

Keller Farmers Market

2018 Season Discussion



What We Do

- Bring People Together every Saturday May through November
- Help Define Community
- Educate – Children’s Program called POP
- Advocate - remind our customers of the importance of farmers markets and local agriculture in our communities.
- Provide Opportunity – (35 vendors most Saturdays) 70 on list
 - Sales of locally grown fruits and veggies
 - Readymade vendors
 - Artisans
 - Local Musicians & Artists
 - Non profit Community Booth for free



Town Center

Pro

- Iconic Keller
- Contained
- Power
- Connected
 - Bear Creek Parkway
 - Trail System

Con

- Parking
- Restrooms
- Space limited
- Anticipated growth of mixed-use in area
- Hidden from main traffic



If We Move...

- Hold onto the benefits of location at Town Center
- Actively address the issues that affect patrons and customers
- Bring something “new” to the area and city
 - Expanded Schedule
 - Synergy
 - Community
 - City
 - ???
- Support the City’s/P+R Goals and Mission



Bear Creek Park

Pro

- Iconic Keller
- Contained
- Connected
 - Bear Creek Parkway
 - Trail System
- Ample Parking
- Restrooms
- Space unlimited
- No encroachment anticipated
- Visibility

Con

- Power is limited







PARKING

CONTROLLED ENTRANCE

RESTROOMS

HQ/CHEF SERIES

VENDORS LINE UP ON STREET

Keller Farmer's Market 2018 Season

Short Term Bear Creek Park

- Continue “temporary/pop-up market”
 - Shady Lane on South side of park
 - Use Gazebo for Chef Series and musicians
 - Add a wooden semi permanent sign in the grassy area by entrance to Shady Lane to promote visibility for the market.
- Extend Market – May 5th through November 17th, 2018
- New Hours – 9 am to 1 pm to compete with other markets
- Expand Farm to Table Dinner
Our main fundraiser.
This year is a Blue Jean Ball, Sunday,
September 16th – The Bowden



Keller Farmer's Market 2018 Season

Short Term Bear Creek Park

- Provide feedback to Parks Board twice during 2018 Market Season
 - Operational Updates
 - Community Feedback
 - Begin discussions on market's longer term operational options
 - 2019 Season
 - Beyond



Keller Farmer's Market 2018 Season

In Conclusion

- We appreciate your continued support of the Keller Farmer's Market
- KFM hopes we can count on your support in holding our 2018 season in Bear Creek Park
- Please join us on Saturdays
- Mark your calendars for our main fundraiser "Blue Jean Ball" – Sunday, September 16th



Thank You!

Questions?

Long Term BCP

- Permanent Structure
 - Capital Campaign
 - Partner with City for Year Round use
- P&R Synergy
 - Complementary events
 - Piggy Back



