



MIDWEST
ASSOCIATION OF
FARMERS MARKETS

MIDTOWN FARMERS MARKET IN THE LOOP

Farmers Market Sponsor Proposal | By Deborah Henderson

PROPOSAL OVERVIEW

We propose to operate a weekly Saturday Morning Farmers Market in the public parking lot along Loop North for the benefit of University City. The Market would also be open to residents from surrounding neighborhoods, college students and travelers visiting the area.

We would consider cooperation and collaboration with the existing “Market in the Loop” and the Loop Special Business District, as well as University City to be an integral and important part of the Midtown Farmers Market’s development and success.

The mission of the Market would be to provide farm fresh foods from small family farms in the Midwest. It would feature high-quality artisan foods from regional small food entrepreneurs and fine arts and crafts from some of the region’s most talented artists and craft-persons.

Special Events, Weekly Activities and Educational Programs scheduled would round out the Farmers Market experience.

BENEFITS OF A FARMERS MARKET IN THE LOOP

- Provide a fun, weekly event within walking distance of area residents
- Help integrate healthy eating and active lifestyles into daily life
- Provide easy access to community interaction and cohesiveness
- Educate community about nutritional importance of fresh food
- Create opportunities for personal relationships with food sources
- Provide a place for volunteerism and community service

A Farmers Market would provide tangible examples and interactive opportunities to showcase University City’s Green Practices Commission’s commitment to sustainable practices.



OTHER BENEFITS OF A FARMERS MARKET

- Promote existing local small business economy
- Provide community with social services at little or no cost
- Promote regional communication, commerce, and growth
- Support viability of emerging regional small farm economy
- Create opportunities for local arts organizations
- Be a vehicle for charitable and educational endeavors

FARMERS MARKET LOGISTICS AND OPERATIONS

FARMERS MARKET LOCATION

We propose the Midtown Farmers Market be held in the **Public Parking Lot bordered by Kingsland Ave., Leland Ave., and Loop North.**

This location is ideal because it offers multiple entrances and exits; the lots are large enough to accommodate the market itself, as well as parking for the Market's vendors and visitors.

And the Market won't interfere with parking for patrons visiting local businesses as these lots are mostly unused on Saturday mornings.



DAYS AND HOURS OF OPERATION

The Market would be held on **Saturday mornings from May through the first of November.** Pre, post and winter season market days would also be considered if there is farmer interest and if provisions could be made to protect vendors and market-goers from bad weather.

SITE REQUIREMENTS

We would require the following on-site:

- ◆ Access to **public restrooms** or a place to set up portable facilities
- ◆ Access to **outdoor electricity** for farmers, entertainment, and culinary events
- ◆ **Trash removal and recycling** arrangements to be made in cooperation with U City Public Works
- ◆ Parking space for a market **supply trailer or storage space** for market supplies
- ◆ Occasional visits by University City Police Officers



MANAGEMENT

The Midtown Farmers Market would be managed by myself, Deborah Henderson. It would be operated as a non-profit organization under the auspices of the Midwest Association of Farmers Markets (MAFM). We would be responsible for applicable permits, insurance, etc.

Even though we are presently waiting for final approval by the IRS, we have several charitable programs and educational activities that will be utilized throughout the market season.

THE FARMERS MARKET IS A WEEKLY FESTIVAL!

WEEKLY ACTIVITIES

Market Music featuring local musicians
Culinary Demonstrations by Top Chefs
Children's Activities & Play Area
Market Information Tent
Morning Tai Chi w/ STL Tai Chi Assoc



POSSIBLE SPECIAL EVENTS

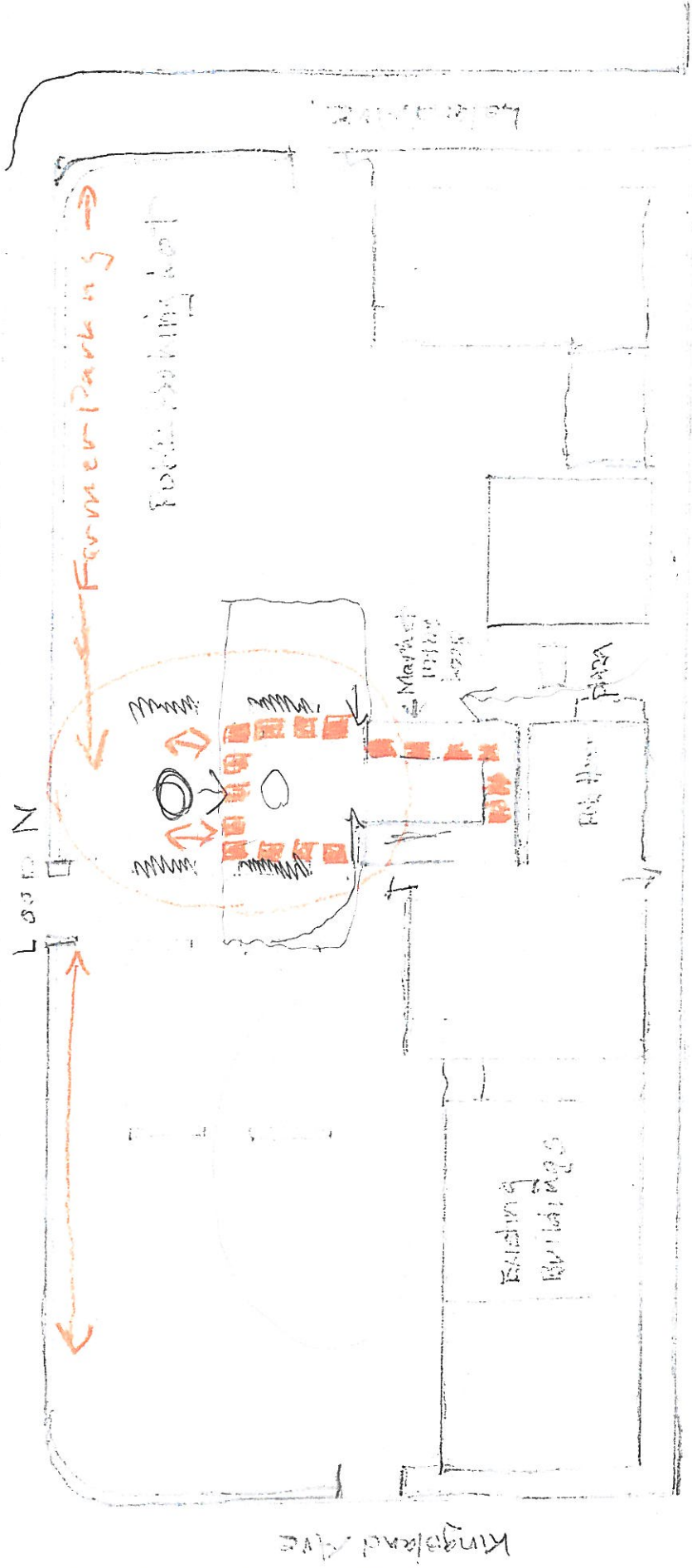
Opening Day Festival on May 3
Zucchini Car Races with Mid-County YMCA
Picture the Market Plein Air Event w/ STL Artists Guild
Farm To Forest Bike Ride with Great Rivers Greenway
Market Dance Performance by Karlovsky & Co Dance
Children's Cooking Tour & Meet the Farmer with
Les Dames L'Escoffier & SLU Dietetics Students



CONTACT INFORMATION

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1) Midtown Farmers Market in U. City Loop



Delmar

Proposed Farmer's Market site

Parking Circled Area in Orange

Market Tents

Market in the loop To be negotiated with Owner

Market space