

DOUGLAS COUNTY FARMERS MARKET PROFILE

CLINTON PARKWAY MARKET

Established in 2014, the Clinton Parkway Market was started in hopes of tapping into the growing and relatively affluent population of West Lawrence. Ann Heuser, owner of the nursery, provides space for the vendors, road signs and a designated customer parking area. Vendors are charged \$50 per season. During the 2016 season, there were usually 5 – 6 vendors, including 3 selling produce, one selling meats, and one to two selling baked goods and/or value added products. The lot has room for two to three more vendors.



Opportunities – By far the biggest opportunity this market presents is the potential to reach the substantial and relatively affluent population of West Lawrence. The market is conveniently located behind the Nursery that faces Clinton Parkway, the main thoroughfare through this part of Lawrence. Space for vendors and parking for customers is currently constrained but could increase by a third to half before limits are reached. Should the market become a more permanent fixture, more prominent signage on Clinton Parkway should help draw in more customers. Additionally, creative outreach to the West Lawrence community, beginning in the off season, could significantly increase the customer base, as there is little marketing being done presently. The higher-than-average number of first-time shoppers at the market (40% on June 8th) may be an indicator that the market is just beginning to be ‘discovered’ by customers.

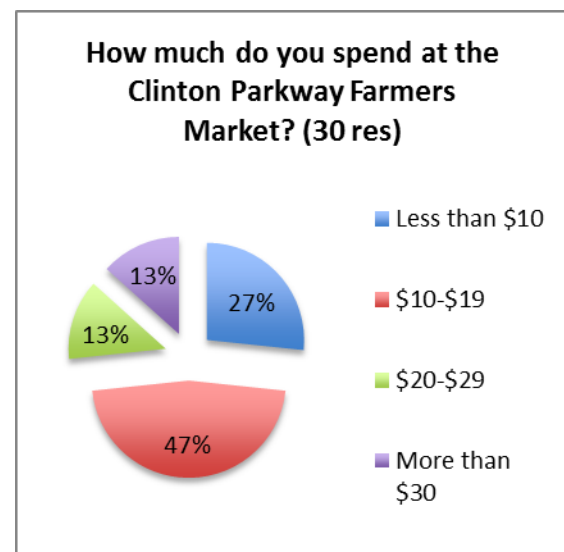
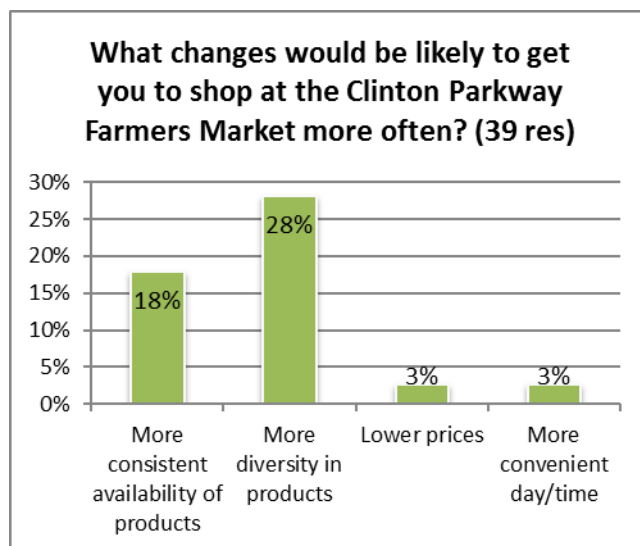
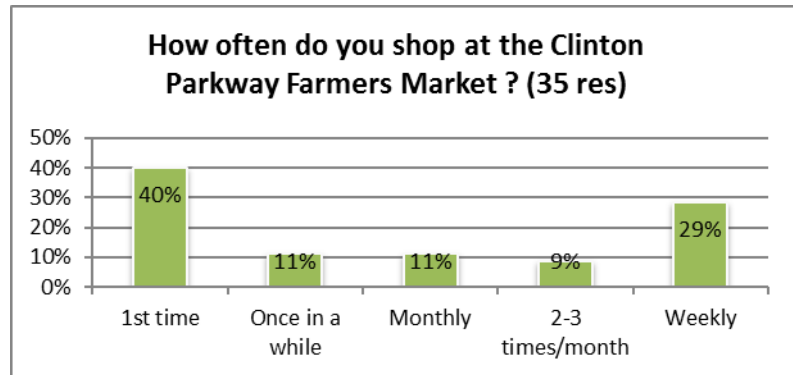
MARKET QUICK FACTS

- **Market season:** Mid-May – September
- **Market day/hours:** Wednesdays, 4:30 – 6:30pm
- **Location:** Clinton Parkway Nursery parking lot, Clinton Parkway
- **Current number of vendors:** 5 – 6
- **Estimated number of shoppers:** 150 – 75 / market
- **Market manager** = Ann Heuser enables market and is a volunteer; there is no manager

Challenges – Currently, the CP market faces the ‘chicken or egg’ dilemma that so many new and emerging markets face: Not enough customers to entice vendors, and not enough vendors or products to build a strong customer base. The insufficient product diversity and quantities is reflected in the low percentage of regular shoppers (weekly or 2 – 3x/month) of 38%, compared with 53% for the county as a whole. Customer spending is also the lowest of the three mid-week Lawrence markets, with three fourths of shoppers estimating purchases of \$19 or less on average (compared with 60% for county).

THE MARKET IN THE CUSTOMERS' EYES

From observations on June 8th and August 31st, it seems that there is a surge of customers at the market opening, but subsequent traffic is moderate to very slow. Some people come exclusively or primarily for a CSA pick up with one of the vendors, and shoppers for the most part do not linger at this market. There does not appear to be much 'spillover' from people shopping at the nursery.



MARKET RECOMMENDATIONS

1. Recruit 2 – 4 additional, high quality vendors to strengthen the appearance of the market and to increase the consistency, diversity and quality of product offerings. A high proportion of customers are seeking more prepared foods from this market.
2. Given the population demographics of the nearby neighborhoods and the timing of the market, at least one of the new vendors should be a 'ready to eat' prepared food vendor.
3. To increase the market's profile and begin to tap the potential consumer base in West Lawrence, an off-season promotion campaign should be developed and launched, possibly in conjunction with other markets and the Douglas County Food Policy Council. This should include outreach to groups and associations in West Lawrence.
4. A marketing strategy should be developed and launched, built around both social media and weekly, simple newsletters announcing the products available at the market.
5. Vendors themselves need to become more involved in promoting the market, bringing in new people and increasing the regularity and average purchase amounts of current customers. To do this, they will need more robust stalls, greater product diversity, top quality products, and a commitment to help promote the market, particularly in the off season.