

# STREET MARKET PROPOSAL



<p>Project name : Wednesday Evening Street Market</p>	<p>Prepared for : MDDA Board</p>
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# BACKGROUND

The Downtown Marquette Farmers Market (DMFM) is looking to relocate the organization's Wednesday Evening Market to the 100 block of West Washington Street. The plan would be for the mid-week market to operate from 5 to 8 p.m. from mid-June through August.




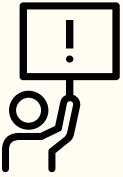
The Wednesday Evening Market has struggled since its inception in 2019 to attract a regular array of vendors, specifically farm vendors. Most farm vendors are smaller, new farms that do not have the capacity or resources to participate in a mid-week market. Artisan and producer vendors make up the majority of participants. This mid-week market has shown its value in being a "training-wheels" option for vendors looking to secure a spot at the established Saturday Morning market. Additionally, shoppers regularly request hot, ready-to-eat food options. Vendors are unable to provide this offering due to the mid-week timing and high barriers to entry with licensing costs. Food trucks have declined to participate in the market. A new iteration of the market is necessary in order to continue its offering.

The Marquette Downtown Development Authority (DDA), which sponsors the market, has indicated that the new Wednesday location would create a unique environment and allow market vendors, downtown businesses, community members, and visitors to enjoy outdoor dining and beverages while shopping local goods available by market vendors. Marquette DDA representatives state that Wednesday evenings historically are a slow night for business, and a relocated market could improve business while simultaneously creating a festive environment. There is strong support for this change from market vendors and district businesses.

# LOCATION

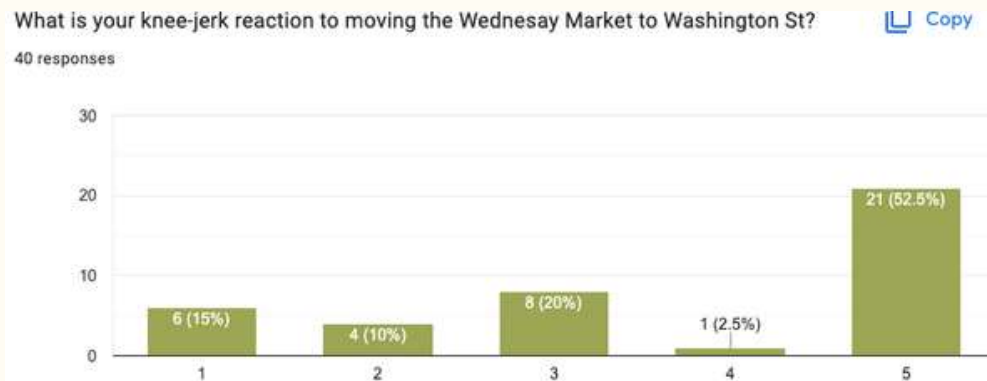
## Washington St

When considering locations to host the street market, the MDDA and DMFM decided on the 100 block of Washington Street for many unique factors that make this location ideal to host the mid-week evening market.

<h3>Proximity to food + drink</h3>	<h3>Proximity to Commons</h3>
 <p>Ready-to-eat, hot food has been a request from customers for years. High barriers to entry make this offering difficult for market vendors to provide. The 100 block of Washington offers several restaurant and beverage options from established businesses.</p>	 <p>Historically the market has been hosted at the Marquette Commons which is kitty-corner from Washington Street, offering easy access to public restrooms, and viable parking options for shoppers at the Commons Lot, Bluff Ramp and Pathways.</p>
<h3>Access to Electricity</h3>	<h3>Businesses want this!</h3>
 <p>DMFM vendors have historically had access to electricity at the Marquette Commons. This amenity can be essential to operations. The 100 block of Washington offers easy, street access to electricity.</p>	 <p>For years, several businesses on the 100 block of Washington have requested to shut the street down to create a festive environment. This is an opportunity to satisfy this request while bringing additional players of the Marquette community together.</p>

# VENDOR SUPPORT

On a scale of 1-5 with 5 being "supportive" and 1 being "not supportive" 75% of respondents are "neutral" to "supportive" of relocating the Wednesday Evening Market to the 100 block of Washington Street according to a 2022 post-season market participant survey. Open-ended responses are included below.



