



# Farmers Markets Update and Transition Plan

City of Tacoma | Community and Economic Development

Economic Development Committee

July 8, 2025

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## OVERVIEW



### City Support of Tacoma's Farmers Markets

- **Downtown-Broadway** 1990  
 > Fresh Express Mobile Market 2020



- **Proctor** 1994



*"Supporting thriving farms, healthy families, and vibrant communities."*

*"Eat Fresh. Buy Local. Build Community."*

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## ALIGNMENT



### Council Strategic Policy Priority

- Strengthen and support a safe city with healthy residents

### Tacoma 2025 Citywide Vision and Strategic Plan

- 1C Improve overall health
- 2B Improve services to youth and vulnerable populations
- 3C Improve neighborhood business districts

### Economic Development Strategic Framework

- Small Business Development and Entrepreneurship Services
- Business District and Neighborhood Revitalization

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## BACKGROUND



### Tacoma Farmers Markets Organization Historical Markets

- |                       |              |
|-----------------------|--------------|
| • Transit Garage      | 2-3 attempts |
| • 6 <sup>th</sup> Ave | 2008-2016    |
| • South Tacoma        | 2010-2017    |
| • Eastside            | 2015-2023    |
| • Point Ruston/Dune   | 2017-2023    |
| • Multicare           | 2018-?       |

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## BACKGROUND



### Community & Economic Development Contracted Focus Areas

- Economic impacts
- Small business incubation
- Equity & inclusion

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## ECONOMIC IMPACTS



- Annual vendor sales ~\$3 million
- ~150 vendors + production jobs



- Market budgets are ~\$200k each
- Market staff + seasonal jobs



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## SMALL BUSINESS INCUBATION

Markets provide:

- Technical assistance
- Low barrier location for start-ups
- Growth opportunities for brick & mortars & wholesalers

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## EQUITY & INCLUSION



- EBT / SNAP
- Vendors & shoppers from about 90 zip codes
- Opportunities for BIPOC, women, and veteran vendors
- Fresh Express Mobile Market

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## ISSUES



- Legacy funding limits
- Farmers Markets limits
- Access to funds for neighborhood markets

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## TRANSITION



- Open bid
- Outreach to South and Eastside neighborhood markets
- Application workshop

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