

# Pike Place Market Monthly Farmers Market Event Series

## Programming Description:

### Overview:

A monthly summer event series that occurs on the second Wednesday of each month. In total there will be 5 Events, each with their own theme, vendors, and programming. This event will utilize the Farm and Craft overflow that has been previously approved for use. Adding additional sales opportunities for Pike Place Market Farms while utilizing these events to recruit new Farms, specifically those specializing in fresh produce.

### Event Details:

- **Dates:** June 12<sup>th</sup>, July 10<sup>th</sup>, August 14<sup>th</sup>, September 11<sup>th</sup>, October 9<sup>th</sup>
- **Hours:** 3pm to 7pm (set up starts 1pm, breakdown concluded by 8pm)
- **Themes:** see Event Programming Details below
- **Programming:** see Event Programming Details below
- **Total Businesses:** Maximum of 20 stalls\* (including Pike Place Market programming)
  - o **Base Vendors:** 8-10 base Vendors that participate in each of the 5 events.
  - o **Featured Vendors:** 3-5 Farms selected to specifically support each monthly theme.
  - o **Partner Organizations:** 1-2 Food System Partners to table in support of monthly theme.
  - o **Pike Place Market Programming:** 3 total booths; PIKE BOX Pick Up, Kids Programming, Educational Programming / Event Coordination.
    - \* \*Some businesses may use up to two 10x tents per 'stall.'
- **Location:** Farm and Craft Overflow spaces along Pike Place between Stewart and Virginia. Will require a road closure between Stewart and Virginia, detouring traffic from Pike Pl onto 1<sup>st</sup> Ave via Stewart St during event hours.

### Event Goals:

- **New Farmer Recruitment:** Utilize these new, themed events to recruit vendors that support each theme and to experience selling at Pike Place Market.
- **New Farm Retail Sales Opportunities:** Add additional on-site direct to consumer sales opportunities with a special event that stretches beyond Daystall hours, opening it up to a larger local audience.
- **New Farm Wholesale Opportunities:** Partner with Commercial Tenants to feature seasonal produce of the month on their menus, purchasing wholesale from our Featured Vendors via Farm Program sourcing and aggregation.
- **Local Engagement:** In tandem with the extended hours, encourage local engagement via children's activities and educational programming, PIKE BOX pick-ups, and creating full 'shopping experience' with product variety that rotates to incentivize returning each time.











## Event Programming Details:

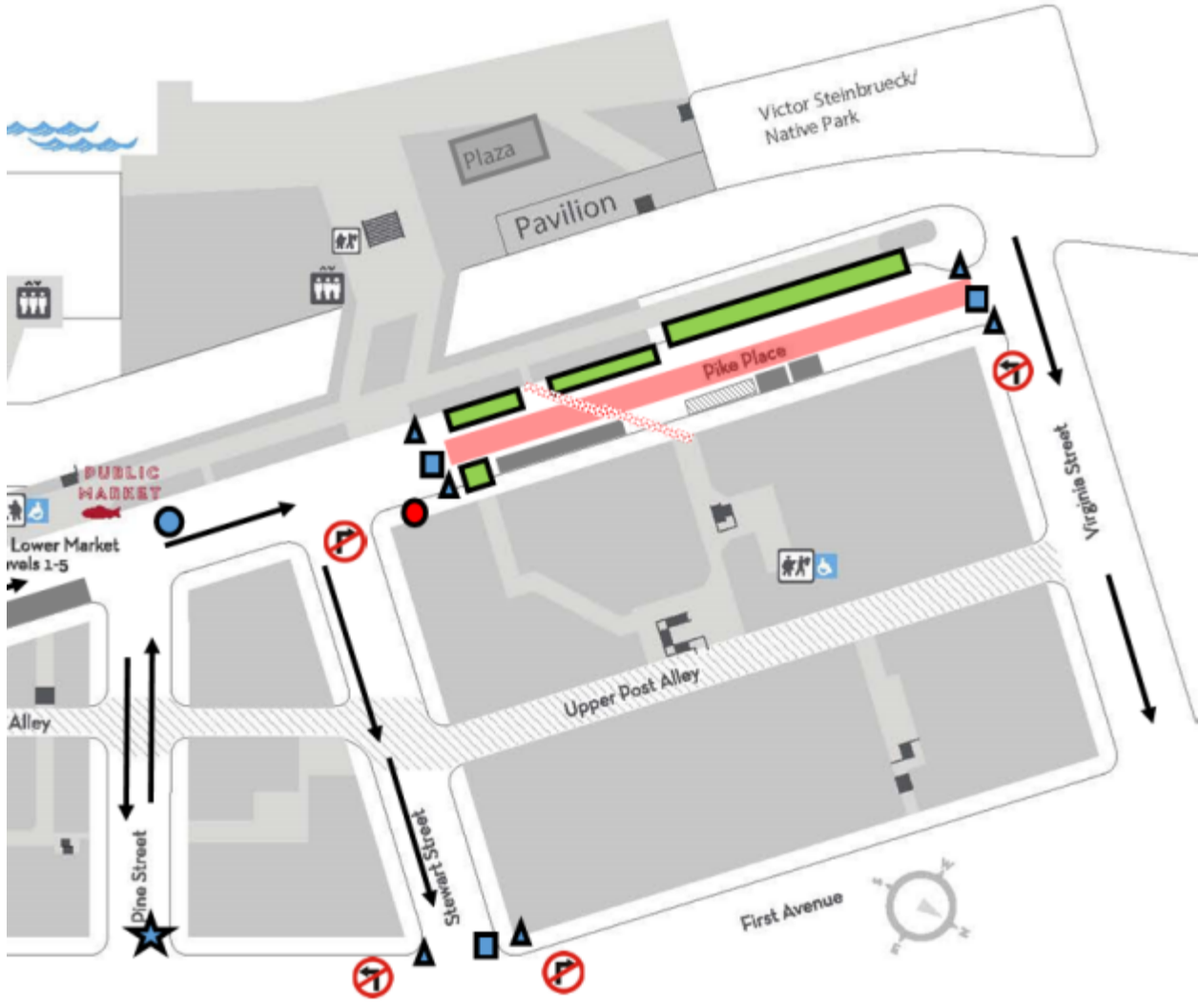
- **Themes:** Each Month will have a special theme to celebrate specific produce, Farms, and seasonal events in agriculture. Market programming will support these themes.
  - o **June 12<sup>th</sup>:** *'PNW Produce Summer Kick Off'*
    - \* **Featured Produce:** Spring onions, sugar snap peas, summer squash, radishes, rhubarb, cherries.
    - \* **Educational Programming:** *'Plans to Plants'* detailing how Farms take their fields from fallow to fruit every season.
    - \* **Kids Programming:** Ideas include: *'2 Bite Challenge'* where children can earn event rewards by trying two types of produce (ex. Strawberries and Arugula). Zucchini Races will also be on-site for opening event.
  - o **July 10<sup>th</sup>:** *'Berry Festival'*
    - \* **Featured Produce:** Blackberry, blueberry, raspberry, marionberry, strawberry.
    - \* **Educational Programming:** *'Sweetener in the Soil'* introduction to Soil Sciences and why Washington State soil is particularly special.
    - \* **Kids Programming:** Ideas include: *'Berry Watercolor Guide'* where participants can learn how to use berries as dyes for their own water coloring.
  - o **August 14<sup>th</sup>:** *'Onion Festival / Pike Place Market 117<sup>th</sup> Anniversary'*
    - \* **Featured Produce:** Onions, melon, stone fruit, tomatoes, basil, green beans, peppers.
    - \* **Educational Programming:** *'Pike Place Market Farmer History'* history of the First Farms of Pike Place Market.
    - \* **Kids Programming:** Ideas include: *'Become a Pike Place Market Farmer'* with your own seed kits and instructions.

