

Received via email from Farmers Market Manager Breana Coons, to Lee Plemel, 12/17/19 for meeting of 12/19/19, Item 23.B.

2019 Farmers Market Stats:

The Farmers Market has been at the 3rd and Curry street location since 2008 (12 years) and started with 15 vendors.

2019 the farmers market had 57 vendors. With a total of 76 vendors for the season.

Our Facebook page has 3300 followers, our Instagram has just over 1,000 followers.

An average of 1500 people come to shop at the market each weekend, which means the market brings roughly 30k visitors in the 18 weeks (4 months) of the market.

The farmers work very hard year-round in order to bring fresh produce to the community during the summer. The market helps stimulate the economy and gives the businesses nearby a boost. The market provides fresh produce and access to local, fresh nutritious foods to our community. We do not have a Co-op or another farmers market in Carson City where locals can access fresh local food without travelling to Reno.

Average temp at the market is 80-90 degrees, and on hot asphalt or concrete the temperatures increase. The current shade provided by the trees helps to lower the temperatures for shoppers and for maintaining the farmer's produce and help make it easier for food makers to store food. We don't want the farmers' hard work to go to waste and we don't want to see a decline in our shoppers because the heat is too much to bear. Farmers work hard to bring us fresh food, and our market helps to keep those farmers in business. The farmers market is a venue to help farmers bring food direct to consumers and continue farming to make a living. The market is also a low-barrier entry point for farmers and food makers to begin farming, allowing them to start small, test the market and grow their business.

Farmers markets support healthy communities, promote sustainability and help to preserve our local agriculture community.

The Farmers Market coalition said it best. "Farmers Markets make the community strong. Markets are a home for new and small farmers, they boost small businesses and local economies while sharing the local bounty with friends and neighbors. We all benefit from these vibrant community outlets for fresh, healthy food."

If we lose customers, we lose vendors and if we lose vendors, we lose the market. The recent downtown redevelopment has the sole purpose of creating a downtown people want to enjoy and frequent. Our market does just that, it brings consistent shoppers and consumers to the businesses in the area, it promotes the walking and biking community Carson City has been building on over the past several years. Our market brings more families and children to the area, provides a fun summer destination event. Our market received national recognition in 2018 as one of the top Farmers Markets in the NATION. We get people from out of town that attend our market and regularly receive feedback that it is one of the best markets they have been to.

We did a dot survey for 2 days during the market and were able to see where our customers come from. We collected information asking where do you live (89701, 89703, 89706, Dayton, Minden, Gardnerville, Lake Tahoe, Reno and other), do you support local businesses after or before the market and how often do you support them.



With the creation of the McFadden Plaza, and the success that brought hosting events there, it made the 3rd and Curry street area even more accessible and desirable for people to visit. Adding the 3rd and Curry street lot as an off-shoot to the McFadden Plaza could be a great option for the city to make that event space larger without the cost of closing the street but allowing a larger event area. Events that close the streets run around 25k. That would be 8 years of funds if the city spends the money to allow this area to be another place for events.

I went around and asked some local business if the market has an impact on their business and here is what I came up with:

Two Sisters- yes

The Fox- yes

Scoups- yes, and they are able to open earlier during the summer because of it.

Butlers-yes

The Chamber sent out an email recently that said that in 2018 Nevada has grown 141,000 people. Based off of world population review 2017-2019 Carson City has grown over 1000 people.

With the increase in our marketing efforts this year and Carson City's growth we brought about 300 more people down each week this year than the prior year. That means that more people are getting out and coming downtown.

There are hundreds of new homes being built in Carson City, with another subdivision on the agenda to be built. Why wait until the growth to expand and have another event area? Do it while we are redoing the lot.

Even though we are the only event held at this location, if the option was provided and the 3rd and Curry street lot was shaded, it's very likely other events would choose to host events there, and it's very likely events that may not be small enough for the McFadden Plaza could stretch over to the 3rd and Curry Street lot, along with providing shade and protection from weather for cars year-round. If the shade

structure was there, we would be able to provide shade for our patrons on hot days, shade for vendors that have heat sensitive produce and foods.

The City is contracted with Cassinelli landscape for this location, and it was believed that the lot is plowed by a truck with a plow rather than a tractor. With that being said the height of a standard tractor is around 15 feet and I recall Dan Stucky had said that they could work with the height of the structure.

We are trying to make the best decision for the market, and we believe having it at another location would impact our farmers, our customers, and the local business nearby. Moving to the Pavilion may result in the market not supporting any of the local business. Mind you the market that was once at the Pavilion closed up after our 3rd and Curry Street market opened, due to the lack of interest at the Pavilion and the desirability on 3rd and Curry Street.

Nonetheless, the pavilion will be holding 5 events this coming up year on Saturdays. It appears it would be unavailable for most, if not all, June and July. The events appear to be the same days and times as the market.

The Power:

The power currently accessible in the lot is not enough for events. We have issues all summer long at the market from the breaker tripping. The three poles in the lot are all on the same circuit making it difficult for use for multiple things such as commercial coffee pots to waffle irons and music. Should the space be used during other events, in lieu of closing off the street, power will be an issue unless it is upgraded.



