



## Invitation to **Sell** at the North Kansas City Farmer's Market

The North Kansas City Farmer's Market will be open for business beginning **Friday, May 6, and will continue each Friday morning through Friday, October 28**. I hope you will be one of the vendors who will choose to sell in this market.

As the new Executive Director of the North Kansas City Business Council, I have treated looking at ways to improve the market as a very high priority. We want to make it worthwhile for you to invest your time and make it appealing to as many customers as possible. I think you will be pleased with the ways we plan to promote the market this year.

We plan to reach out in a variety of ways to the residents of North Kansas City and the nearby surrounding area, to the 20,000+ people who work in North Kansas City every week day and to any others within 10 or 15 miles whose attention we can get to make the convenient stop at the Friday morning market in North Kansas City.

We conducted a consumer survey to get consumer opinions about the market. We received 95 responses, which I thought was pretty good. The results of the survey clearly said that Friday morning, extending through the lunch hour, was the best time. Most of the vendors who responded to the vendor survey said the same thing. Consumers also expect fresher vegetables and fruit than they would get at the grocery store. But they don't necessarily expect to pay less. They responded strongly that they want to support the vendors who grow what they sell. I will be glad to provide you a recap of the survey if you are interested.

We also re-evaluated where the market should be located. Even though we found a few other tempting sites, it appears that the location that has been used the past few years is the most logical site. It is at the **southeast corner of Armour Rd and Howell St**, on the west side of the Northland Lofts building. This location features:

- High visibility from high-traffic Armour Rd.
- Public restrooms diagonally across Armour Rd at City Hall
- Electricity available for vendors who need it
- Nearby parking along Howell St, in the Dairy Queen parking lot, in the Northland Lofts driveway and in the parking lot to the south (near the caboose). We will put "Farmer's Market Parking" signage pointing to this parking lot.
- Spacious park-like setting with grass instead of hot, hard concrete
- Dagg Park across Armour Rd for children to play while parents are shopping

- Easily accessed from anywhere in North Kansas City
- Easily accessed for visitors to North Kansas City using MO 210/Armour Rd, I-35, MO 9/Burlington St, the new Christopher S Bond Bridge or the Heart of America Bridge.
- Near many of the fine eating establishments in North Kansas City
- Near Macken Park where Friday afternoon concerts are held during the summer

Promotion of North Kansas City's Friday morning Farmer's Market will include (but not be limited to):

- Signs along Armour Rd.
- Posters and flyers at high density residential and commercial areas in North Kansas City including Gardens of Northgate, Northgate Village, CityView Apartments, City Hall, the North Kansas City Library and at several business locations downtown.
- A special page on the Business Council website [www.nkcbusinesscouncil.com](http://www.nkcbusinesscouncil.com) displaying weekly updates (provided by vendors) of what should be available at the market
- Inclusion on the North Kansas City Business Council Facebook page
- Articles and inserts in the Business Council newsletter which goes to 1,200 recipients every other month (May, July, September during the Farmer's Market season)
- Recurring e-mail blasts from the North Kansas City Business Council
- Announcements at all North Kansas City Business Council events
- Inclusion on community calendars that list Farmer's Markets
- Use of public service announcements when possible

Please use the enclosed form to express your interest in participating in the North Kansas City Farmer's Market this year. The participation fee will help cover the costs of promoting and managing the market. [\$150 for the full season (less than \$6/wk) or \$50 for any 4-consecutive week "month" (\$12.50/wk)]. We will give preferred locations to those who send their registration and money before March 1. If you have questions about the market or your possible participation in it, please call me at 816-472-7700. Information is also available on our website [www.nkcbusinesscouncil.com](http://www.nkcbusinesscouncil.com).

We plan to have a meeting of all market participants on Saturday, April 2, at 9 a.m. The location of the meeting will be specified later.

I'm looking forward to welcoming you to the North Kansas City Farmer's Market this year.

Sincerely,

*Rich*

Richard P. Groves  
Executive Director  
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