



# **Farmers Markets Economic Activity Report**

City of Tacoma | Community and Economic Development

**Economic Development Committee  
February 27, 2018**

# ●●● BACKGROUND



## Farmers Markets of Tacoma

- Downtown 1990
- Proctor 1994
- South Tacoma 2010
- East Tacoma 2015
- Point Ruston 2017



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



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



# 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



# OVERVIEW



Status report on the impacts of the five (5) farmers markets in Tacoma

- Economic impacts
- Small business incubation
- Community health impacts
- Equity & diversity outreach

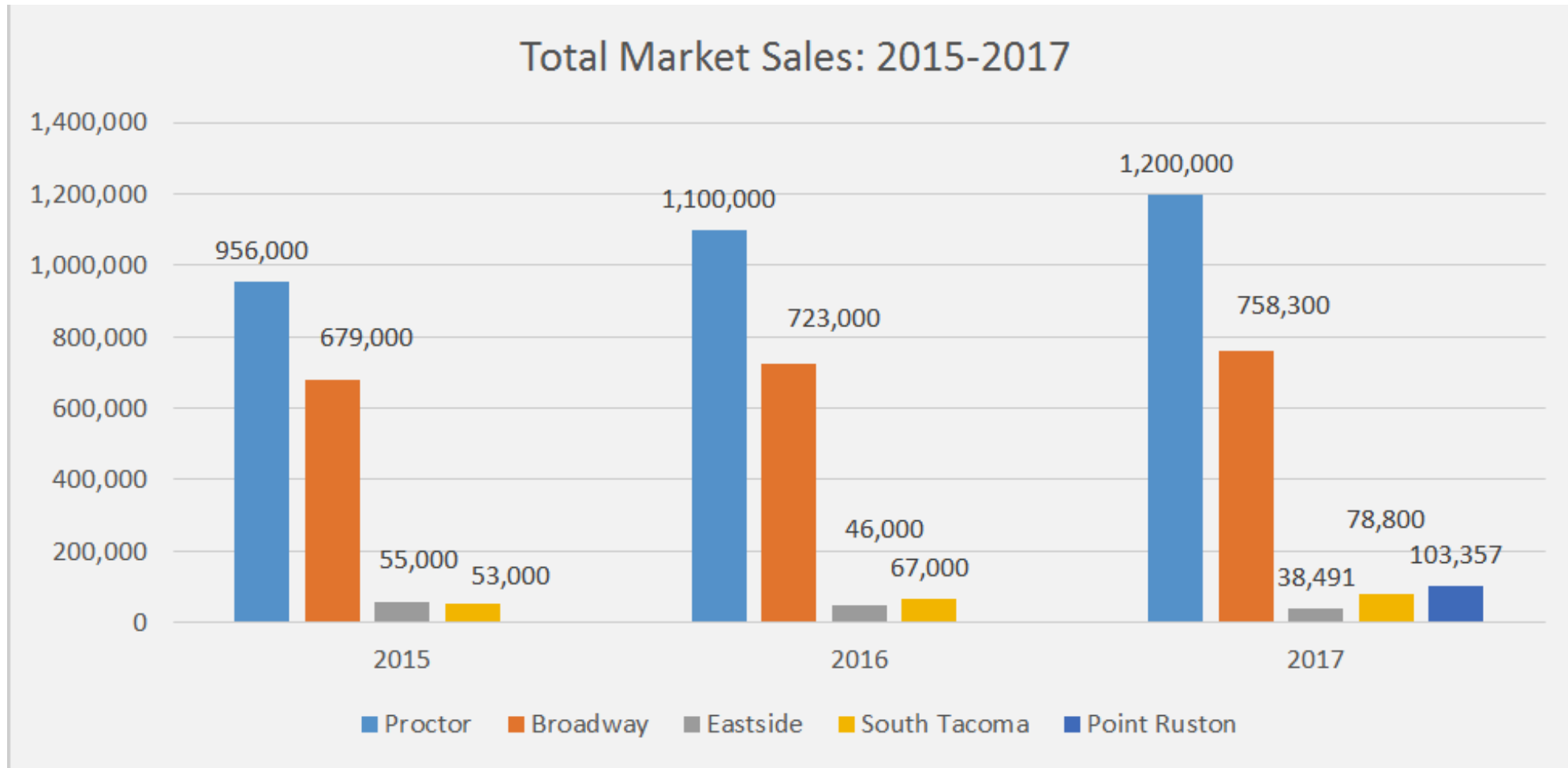
# ECONOMIC IMPACTS



- 2017 total vendor sales \$2.2 million
- 153 vendors + production jobs
- 3 full-time + 6 seasonal jobs



# ECONOMIC IMPACTS





# ECONOMIC IMPACTS



## Leveraging Strategic Partnerships



[www.piercecountyfresh.org](http://www.piercecountyfresh.org)

# ● ● ● SMALL BUSINESS INCUBATION

- 40 new businesses; in Tacoma:
  - Little Dipper Confections
  - Crumbly Bits Bakery
  - Pierce County Pasta
- Technical assistance





# ● ● ● SMALL BUSINESS INCUBATION

- Reverse Incubation
  - Gateway to India
  - Europa Bistro
  - Alegre Bakery
- Wholesaling
  - Wild Hare Organic Farm
  - Zestful Gardens



# COMMUNITY HEALTH IMPACTS

- 302,000 shoppers to area markets a 6% increase over '16
- 35 cooking and tasting demos (fresh food and healthy recipes)
- Fresh Bucks
- Senior Farm Share
- Apple-a-Day
- Farmers Market Tours



