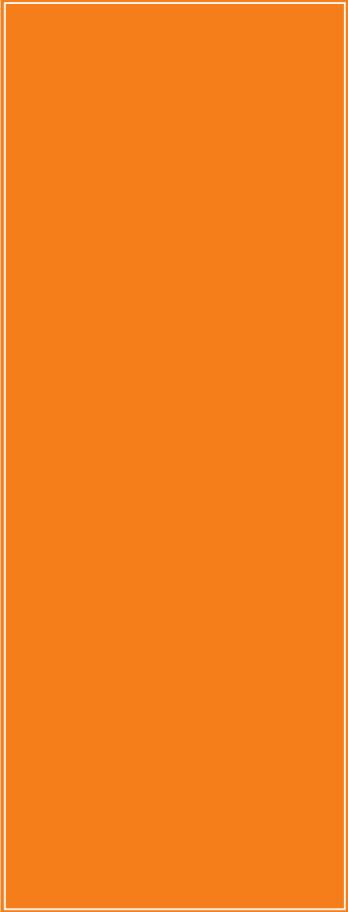


LOCAL FARE: a collaborative effort



WORTHINGTON PARTNERS



- ***Lynda Bitar***

City of Worthington | municipality

- ***Tom Carter***

The Shops at Worthington Place | for profit

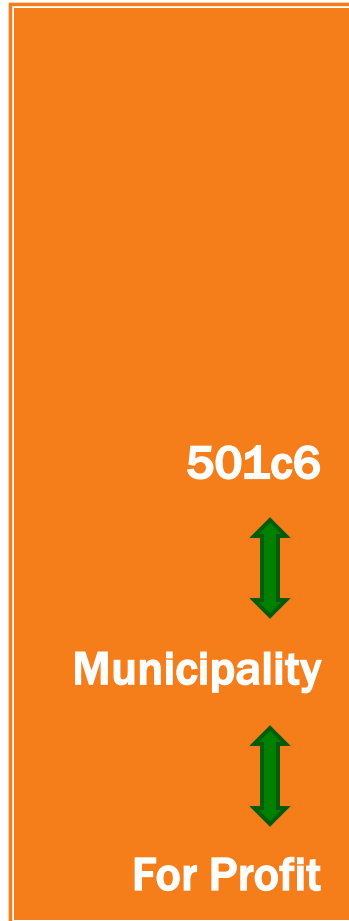
- ***Jaime Moore***

Worthington Farmers Market | 501(c)6

- ***Stephanie Savage***

Olde Worthington Business Association | 501(c)6

A COOPERATIVE EFFORT



WORTHINGTON FARMERS MARKET



HISTORY of MARKET

Then:

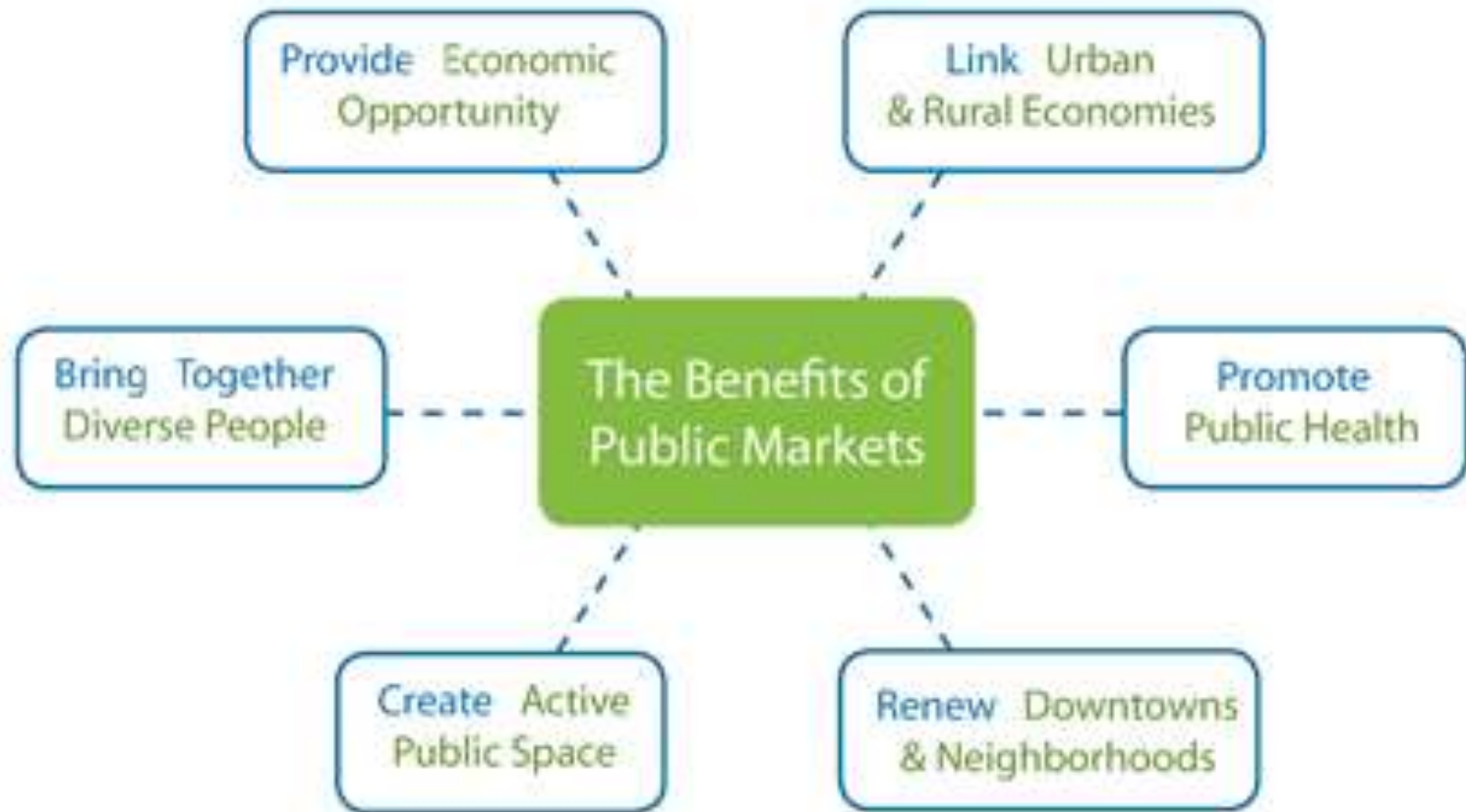
- ❑ Started with 6-8 vendors
- ❑ Operated May-October
- ❑ Started indoor market in 2010

