



Riverwalk Market Fair Presentation to Northfield EDA November 2022



Riverwalk Market Fair 2022 Board Members

- Teresa Jensen, Chair
- Martha Kasper, Vice Chair
- April Kopack, Treasurer
- Kathy Ness, Secretary
- Betsy Wentz
- Julie Johnson
- Kay Miller
- Kerry Hannifl
- Harper Miller, Youth



Brief History of the Riverwalk Market Fair

- Began as a partnership in 2010 by local artists, entrepreneurs and farmers.
- Started with a SMIF grant in 2011 of \$15,000.
- Continued support from the Northfield EDA since 2012.
- Revenue increases 2019 - 2022
 - Vendor Fees (Inc # of vendors).
 - Sales from posters, totes, etc.
 - Sponsorship campaign for funds.



Riverwalk Market Fair & EDA Partnership and Assistance

Funding Request for 2021
\$10,000 + \$3,000 matching funds

Amended Contract in 2022
Funding Request
\$15,000 + \$5,000

Additional EDA support to be
used to help with:

Hired additional contract market
workers

New marketing channels

Translation services

New website

Entertainment and Music

	\$
2015	\$12,500
2016	\$10,000
2017	\$7,000
2018	\$4,000
2019	\$7,000 + \$3,000 matching funds
2021	\$10,000 + \$3,000 matching funds
2022	Amended \$15,000 + \$5,000 matching funds



Continued Support

The Minnesota Farmers Market Association states the average of the 1,400 markets across MN are supported $\frac{2}{3}$ community support vs. $\frac{1}{3}$ fees.

State Average Revenue



■ Fees ■ Community Support

RMF Revenue 2022



■ Sales & Sponsorship Funds
■ Vendor Fees
■ Community Support

	2019		2021		2022
RMF Income	\$13,439	RMF Income	\$16,424 18%↑	RMF Income	\$29,644 45%↑
Income with EDA	\$23,439	Income with EDA	\$29,424	Income with EDA	\$37,144 YTD \$44,644 Est
Expenses Total	\$18,188	Expenses Total	\$28,114	Expenses Total	\$44,114
Entertainment Marketing / Ads	\$0 1,900	Entertainment Marketing / Ads	\$1,225 \$2,100	Entertainment Marketing / Ads	\$3,000 \$5,000
Market Manager	\$8,333	Market Manager	\$14,004	Market Manager	\$14,004
Assistant Manager	\$0	Assistant Manager	\$0	Assistant Manager	\$4,000
Logistics Crew	\$2,900	Logistics Crew	\$5,350	Logistics Crew	\$7600
Translation	\$0	Translation	\$0	Translation	\$1,700
Equipment	\$928	Equipment	\$1,640	Equipment	\$2000
Administrative	\$475	Administrative	\$405	Administrative	\$700
Website	\$119	Website	\$228	Website	\$600
Memberships	\$610	Memberships	\$130	Memberships	\$320
Product Costs	\$881	Product Costs	\$322	Product Costs	\$822
Insurance	\$750	Insurance	\$750	Insurance	\$768
Rent Winter Walk	\$800	Rent Winter Walk	\$900	Rent Winter Markets	\$3600

Accomplishments 2022

- ▶ Increased # of vendors again by 13% in 2022 (116 to 130 vendors). Increased # of minority vendors by 10% (13 vendors).
- ▶ Improved daily average vendor sales from \$10,467 to \$13,436.
- ▶ Increased overall market sales by from \$230,294 to \$282,160
- ▶ Purchased 4 additional tents for a total of 15 tents for tent rental program
- ▶ Increased \$ toward entertainment, including music and performing artists.
- ▶ Relaxed guidelines to include “Path to Brick and Mortar” businesses.
- ▶ Connected Brick & Mortar vendors to resources such as S.C.O.R.E, Action Coach and MCCD.



Accomplishments 2022

- ▶ Expanded physical market by 30% in 2021 and another 8% in 2022 to include Water Street, occasionally 4th Street and Bridge Square.
- ▶ Added Youth representation on RMF Board.
- ▶ Increased diversity of types of vendor products, for example, live plant vendors, heritage art, mushrooms, grains, dairy, and products identified as gaps in the FM360 Data Collection for SE MN.
- ▶ Participated again in FM360 Metrics Collection Survey for SE MN markets - purpose of helping regional farmers markets communicate their significance to the community - results presented again in December 2022 forum.



EDA Investments for 2022

- ▶ October's Fall Celebration and Winter Walk
- ▶ Marketing campaigns now include
 - ▶ Social media
 - ▶ Monthly newsletters
 - ▶ New website features
- ▶ Hired a consultant to translate into Spanish
 - ▶ Applications
 - ▶ Newsletters
 - ▶ Print advertising
- ▶ Purchased for total of 15 tents for tent rental program.
- ▶ Retained current staff and added two new positions.
 - ▶ Assistant Manager
 - ▶ Logistics crew member
- ▶ Increased youth entrepreneurship interest (15 youth vendors).



Look Where We're Going in 2023 !

