFM is a unique outlet of fresh local produce for Grand Rapids**



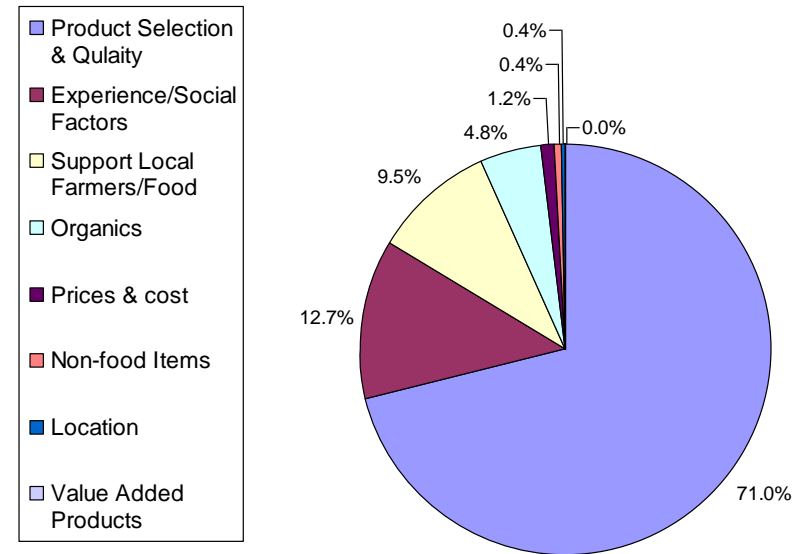


# Supply + Demand = Market Potential

Why do customers shop at FSFM?

1. Product quality (freshness)
2. Experience
3. Local food
4. Organics

Top Reason Fulton Street Farmers' Market Customers Return



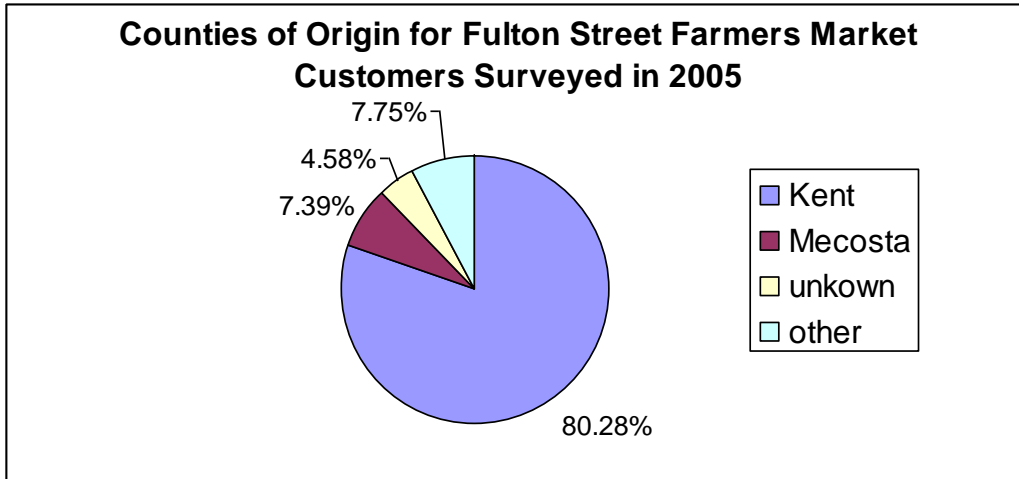
2005 Calvin College Survey







# Supply + Demand = Market Potential



- *EsriData; The 10, 5, and 1 mile radii surrounding the Fulton Street Farmer's Market*

80% FSFM customers come from within Kent County

79% customers live within 10 miles of the market





# Supply + Demand = Market potential

## Diverse demand for FSFM:

- Quality/Fresh
- Local
- Organic
- Also identified were:
  - Accessible/Affordable (Project Fresh)
  - Ethnic niche product

Farmers markets are a direct marketing tool for local and small producers

Local food serves price, quality and access demands





# SWOT Analysis: FSFM

<p><b>Strengths</b></p>	<ul style="list-style-type: none"> <li>• <i>Surplus of vendors, Well attended, Diverse and walk-able neighborhood, Proximity to downtown Grand Rapids, Supportive neighborhood association, Profitable agricultural region</i></li> </ul>
<p><b>Weaknesses</b></p>	<ul style="list-style-type: none"> <li>• <i>Functional design of market and parking areas, Lacking strong organizational policies, Visibility and attractiveness to potential new customers</i></li> </ul>
<p><b>Opportunities</b></p>	<ul style="list-style-type: none"> <li>• <i>Diversification of products, Size of market, Federal and State assistance programs, Increase marketing, Role as gathering place</i></li> </ul>
<p><b>Threats</b></p>	<ul style="list-style-type: none"> <li>• <i>Seasonality, Traffic, Redevelopment may occur during market season</i></li> </ul>