*"I think the Wednesday market would gain more popularity with it closing the street down, hard to ignore! Although I'm sure this would be better for artisans rather than farmers."*

*"I think shoppers might find it harder to park and exit with bags of groceries. It might bring many more people to the market overall, but not sure how it would impact vendor sales."*

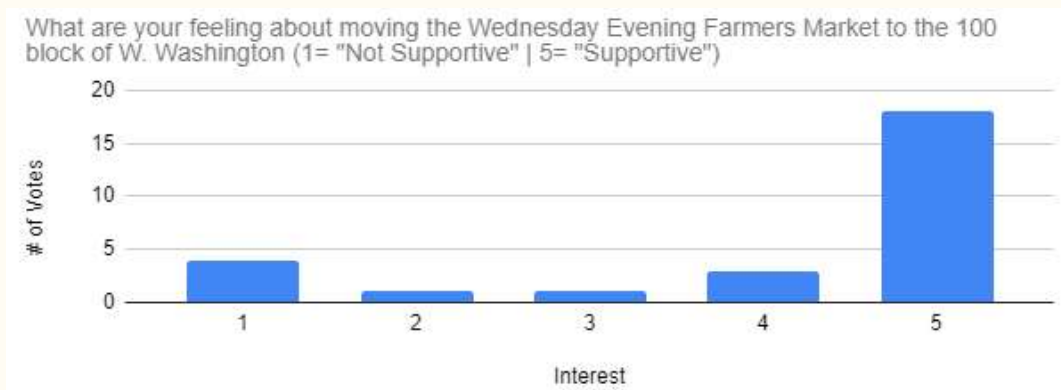
*"I think this would create a vibrant Wednesday evening event that encourages more people to snoop around the Wednesday market, similar to Saturday. Right now it seems like most Wednesday shoppers are there to grab their CSA or do some quick shopping after work."*

*"I LOVE this idea!!!! It's about time someone suggested it. Kind of like a street fair concept -- love love love it!"*



# BUSINESS SUPPORT

On a scale of 1-5 with 5 being "supportive" and 1 being "not supportive" 81% of the 100 block businesses are "neutral" to "supportive" of relocating the Wednesday Evening Market to the 100 block of Washington Street according to a snap survey of 27 businesses. Testimonies from various supportive businesses are located below.



*"Any additional foot traffic I think is a no brainer and absolutely support this plan for the downtown. If the social district goes through, then this would only add to the energy of the 100 block"*

*-Honorable Distillery*

*"We have literally been wanting something like this in the downtown for years! This would bring so much energy and more foot traffic to the area that we are fully on board with whatever is needed to make this happen."*

*-Digs*

*"We have been wanting to shut the street down to make our own festival for a while now and so this seems to make things possible to add something new to this part of downtown. Especially if this will be happening during the summer months when we already have so many people to help make it a success."*

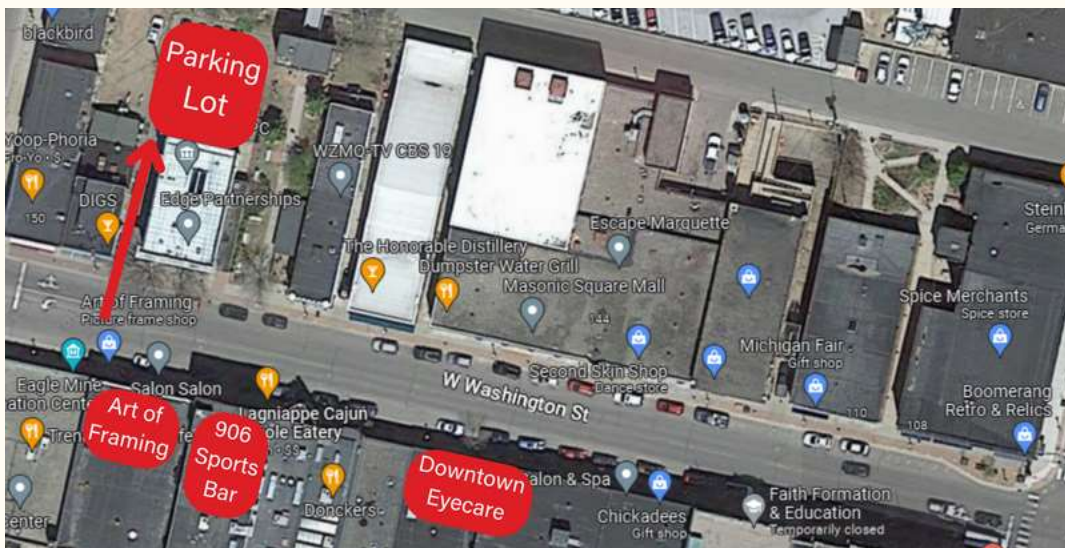
*-Donckers/Delft*

*"In the past it has seemed that every time that the road is closed down, either for Blueberry Fest or even when there was construction, we have always noticed there to be more foot traffic, which is good for business"*

*-Wattsson & Wattsson*

# BUSINESS OPPOSITION

Pulling from the snap survey on the previous page of 27 businesses on the 100 block of W. Washington, 18% were not in favor of the Wednesday Evening street closure. Below is a dive into the specific concerns brought by businesses.