- ▶ Generate \$8,000 in revenue through the sponsorship campaign.
- ▶ Expand physical space in and around Bridge Square.
- ▶ Host Winter Markets for 2022-2023! Winter Walk.
- ▶ Purchase targeted digital marketing campaigns and sponsored social media ads.
- ▶ Increase product sales (including e-commerce on RMF website) for additional fund development.
- ▶ “Fine tune” the “Education, Local Business, and Path to Brick and Mortar” booths as additional market attractions.



With EDA Economic Support, we will:

- ▶ Add additional staff to continue to grow toward additional community events, such as
 - ▶ Thursday evening markets and partnerships with other organizations.
 - ▶ Youth engagement booth, such as P.O.P. Club or Master Gardeners education booth.
- ▶ Provide tuition support to attend MFMA (MN Farmer's Market Association) annual conference.
- ▶ Host indoor winter markets, including Winter Walk.
- ▶ Build on our Education Booth option for weekly presentations/programs.
- ▶ Continue to improve our “business/organization” booths, such as
 - ▶ Friends of the Market, Local Business, and Brick and Mortar business interest.”



RMF As An Economic Driver To Our Local Businesses

RMF Vendors now Brick and Mortar!

- ▶ Martha's Eats and Treats (Dundas)
- ▶ Little Joy Coffee (Northfield)
- ▶ Crack of Dawn Bakehouse (Faribault)
- ▶ CannonBelle's Cheese (Cannon Falls)
- ▶ Contented Cottage Tearoom and Fare (Northfield)
- ▶ Bread People (aka Bakehouse219) (Northfield)
- ▶ Spring Wind Farm CSA (Greater Northfield)
- ▶ The Red Barn Farm (Greater Northfield)



RMF As An Economic Driver To Our Local Businesses

RMF Vendors now selling in our local shops!

- ▶ Just Me Geralyn and Glass (Petalina)
- ▶ Artistry in Woods (Petalina)
- ▶ Jacqueline Ruth Photography (Petalina)
- ▶ Treats by T - the Pepper People (Ziggy's and Keepsake Cidery and Just Foods Co-op)
- ▶ Allison Albright (Redwing Arts)
- ▶ Kristi Lillie (By All Means Graphics)
- ▶ Good Fellows Goodies (Just Foods Co-op)
- ▶ Rotational Roots (Keepsake Cidery, CannonBelle's Cheese, The Ole Store, Contented Cottage Tea Room and Fare)
- ▶ Cannon River Fiber Farm (Fine Fettle)



What Do Our New “Brick and Mortar” Businesses Say?

“There would not be a Little Joy Coffee without the Riverwalk Market. As a budding coffee roaster back in 2015, Riverwalk allowed us to test our product's market fit, dial in our processes, and most importantly develop a substantial following.

So, when we eventually opened our brick-and-mortar, we not only had a tried-and-true product and processes but a base of loyal, regular customers from day one. We're incredibly grateful for Riverwalk providing us with a platform to grow our business from an idea into a brick-and-mortar coffee bar. And we look forward to seeing what future Northfield businesses will spring up from this amazing market. Crossing my fingers for a ramen shop!”

Cody Larson, Owner

Little Joy Coffee

Groundwire Coffee Roasters

Patrons, local and tourist, share appreciation to RMF Saturdays.

“The Riverwalk Market Fair is truly one of the seasonal pleasures I look forward to living in Northfield. It's a wonderful mix of pastries, fruits, vegetables, flowers, jams, salsas, art and music; bringing community members together in an informal setting.”

- Tom and Katie Rohs

“What better way to start your Saturday but to walk among and with positive people in a beautiful setting and purchase great things to eat and things that people have created with their hands? The Saturday morning market is a highlight for our family, for sure!”

- Kevin McGrath

“We love going to the Riverwalk Market Fair and we go almost every weekend! Its fun to get our fresh veggies, and listen to music, and meet people in the community. Something magical seems to happen whenever we are there! One time, an old friend who I had been intending to reach from Owatonna, walked right in front of me and we reconnected spontaneously – the best way!”

- Pam Johns

Patrons, local and tourist, share appreciation to RMF Saturdays.

"The Northfield Riverwalk Market Fair understands community, health and coming together. I've always been able to find something that represents our earth, our food preferences and our culture while being part of RFM. I cannot wait to see what the future holds and continue to be part of the change and growth!"

- Kristie Akbar

"But the best part of Riverwalk Market is the community it creates, seeing all the people and talking to friends, while listening to live music. It's a great way to start my Saturdays! I am so glad that the Riverwalk Market has moved indoors through the holidays. I enjoy the opportunity to purchase both local items for my household and handmade gifts for family and friends."

- Amy Goerwitz

A poem by Rob Hardy, Northfield's Poet Laureate

I go down to the Riverwalk Market Fair
And stand in line for Martha's there.
I wander through tents set up in the Square,
Enjoying the Saturday malt-scented air.
Look at those earrings! I'll buy Clare a pair!
I'll bring home some flowers and pastries to share.
I've spent fifty dollars, but what do I care?
If I run out of cash, I'll start paying with Square.
From May to October, you'll find me there
At the Saturday Riverwalk Market Fair.

Into the Holiday Season and a New Year!



Thank you!

