



Town of Landis Farmer's Market

May Agenda

To: Town of Landis Board of Alderman

From: Jessica St. Martin/Parks & Rec Dept

Regarding: Farmer's Market Location

The past 4 years, the Landis Farmer's Market has been held beside the pool. This location had already been determined and a sign was purchased and installed prior to my position as P/R director. I have tried to continue this location in hopes that consistency and the traffic from the pool would help the market grow and be successful for our vendors. Unfortunately, we haven't been able to grow the market with many vendors. I have advertised and posted the need for vendors, reached out personally to several crafters and small businesses. The market just doesn't draw enough support to make it worth their while. This year, Miller's Produce is unable to attend. He did recommend another produce vendor that I have been in contact with. I am proposing that we move the location of the market to N. Central Ave into the future DC Linn Park. The location will gain more traffic and exposure and help peak new interests. The market usually goes from the end of May through the end of Aug. (depending on the vendors). The current sign can be relocated. I have been in contact with Broome Signs for information on removing the address listed on the sign. We hold the market each Tuesday afternoon from 4-7.