

Proposed change of ordinance for the 2016 Hallowell Farmer's Market

The Hallowell Farmer's Market is interested in moving the market to Saturdays from 9am - 1pm at Vaughan Field Park in between the parking lot and the playground. After five years of mixed results at the boat landing, we think the Park would be a better location for these reasons:

- More space for vendors and more potential to grow the market.
- There is an ongoing parking/market conflict at the boat landing.
- There are existing facilities at the park (toilet, water, electricity).
- More potential for pairing events with the market.
- The park is a more family-friendly atmosphere than the parking lot.
- There is currently no Saturday market in the capital area.

After years of sticking it out, and changing the ordinance a few times, we feel that the market would have a good potential in this location. We think that the boat landing is a challenging place for vehicles to pull in and out and has poor visibility.

The park has a nice atmosphere that could be a selling point in the newspaper and on social media. Saturday markets are popular in other locations around the state. We think that Saturday would be a more convenient day for more people to shop at the market. We've tried to be a convenient stop for people on their way home from work on Tuesday evenings. Many people who come to the market on Tuesday evenings are rushed or tired. We want the market to be more intentional; a weekly event that people look forward to for finding good quality produce and a positive social scene.

This will be my sixth season selling produce in Hallowell. During that time, we have seen dramatic fluctuations in customer attendance as well as vendor presence. A few vendors have stuck it out, but many more have left because it hasn't been lucrative enough. I'm interested in helping to create a thriving farmer's market for Hallowell, because I think Hallowell is a great town that ought to be home to one of Maine's better farmer's markets. By moving the market to Saturdays, we would be an attractive market for more vendors who currently attend nearby markets. By moving the market to the park, we could accommodate more vendors, we would be in a more family-friendly atmosphere where the kids have access to play space. We would enhance this beautiful park by helping to promote its' existence. I had no idea it was there until a customer suggested it to me as a potential venue for the market.

Thank you for considering the change.

Sincerely,
Ben Marcus
The Hallowell Farmer's Market Manager