Now:

- ❑ More than 100 vendors
- ❑ Year round
- ❑ Partnerships around the city



PROJECTS for PUBLIC SPACES



OPPORTUNITIES of MARKET

- ❑ Building community...
- ❑ Promote health...
- ❑ Strengthen economy...
- ❑ Education...
- ❑ Engage public space...



BUILDING COMMUNITY...

- People enjoy sociable conversations four-and-a-half times more often at farmers' market than in a supermarket¹.
- Serve as incubation point for small business, many of which are residents of Worthington.



¹ Project for Public Spaces, "Benefits of Public Markets," 2002.

PROMOTE HEALTH...

- Increase access to fresh fruits and vegetables.
- 67% of Ohioans are reportedly obese or overweight².



STRENGTHEN ECONOMY...



- Estimated that every dollar spent at a farmers' market generates over \$7 of economic activity back in the community³.
- Successful markets draw other retailers to their area and 60% of market shoppers visit nearby stores on the same day⁴.

EDUCATION...

- ❑ Recipes
- ❑ “Market Sprouts”
- ❑ Weekly newsletter



CHALLENGES of MARKET

- ❑ Space and configuration
- ❑ Access for customers and vendors
- ❑ Size and capacity
- ❑ Parking
- ❑ Visibility
- ❑ Financial
- ❑ Staffing



CITY of WORTHINGTON



CONSIDERATIONS

- ❑ **Business community**
- ❑ **Parking**
- ❑ **Traffic**
- ❑ **Signage**
- ❑ **Residents**
- ❑ **Liability**



OPPORTUNITIES

- ❑ Economic development opportunity
- ❑ Marketing opportunity
- ❑ Community building
- ❑ Increased visitation from Ohio



WORKING TOGETHER



City:

- ☐ Police officers
- ☐ Traffic cones
- ☐ Signage on Village Green

Market:

- ☐ “Additional Insured”
- ☐ Vendor parking

THE SHOPS at WORTHINGTON PLACE



The Shops at

WORTHINGTON PLACE

HISTORY of SWP



Then:

- ❑ “Absentee owner”
- ❑ High vacancy
- ❑ Not invested locally

Now:

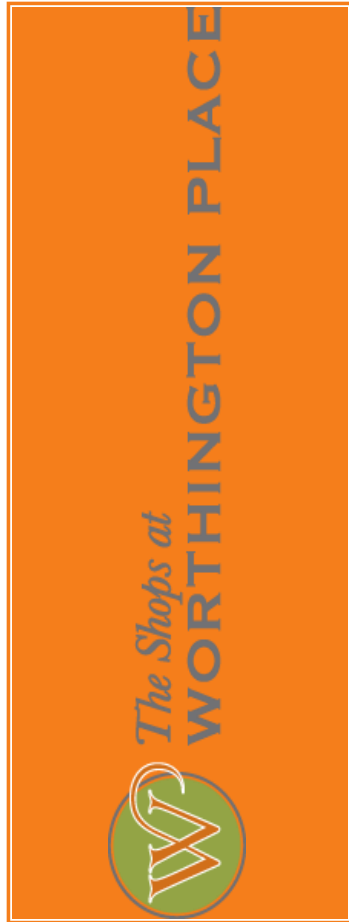
- ❑ New, local owner
- ❑ Purchased in 2010
- ❑ High community involvement

WHY a FARMERS' MARKET?



