WASHINGTON COUNTY COMMUNITY MARKET

Exploring Trends, Culture, and Opportunities





HOW DO THE FARMER'S MARKET AND COMMUNITY MARKET DIFFER ?

Blair currently supports a longstanding traditional farmers market, and we are not trying to compete with them. In fact, we have all participated in the market and that experience has shown us where growth is needed. Blair has a thriving community of small businesses, craftspeople, and cottage food vendors that for various reasons are not able to utilize the current farmers market due to the rules and structure there.



HOW DO THE FARMER'S MARKET AND COMMUNITY MARKET DIFFER ?

Therefore, we propose a different kind of market where we focus on supporting local businesses of all kinds. Our vision is to add value to the community by creating a venue for those local small businesses to sell their products so that a greater portion of the population in Blair has access to quality home- and handmade goods, as well as provide a place for local non profits to engage with the community, such as the Blair Jeanette Hunt Animal shelter.





IMPORTANCE OF COMMUNITY MARKETS



Supports Local

Community markets create opportunities for farmers and small producers to sell their product straight to the consumer. It also provides local businesses a central location to be noticed by potential shoppers.

Provides Access

Markets offer consumers access to locally produced foods, community engagement and education opportunities, and artisan goods.

Drives Economic Activity

Community markets contribute to the economy by generating income for local families, encouraging trade, and forming community bonds.

WASHINGTON COUNTY COMMUNITY MARKET LOCATION



While we will cater to the community as a whole, the demographic we are hoping to gain traction with are families with children and young adults. Therefore, we propose setting up in the parking lot at Generations Park (see next slide for plan). This location would bring visitors from Deerfield, the walking path, and the Library. We would also be able to bring more foot traffic to those spots as well as utilize the new splash pad, ampitheater, and the large grassy area at the park.





LOCATION

GENERATIONS PARK





EXTRA PARKING LOCATED AT DEERFIELD ELEMENTARY SCHOOL

AMPITHEATER

SPLASH PAD

PICKLE BALL COURTS

GRASSY AREA



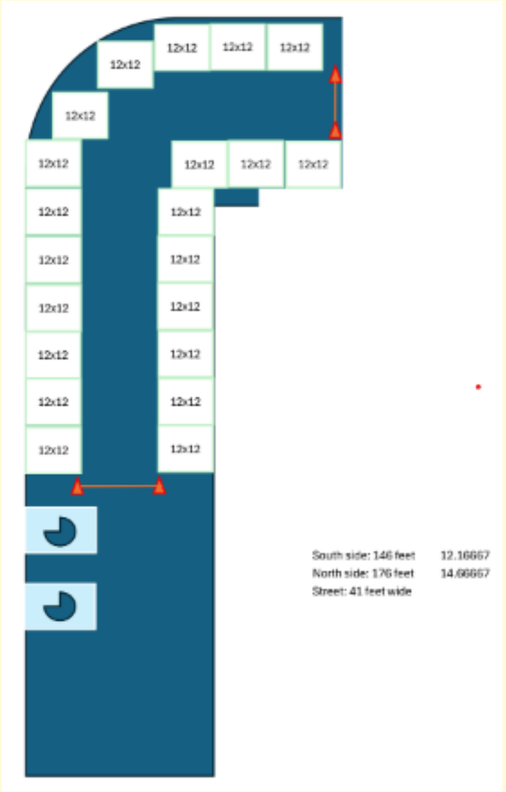
LOCATION

GENERATIONS PARK



FROM THE HANDICAP PARKING SPOTS TO THE LIBRARY BOOK DROP-OFF SIDEWALK





20+ VENDOR SPOTS

ADA ACCESSIBLE

ROOM TO EXPAND

PRIME LOCATION

PARK BOARD AND CITY



Street Signs

To block off the parking lot

Permission

To move forward with the Generations Park location

Trash Receptacles

Extra cans at the park that are located closer to the market

Marketing and Buy-In

Help spreading the word and community projects

Sign Location Approval

What kind of signs are approved and where to put them



OUR PROGRESS SO FAR . . .

Cindy Brison at the University of Nebraska Extension has agreed to teach local vendors about Cottage Food Laws and provide certification. Ben Jewell and Jordan Luxa at the extension offered to provide food support and education to the community. Angelyn Wong at the Center for Rural Affairs is working with the market board on contracts, proposals, marketing, and education. Many local non-profits and businesses have expressed interest in participating.



OUR NEXT STEPS . . .

- FUNDING AND FUNDRAISING
- MARKETING: SIGNS AND SOCIAL MEDIA
- VENDOR APPLICATIONS
- COMMUNITY OUTREACH



THANK YOU



Community Markets: Connecting People Through Taste and Culture





CHALLENGES IN FOOD MARKET

Consumer preferences in food markets are constantly evolving. People are becoming more health-conscious, environmentally aware, and interested in convenience. This shift influences what products are offered and how they are marketed.

FUTURE OF FOOD MARKET

Consumer preferences in food markets are constantly evolving. People are becoming more health-conscious, environmentally aware, and interested in convenience. This shift influences what products are offered and how they are marketed.