<https://www.vpslp.com/all-markets/corporate-parking>

Business on Carson City's Bob McFadden Plaza: Two Years Later

By Brett Fisher

This Monday marks the two-year anniversary of Bob McFadden Plaza, a walking venue designed as a draw for families and foot traffic in the downtown Carson City area. The plaza, part of a long-term downtown redevelopment plan, replaced Third Street between North Carson and Curry streets.

The ribbon was cut on the project July 30, 2016, officially opening it up for commerce. Businesses along Bob McFadden Plaza see the addition as a positive, despite losing curbside parking for their customers.

"There is more foot traffic," said Doug Cramer, who has co-owned Mom and Pops Diner with his wife, Jamesa, since 1998. "I see more families and children coming down and spending time here."

Concerts and outdoor movies are played on the built-in Third Street Stage at the plaza's west end, while a water fountain provides cool, refreshing recreation during the heat of summer.

"Our Friday night concerts and events have done very well," Cramer said.

Jim Phalan, owner of The Fox Brewpub inside the historic St. Charles Hotel, concurred with Cramer that Bob McFadden Plaza seems to be a natural draw for events.

"Groups from around the city are booking the plaza and doing their own events there, which brings a ton of business to the restaurants on the plaza," he said.

With the plaza in place, the process of bringing events to that block of downtown Carson City is streamlined, Phalan said.

"It was a real challenge pre-McFadden Plaza, calling the city to close the street, getting the permits, getting all the cars off of Third Street, delivery of the stage, installed and removed at the end of the night," he said. "It was exhausting, to say the least."

Since the public plaza opened, though, Phalan said the only step with the city now is to secure a permit for an event.

"That is it! I love it!" He said. "It is so much easier now."

Carson City Chamber of Commerce Executive Director Ronni Hannaman said from the very beginning, the plan for the plaza was to create a space for people to congregate downtown.

"Unlike other cities, we really had no gathering place, and Third Street seemed to have the visual of the type of western downtown that most people expected," she said. "We always knew it was going to be successful for the city and for the businesses, even though those businesses at first lamented the loss of their parking spaces."

"Seems a lot more people are frequenting there now than when those parking spaces were there," Hannaman added.

For the Cramers, Mom and Pop's customer base has maintained a strong local following, despite losing curbside parking that was an important feature for older patrons.

But the restaurant has also seen some changes in demographics with the completion of Bob McFadden Plaza, drawing a mix of long-time returning patrons and new local customers.

"Much of our business has been and continues to be a local following," said Doug Cramer, who noted more drive-by business when the plaza was Third Street. "Now it's foot traffic, a mix of locals and tourists on the plaza."

Phalan said the difference in his daily business since the completion of Bob McFadden Plaza has been like night and day.

"Now that we have settled in and have two years under our belt of McFadden plaza, the business landscape has significantly changed for us... for the better!" He said. "I can tell you that we are up a lot!"

Revenue projections have improved for The Fox Brewpub, Phalan said, since the plaza opened to the public.

"Projecting future sales seems to be much easier and much more accurate than in years past," he said. "We have had a steady stream of business now that locals have a place to gather, play, dine and celebrate."

Geoffrey and Kimberly Landry opened their restaurant, Scoup's Ice Cream and Soup Bar, just two doors down from Mom and Pop's Diner in the Spring of 2017, about nine months after the plaza opened.

The Landrys said they couldn't be happier with the location and where their restaurant is situated on Bob McFadden Plaza.

"The plaza is an amazing location for our ice cream business," Kimberly Landry said. "The plaza brings people of every age to enjoy food, drink ice cream, events and the water fountain."

Observing people on the plaza throughout the day, Kimberly said a single family may spend an average of 2-3 hours on the plaza.

"I find that an average of 2-3 hours is spent by a single-family having kids play while parents enjoy the company of friends," she said. "Last year we noticed a large number of tourists coming to the plaza."

On an average day, Scoup's attracts at least two visitors from Lake Tahoe daily, said Kimberly, who added that most lake residents tend to be deliberate on where they go and what they do in Carson City.

"I mention Tahoe, because it has been stated on several occasions that those who reside in Tahoe come in for supplies and don't usually come into town unless they are headed to a restaurant or medical appointment," she said. "Then they find the plaza and speak of how nice it is and how they will be back."

Kimberly said the plaza not only attracts people to it, but there is a fun, recreational factor to it that seems to affect people on the inside.

"I love the energy that is at the plaza," she said. "It is very positive. Everyone comes to the plaza looking to have a wonderful time."

Kimberly said she has seen the demeanor of people change during their time on the plaza.

"It has been my experience that if someone comes into the shop grumpy, they tend to relax in the environment, whether they stay inside Scoup's or go sit on a plaza bench and people watch to unwind," she said. "I see the environment with the other businesses and find that all customers are enjoying themselves."

Speaking of the benches, though, Doug Cramer said public seating on the plaza is less desirable in hot weather.

The public benches are not only made of hard metal, but they are also painted black, both of which conduct heat.

"After just 3-4 minutes sitting on one of those, it starts getting really hot," said Cramer, who noted there is limited shade available on Bob McFadden Plaza. "There are few places to sit to get out of the heat."

Landry concurred, adding that while the plaza's planted trees are still small, something could be done to bring relief during the hot season.

"I imagine some shade would be nice, while the trees are trying to grow," she said. "Perhaps shade sails if they were placed creatively, and high enough to not obstruct the view of the buildings would be nice."