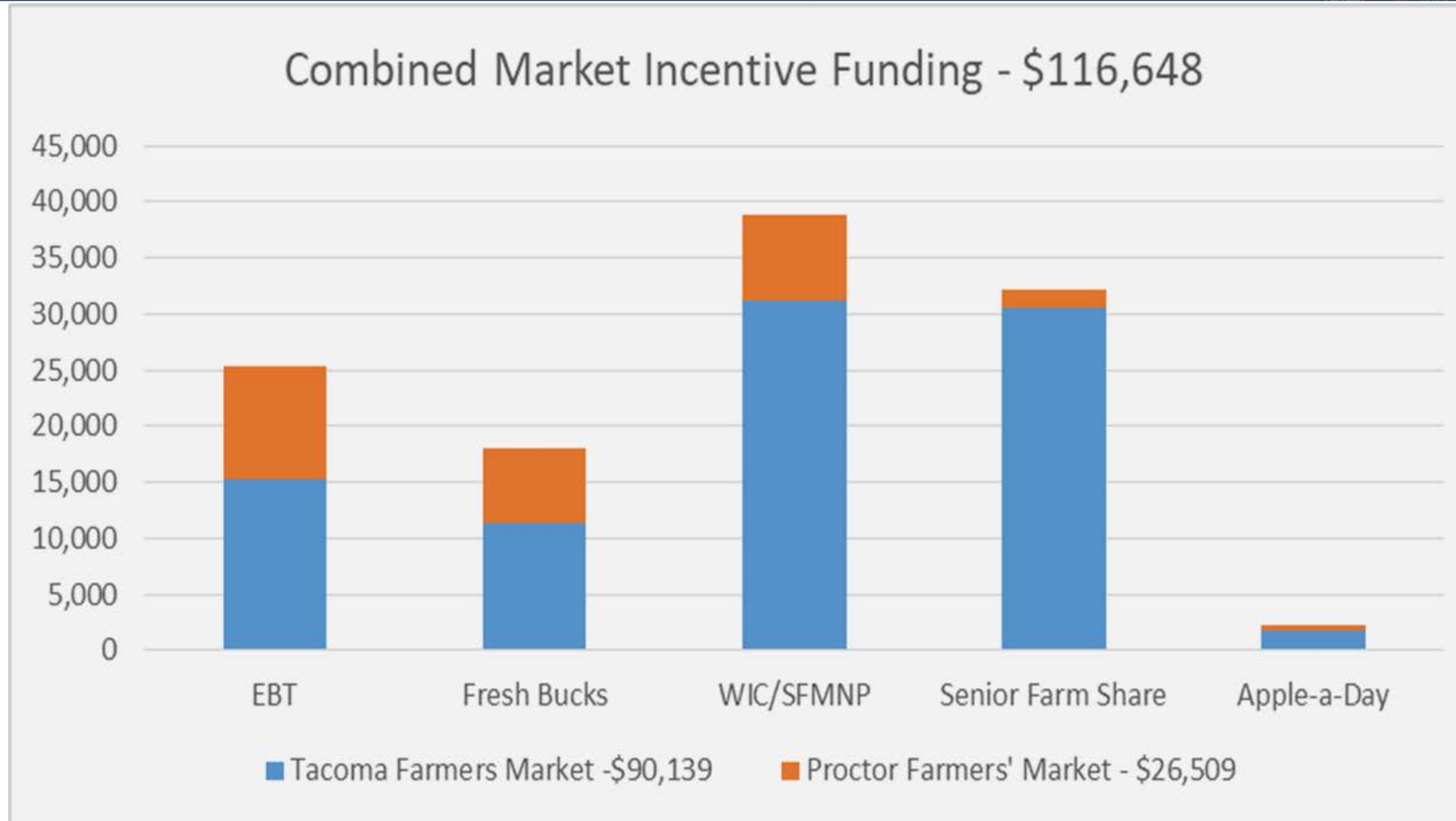


# ••• EQUITY & DIVERSITY OUTREACH

- Vendors
- Shoppers



# EQUITY & DIVERSITY OUTREACH



# EQUITY & DIVERSITY OUTREACH

- EBT / Fresh Bucks Transactions:

2015 = 2276

2016 = 2545

2017 = 2078

- Zip Codes served

TFM = 67

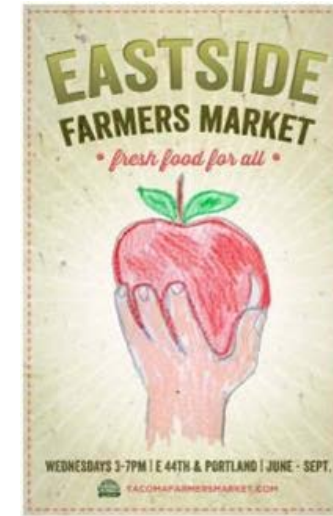
Proctor = 47





# EQUITY & DIVERSITY OUTREACH

## East Tacoma Market - Year 3

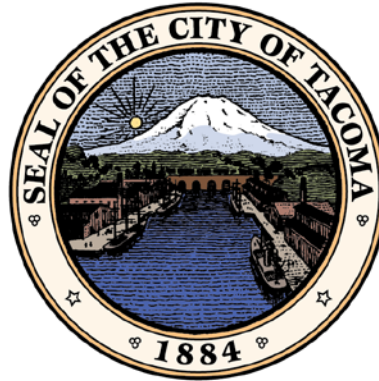


# ● ● ● QUESTIONS / COMMENTS



*Thank you for your support*





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