The Casselman and Henderson building has a parking lot located behind the building who's only access is located on Washington St. We are currently working with the three businesses located in the building to find a solution as an alternative to their parking situation.

*""People usually want to have their car close to my store so that they can load up heavier items and frames instead of needing to carry it all the way to the Commons lot. This would just be an inconvenience to my customers if it were to happen."*

*-Art of Framing*

*We have several elderly patients who are unable to walk any long distances. I do realize that having the farmers market downtown would be beneficial for the majority of business, but from previous experience with any occasion where Washington Street is closed our patients tend to either show up too late to squeeze into our schedule or just decide to not show up at all due to parking.*

*-Downtown Eyecare*

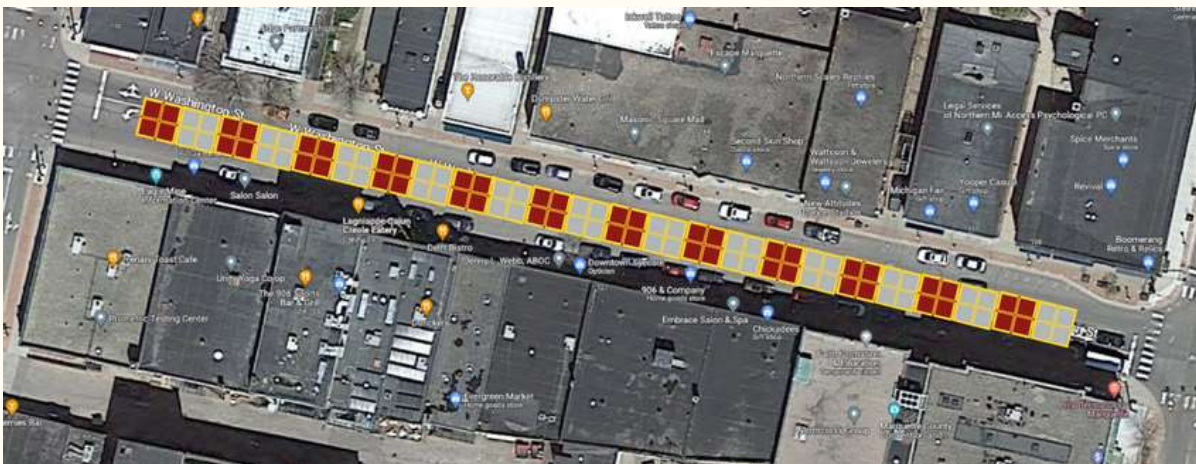
Jason with 906 Sprots Bar & Grill is opposed to the street closure due to a concern over lack of parking for potential customers and a frustration with a previous street closure that gave the perception of favoritism to another business.

# MARKET MAP

The final layout will depend on the number of market vendors. The final rendering will be made using MarketWurks, the software that generates existing DMFM maps which are interactive and updated for each individual market date. Below is a rough map showing the potential to accommodate up to 48 10'x10' booths.

The following guidelines will be implemented:

- Market booths will be situated down the middle of the street.
- There will be 10' between sidewalks and booths for foot traffic and emergency vehicle access.
- Each market vendor will be granted a 10'x10' booth space with the option to request a double booth.
- The layout will feature groupings of four booths or "quads" with the intention of having "breaks" to allow for walkways or placemaking. These "breaks" could potentially be the grey booths, whereas vendor booths would be the red booths.
- Sidewalk space will be left alone so existing businesses can utilize this space according to city code.





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# PARTICIPANT GUIDELINES

## MARKET PARTICIPANTS

All market participants are required to agree to and follow the Market Policies. A full copy of these policies is available at [www.mqtfarmersmarket.com/market-policies](http://www.mqtfarmersmarket.com/market-policies). These policies include a detailed breakdown of vendor expectations including attendance policy, license requirements, conducting sales, product sampling, set-up and tear-down, parking, booth assignments, tables, tents, carts, and more.