- o **September 11<sup>th</sup>: 'Herb Festival'**
  - \* **Featured Produce:** Garlic, Thyme, Rosemary, Oregano, Corn, Eggplant, Bok Choy, Plums.
  - \* **Educational Programming:** '*The Value of Value-Added Products*' explaining how Farms process their fresh produce, extending the shelf life and giving us a new way of enjoying farm fresh produce.
  - \* **Kids Programming:** Ideas include: '*Market Scavenger Hunt Bingo Cards*' Explore the Market, finding the listed items from the card until you have a bingo, returning to info tent for a reward.
- o **October 9<sup>th</sup>: 'Food Preservation Festival'**
  - \* **Featured Produce:** Winter squash, apples, dry beans, cabbage, carrots, sweet potatoes.
  - \* **Educational Programming:** '*Putting the Fields to Bed*' information on how Farms transition from peak production to their off-season. '*Food preservation*' tips will be included alongside this information.
  - \* **Kids Programming:** Ideas include: '*Make your own Apple Sauce*' instructions and other take-home food preservation ideas. In addition to the activity, there will be an on-site Pumpkin Patch provided by Sidhu Farms.



**KEY**

-  Local Access Only
-  T2 Street Closure
-  T3 Street Closure
-  Street Closed Ahead
-  No Left Turn
-  No Right Turn
-  Hydrant
-  Event Programming
-  Proposed Seating Area
-  Load/ Unload Zone
-  20' Emergency Lane
-  Daystall Cart Access Maintained



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**Tents and Canopies:**

Each Market Vendor will provide their own 10x10 canopy, with no requirements for color. Though all branding and graphics must be approved by PDA Staff in advance of event. Example of an approved Canopy type is below:

## Aluminum Frame Canopy - 10 x 10', White



[More Images & Video](#)

Provide instant shade and shelter. Sets up in minutes.

- Lighter and stronger than steel. For company events and street fairs.
- Polyester covers are flame, UV and water resistant.
- Stakes anchor to the ground for added stability.
- 5 height adjustments.
- Conveniently store in bag with wheels.
- Optional [10 x 10' Side Walls](#) and [Canopy Weights](#), sold separately.

SPECIFY COLOR:



MODEL NO.	DESCRIPTION	SIZE L x W	MAX. SIDE HEIGHT	PEAK HEIGHT	COVER DENIER	WT. (LBS.)	PRICE EACH		COLOR	IN STOCK SHIPS TODAY
							1	3+		
H-2675W	Aluminum Frame	10 x 10'	7'	10'	500	53	\$340	\$320	<input type="checkbox"/> White ▾	<input type="text" value="1"/> <input type="button" value="ADD"/>

## Traffic Control Plan Signage:

Locations for each of these Traffic Control Plan pieces for the Summer Event Series is found on the attached Site Layout. Examples of each of these are below.

- T3 Road Closure Barriers (large) T2 Road Closure A-Frames (small) Street Closed (on T3)



- Local Access Only / Street Closed Ahead



- No Left/Right Turn Signage:



### **Programming Signage and Infrastructure:**

Pike Place Farm will have the below set up for PIKE BOX pick up at each event. The same infrastructure will be used for the Information Tent, minus one tent, and the signage will read 'Event Information.' There will be an additional PPM tent by the PIKE BOX pick up for Kid's Activities.

