

# Bay City, MI Year Round Farmer's Market Feasibility Study

Kevin Choi, Andrew Bennetts, Lauren McGuire, Sarah Wallace  
Michigan State University Planning Practicum 2016

## Goal Statement

To promote a stronger economic base by working with the Bay Area Chamber of Commerce and other stakeholders to assist in the planning and development of a year-round community market through an inventory and analysis of local assets and conditions and providing preliminary recommendations.

Prepared for:



Prepared by:



## Methodology

We gathered demographic data, conducted a literature review of the health, social, and economic impacts of markets, studied seven different markets throughout Michigan through interviews and research as well as assessed potential sites for a future year-round market.

## Current Market Locations

Currently there are two farmers markets in Bay City, the Bay City Farmers Market and the Bay County Farmers Market. They are both seasonal markets open during the summer.



## Case Studies

### Saginaw



The Downtown Saginaw Farmers' Market is located 12.8 miles away from Bay City in the heart of Saginaw. The market season begins in May and ends in October on Monday's, Wednesday's, and Friday's from 10AM to 3PM and Saturday's 9AM-1PM. In 2017 Saginaw has plans to open a year-round market. This market will include an outdoor pavilion, a year-round indoor market, food processing, retail & office space, and commercial kitchens in 100,000 square-feet of mixed commercial zone.

### Midland



The Midland Farmers Market is located 19.3 miles from the Bay City Market. The market is also open from May to October on Wednesday's and Saturday's from 7AM to 12PM. There is currently a waiting list for this market. They have an excellent customer following and a developing foodie population.

## Recommendations

The Kellogg Foundation defined the main difficulties of markets as:

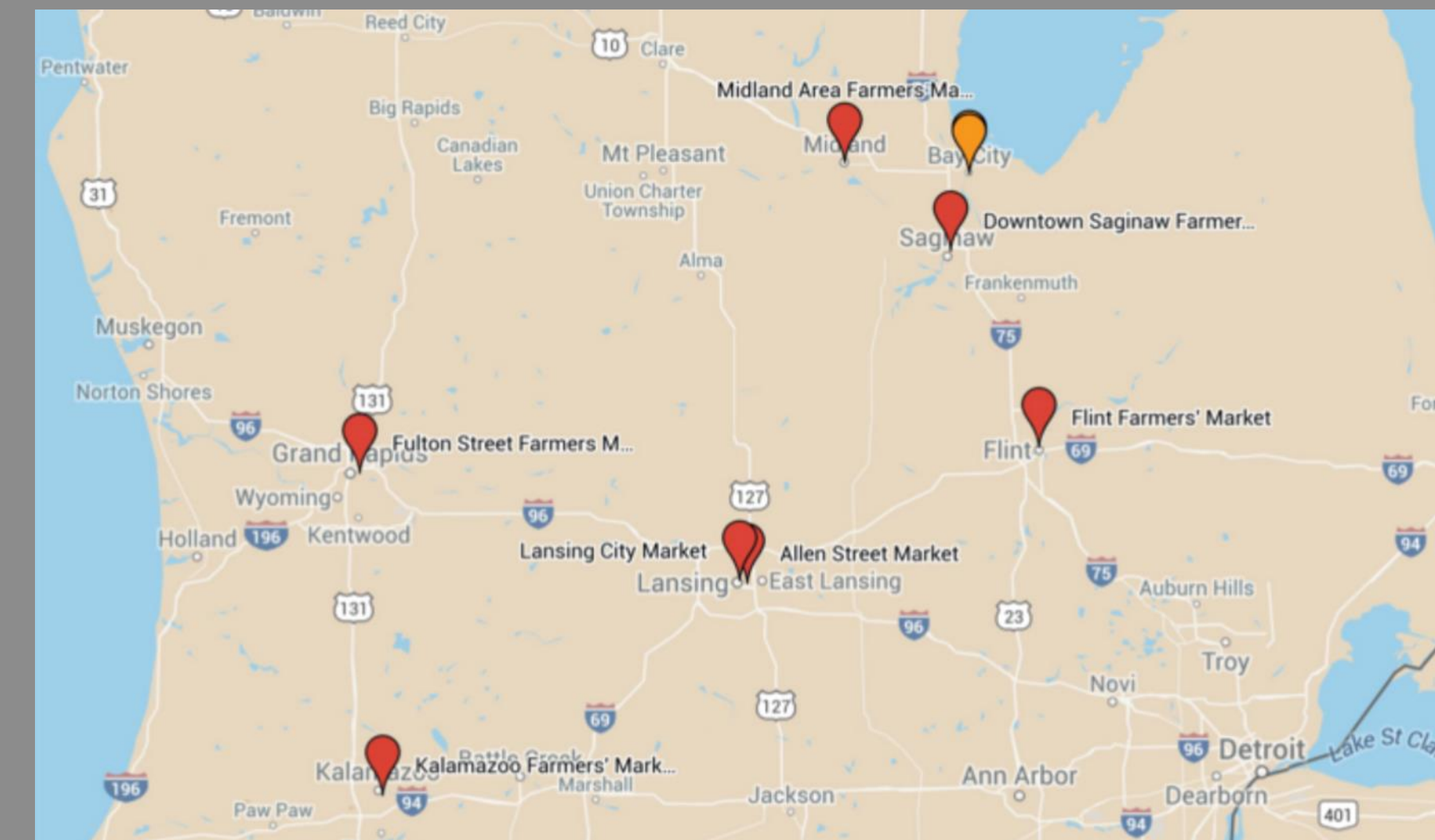
1. Difficulty attracting farmers
2. Insufficient customers
3. Inability to meet vendors' financial expectations
4. Inability for small growers to meet food demands
5. Over-reliance on federal food programs/ lack of cash sales
6. Insufficient community buy-in
7. Difficulty in keeping the market producer-only

To solve these difficulties we have come up with seven recommendations:

1. Join Michigan Farmers Market Association
2. Plan market times around the Midland and Saginaw Markets
3. Begin social media presence including Facebook, Twitter, Instagram, Snapchat etc.
4. Offer SNAP/ WIC cash and credit
5. Recruit vendors from both the Saginaw and Midland markets
6. Hire a full-time market manager
7. Pursue riverfront site as future farmers market site

### Current Case Study Market Hours

TUESDAY	7AM	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM
Bay County Market											
Flint											
WEDNESDAY	7AM	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM
Saginaw											
Midland											
THURSDAY	7AM	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM
Bay City Market											
Bay County Market											
Flint											
SATURDAY	7AM	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM
Saginaw											
Midland											
Flint											



**Map of Case Study Sites including:** Midland Area Farmers Market, Downtown Saginaw Farmers Market, Kalamazoo Farmers Market, Allen Street Market, Flint Farmers Market, Lansing City Market, and Fulton Street Farmers Market

## Potential Sites

### Bay County Market Site

Address: 108 Adams Street

Cost: \$247,950



This location is where the current county market is as well as the flea market. There is a large pavilion and an adjacent vacant building for the potential for the market to be year-round.

### Riverfront Site

Address: 1210 N Water Street

Cost: \$100,250



The Riverfront site also includes a parking lot and an adjacent vacant building.