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

501c6

Municipality

For Profit

City Of Worthington

The Shops at Worthington Place

Worthington Farmers Market (OWBA)
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

- Provide Economic Opportunity
- Link Urban & Rural Economies
- Bring Together Diverse People
- Promote Public Health
- Create Active Public Space
- Renew Downtowns & Neighborhoods

The Benefits of Public Markets
OPPORTUNITIES of MARKET

- Building community...
- Promote health...
- Strengthen economy...
- Education...
- Engage public space...
People enjoy sociable conversations four-and-a-half times more often at farmers’ market than in a supermarket\(^1\).

Serve as incubation point for small business, many of which are residents of Worthington.

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PROMOTE HEALTH...

- Increase access to fresh fruits and vegetables.
- 67% of Ohioans are reportedly obese or overweight\(^2\).

2 Meter, Ken, "Ohio's Food Systems - Farms At The Heart Of It All."
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
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

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

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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

□ Lynda Bitar, City of Worthington
  ■ LBitar@ci.worthington.oh.us
  ■ 614.854.7172

□ Tom Carter, The Shops at Worthington Place
  ■ tcarterosu@sbcglobal.net

□ Jaime Moore, Worthington Farmers Market
  ■ Worthingtonfarmersmarket@gmail.com
  ■ 614.285.5341

□ Stephanie Savage, Olde Worthington Business Association
  ■ owbaexecdirector@gmail.com
  ■ 614.407.6922