



# Farmers Market Ogden

MANAGED AND PRODUCED BY THE OGDEN DOWNTOWN ALLIANCE

# Vision and Utilization



- ▶ Farmers Market Ogden Series strives to provide awareness of, and access to, local agriculture while utilizing vendors, musicians, artists, and community partners to create an inclusionary culture of urban arts and community engagement. The Farmers Market Ogden series acts as a community drawing board for urban development and reflects a large economic impact annually.

# Current Market Stats

- ▶ Summer Market – 13 weeks
  - ▶ 189 full season vendors
  - ▶ 127 live performances
  - ▶ \$4464 SNAP, \$1672 DUFB
- ▶ Fall Market – 5 weeks
  - ▶ 44 full season vendors
  - ▶ 15 live performances
  - ▶ \$394 SNAP, \$220 DUFB
- ▶ Winter Market – 6 weeks
  - ▶ 43 full season vendors
  - ▶ 24 live performances
  - ▶ \$333 SNAP (DUFB not funded in this period)

# Local Food Shed



# Resolving the Local Food Shed

## Economics of Local

Economic and Community  
Impact Study similar to Local First

What is the value of local  
agriculture in a community? Here  
in Weber County?

Financial

Health

Quality of Life

## Growing Space

Land use agreements

Season expansions – green house,  
indoor, infrastructure

Also:

Marketing

Business planning – projections

Merchandising

## Community Buy In

Awareness campaign

Commitment to local

“Ogden Grown” concept

# Community Drawing Board

- ▶ Recycling and trash services
  - ▶ Green space mitigation
  - ▶ Open forum for input, talking, trial runs
  - ▶ New businesses from startup to brick and mortar
- 
- ▶ NEXT:
  - ▶ Friday, September 14<sup>th</sup> “Make Ogden” community development space
  - ▶ Fall Market, September 28<sup>th</sup> to October 26<sup>th</sup>