- ❑ Engage newly remodeled space
- ❑ Community enhancement
- ❑ Adding to mixed-use
- ❑ Increase visitation

CONSIDERATIONS



- ☐ Tenants
- ☐ Parking
- ☐ Traffic
- ☐ Wear-and-tear on facility
- ☐ Liability

OUTCOMES



- ❑ Positive community feedback
- ❑ Increased traffic and sales
- ❑ Welcoming to other communities
- ❑ New partnerships

WORKING TOGETHER



Shops:

- ❑ Donation of space
- ❑ Cooperative marketing

Market:

- ❑ Cost of additional cleaning
- ❑ “Additional Insured”

EDIBLE COLUMBUS



Sponsored by the
Olde Worthington Business Association

Central Ohio's Only
Year Round Farmers Market has a
NEW LOCATION!
NEW VENDORS!
NEW DATES!

Visit Us Saturdays
November 3 – April 27*
10am – 1 pm

NOW at



The Shops at **WORTHINGTON PLACE**

NW Corner of High St. & Wilson Bridge Rd. in Worthington

Visit us online to learn more –
OldeWorthingtonFarmersMarket.blogspot.com OR ShopWorthingtonPlace.com

**Sorry, there is no Farmers Market on November 24*

OLDE WORTHINGTON BUSINESS ASSOCIATION



CONSIDERATIONS



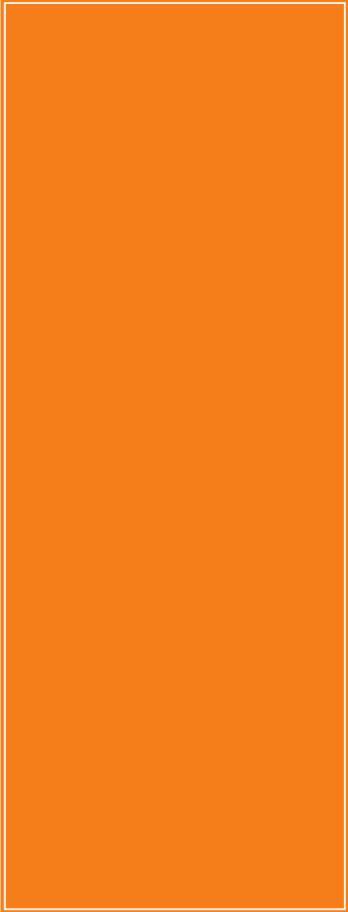
- ❑ Shopkeepers
- ❑ Residents of “Olde Worthington”
- ❑ Parking
- ❑ Traffic
- ❑ Liability

OPPORTUNITIES



- ❑ Promotion of organization
- ❑ Financial contribution
- ❑ Increased visibility
- ❑ Community collaboration
- ❑ Captive “local” shopper

QUESTIONS and ANSWERS



- ***Lynda Bitar***

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- ***Jaime Moore***

Worthington Farmers Market | 501(c)6

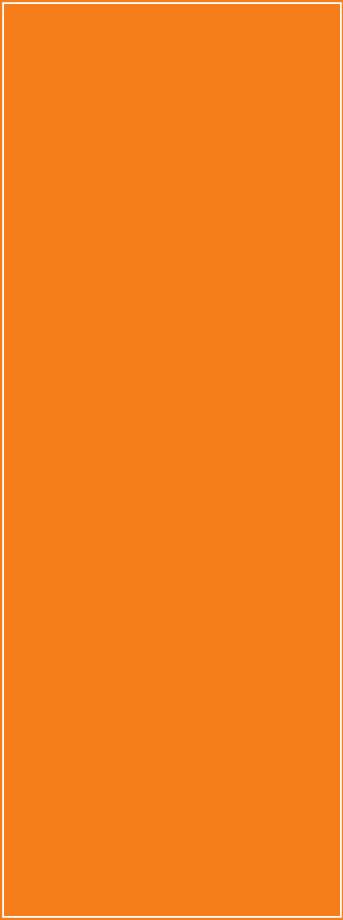
- ***Stephanie Savage***

Olde Worthington Business Association | 501(c)6

RESOURCES

- 
- ❑ **Ohio Department of Agriculture**
 - ❑ **Department of Health**
 - ❑ **Farmers' Market Management Network**
 - ❑ **Farmers' Market Coalition**
 - ❑ **Projects for Public Spaces**
 - ❑ **US Department of Agriculture**
 - ❑ **Agricultural Marketing Services**

CONTACT

- 
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