# Recommendations:

## Three recommendation categories:

- Functional site design and parking
- Organizational policies
- Visibility and attractiveness

**Phase 1: Short Term**

**Phase 2: Medium Term**

**Phase 3: Long Term**





## **Phase 1:** *Short Term - 0-6 months*

- Increase auxiliary parking options
- Provide uniform canvases
- Increase identifying and informational market signage
- Develop a website
- **Form a Farmers Market Advisory Committee**





## Issue: Lacking strong organizational policies

### Recommendation:

### Form a Farmers Market Advisory Committee

- Increase community and vendor input
- Could Recommend rules (need city approval)
- Market Manager can serve as moderator
- Possible Committee Distribution:

*2 seasonal vendors, 2 daily vendors, 1 craft vendor, 1 member from Midtown Neighborhood Association, and 1 member from local business association*

- **Example: Davis Farmers Market (Davis, CA)**





## **Phase 2:** *Interim - 6-24 months*

- Provide transportation alternatives
- Update Infrastructure
- Increase Community Collaboration and Volunteers
- Implement a cancellation policy for seasonal vendors
- Implement an ideal fee structure
- Collect vendor sales data
- Develop a product mix policy for the market
- **Increase marketing and exposure in Grand Rapids area**





## Issue: Visibility & Attracting Potential Customers

### Recommendation: Increase marketing and exposure in Grand Rapids area

- Create a identifying logo
- Increase advertising within Midtown and Brikyaat
- Collaboratively advertise as part of the East Fulton Business District or the entire Uptown Retail area
- Use market space for outside community groups events: event promotion = FSFM promotion
- Invite Media to FSFM events- free advertising!
  
- **Example: Anacostia Farmers Market (Washington, D.C.)**



From the Anacostia Market website  
([www.ams.usda.gov/farmersmarkets/Anacostia/](http://www.ams.usda.gov/farmersmarkets/Anacostia/))







## **Phase 3:** *Long Term – Over 24 Months*

- Increase on site parking in redevelopment
- Increase Market street frontage
- Expand market operations to meet needs of low income consumers
- Encourage ethnic vendors & product mix
- Develop a separate Arts Market
- **Explore funding options for physical expansion**





# Issue: Functional design of market and parking areas

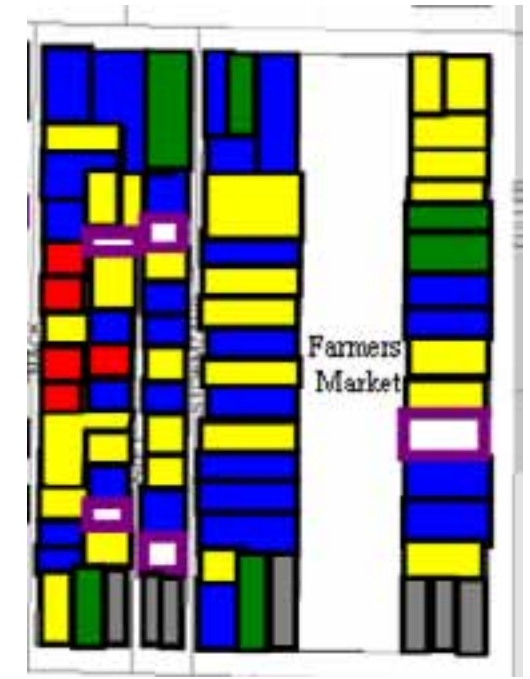
## Recommendation: Explore Options for Physical Expansion

Potential Grant Funding:

- Grand Rapids Community Foundation
- USDA and Michigan Dept. of Agriculture
- Project for Public Spaces

Physical Considerations:

- Increase Street Frontage and Visibility
- Include Flexible Space for Uses and Seasonality



BRIKYAAT NEIGHBORHOOD CONDITION ANALYSIS





# Project Acknowledgements

- Christine Helms-Maletic, *Midtown Neighborhood Association, Grand Rapids*
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- Zenia Kotval, *Urban and Regional Planning Program, MSU*
- Rex LaMore, *Urban and Regional Planning Program, MSU*
  
- Farmers Market Managers throughout Michigan.

Thank You!