## WASHINGTON ST BUSINESSES

Additional guidelines will need to be created for how businesses on the 100 block of Washington can participate. These guidelines may include:

- Encouraging businesses to utilize sidewalk space immediately in front of their business to promote and encourage shoppers to enter into their business space. Business would also be reminded to leave adequate passage for pedestrian traffic on the sidewalks.
- Sale transactions must be conducted inside each business to distinguish from a "business" vs a "market vendor".
- Any business interested in using street surfaces will need to submit an application to be a market vendor and be subjected to market fees.
- Encouraging businesses to offer outdoor dining and/or to-go options,
- Additional considerations will be deliberated as planning continues.

## FOOD TRUCKS

The DMFM will not allow the participation of Food Trucks, rather the goal is to highlight offerings from existing businesses on the 100 block of West Washington Street and participating Market Vendors. Market Vendors with proper licensing to prepare hot ready-to-eat food on-site will be allowed.



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# LOGISTICAL CONSIDERATIONS

A complete logistical plan will be developed if this proposal is approved and the City of Marquette approves the Resolution request. In the meantime, the Marquette DDA is actively discussing plans to facilitate this undertaking. The following have been discussed and will continue to develop as this situation evolves:

- DDA Maintenance will post "No Parking" signs on the 100 block the day before the street closure. Similar to how Blueberry Fest is managed.
- DDA Maintenance will help set up a modified "Market Information Booth" which will consist of the market's tent and tables.
- DDA will park DDA vehicles behind street closure barricades to add an extra layer of safety protection.
- Booth placement markers will need to be done the day of with the help of chalk. The DMFM will also continue to publish the market map on its website as it has done for the past two seasons. This map is accessible to the public. Vendors are used to checking these resources to confirm their assigned location on each market date.
- There is no publicly available wi-fi for vendors. The market has never provided wi-fi. Vendors are accustomed to managing operations without this resource.
- Per the Market Policies, market vendors are responsible for their set up including tents and tent weights.
- If significant issues arise that prevent the street market from being able to operate, the DMFM will relocate to the Marquette Commons. It is the intention of the DDA to promptly implement input and feedback from businesses and vendors to ensure a successful event.



# ESTIMATED COSTS AND INCOME

STREET CLOSURE	The City of Marquette does not have a standard fee for street closures. This is an estimate based on New Year's Eve 2022 street closure costs.
<p style="text-align: center;"><b>-\$9,350</b></p>	There are 28 parking spaces on the 100 block of Washington Street. The proposed street closure would result in a loss of 3 hours of paid parking income over 11 weeks.
PARKING REVNUUE	
<p style="text-align: center;"><b>-\$924</b></p> <p>There is paid parking available at the Commons Lot and Bluff St. Ramp.</p>	Additional costs may arise such as investing in more pedestrian electrical cable protectors or signage and table covers.
MISC COSTS	
<p style="text-align: center;"><b>-\$1,000</b></p>	The DMFM charges \$25-30 per week per booth, a \$10/week increase from 2022. This range represents a projection of 20 based on 2022 data, up to a full market with 48 booths.
VENDOR FEES	
<p style="text-align: center;"><b>+\$6,750-\$14,906</b></p>	The DDA is soliciting sponsorships for Summer Events with a verbal commitment of \$16,000 to date. The DMFM receives 61% of funds.
SPONSORSHIPS	
<p style="text-align: center;"><b>+\$11,000</b></p>	



# TIMELINE

MDDA BOARD APPROVAL	Present proposal to MDDA board for review and approval.
<b>MARCH 9</b>	
RESOLUTION APPROVAL	The City of Marquette Clerk has a drafted agenda item and resolution that is ready to go in front of the commission for approval that would allow the operation of a farmers market on the 100 block of Washington St.
<b>MARCH 13</b>	
SPONSORSHIP DEADLINE	If the DMFM is unable to solicit sufficient sponsorship funds by May 5, 2023 to help cover the cost of the street closure, the Street Market will not be possible.
<b>MAY 5</b>	
ALL-VENDOR MEETING	The annual All-Vendor Meeting for DMFM vendors where official details about the Wednesday Evening market will be announced.
<b>MAY 10</b>	
SEASON OPENER	The Wednesday Evening market starts June 21, with its annual "Art Week Art Market" on the official first day of summer.
<b>JUNE 21</b>	