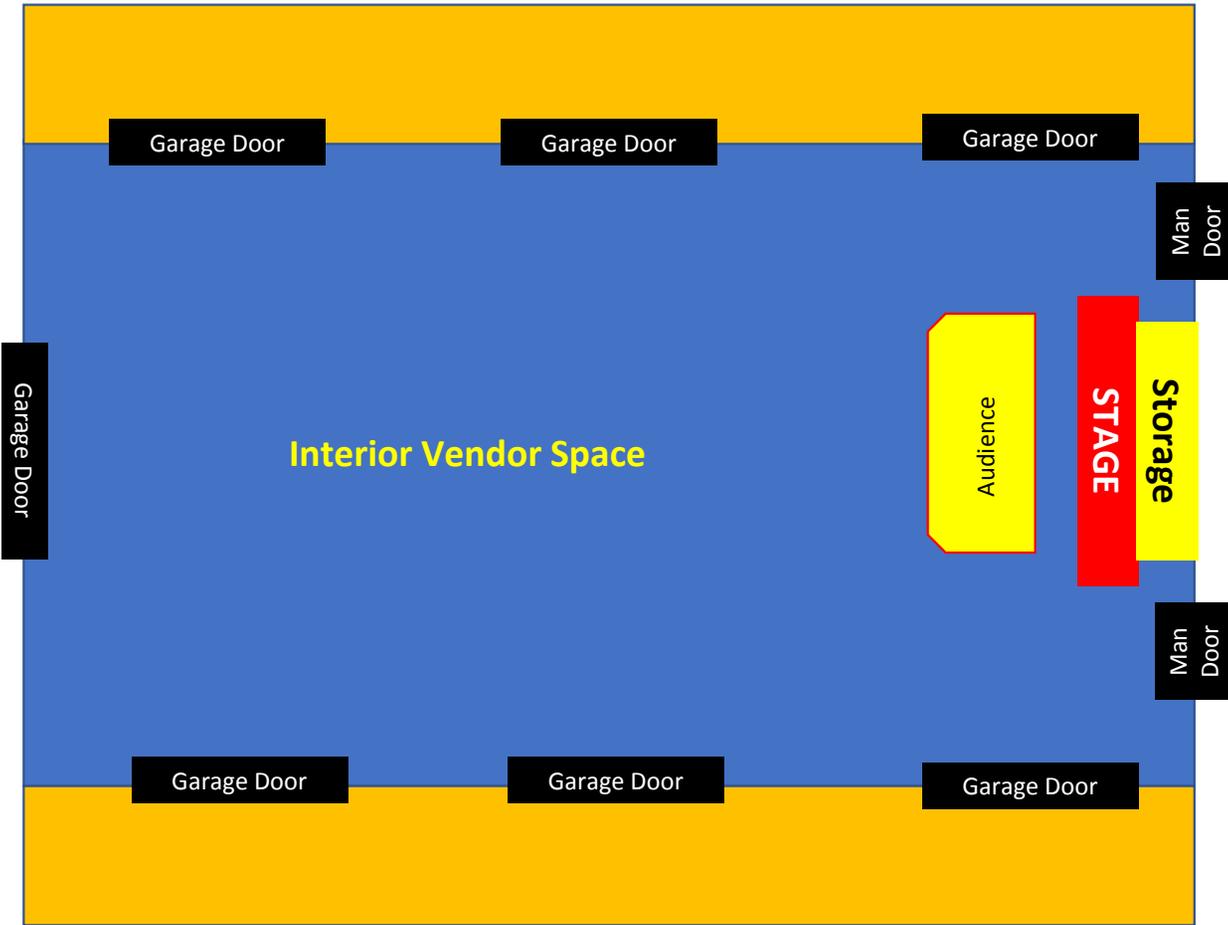


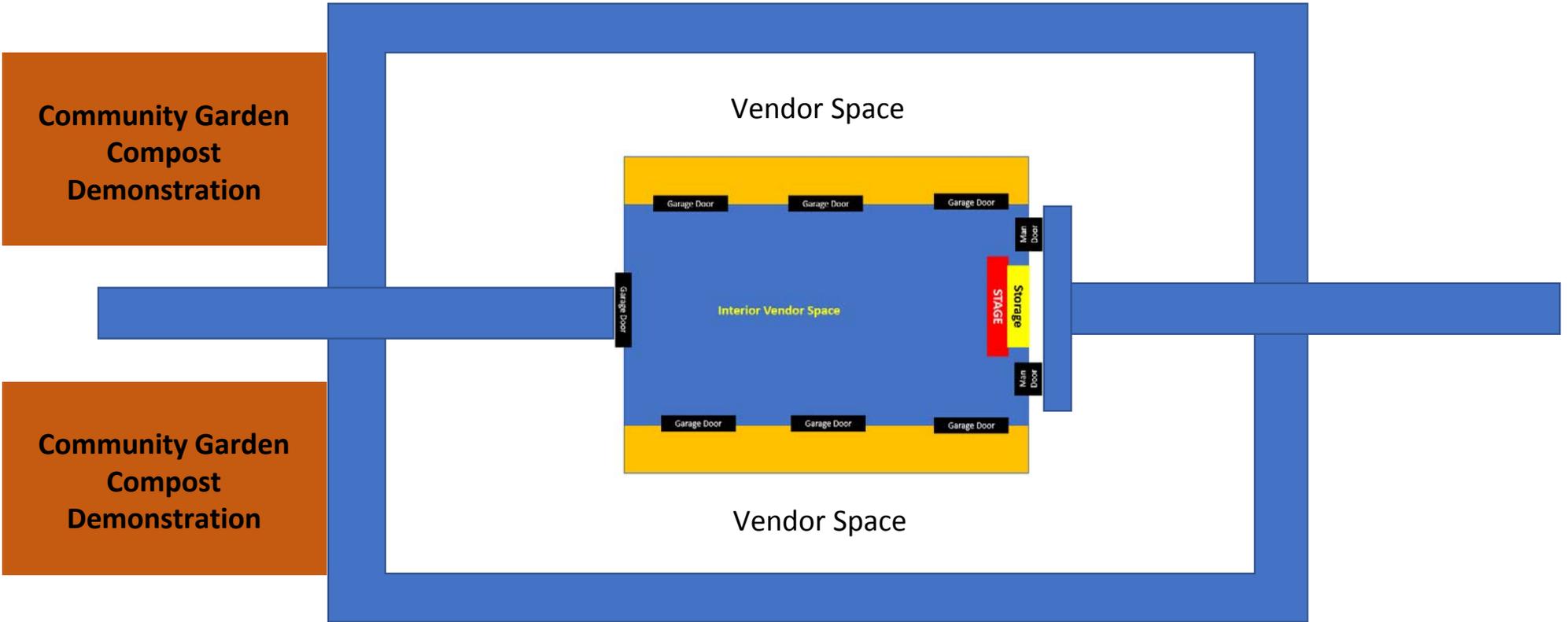
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Community Garden
Compost
Demonstration

Community Garden
Compost
Demonstration

Vendor Space

Interior Vendor Space

Vendor Space

Garage Door

Main Door

Main Door

STAGE

Storage

Finance and Funding

- \$250,000-\$300,000
- Funding
 - Capital Campaign
 - Silent Auction
 - Donations
 - Endowment and bequests
 - Grants
 - Building Rental



Old Town

Pro

- Iconic Keller
- Contained

Con

- No Power
- Not Connected
 - Bear Creek Parkway
 - Trail System
- Hindered Parking
- No Restrooms
- Space limited
 - <1/3 acre
- Encroachment anticipated

