



Riverwalk Market Fair Presentation to Northfield EDA November 2023



Riverwalk Market Fair 2023 Board Members

- Teresa Jensen, Chair
- Martha Kasper, Vice Chair
- Kerry Hannifl, Treasurer
- Kathy Ness, Secretary
- Julie Johnson
- Kay Miller
- April Kopack
- Lisa Peterson
- Leo Beckman, Youth
- Sophia Nystuen, Youth

Managers: Betsy Wentz &
April Kopack



Brief History of the Riverwalk Market Fair

- Started with a SMIF grant in 2011 of \$15,000.
- Continued support from the Northfield EDA since 2012.
- Revenue increases 2023
 - Vendor Fees (including number of vendors)
 - Winter and Thursday Markets
 - Sponsorship Funds
 - PoP Club Sponsorship funds
 - RMF Merchandise Sales



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

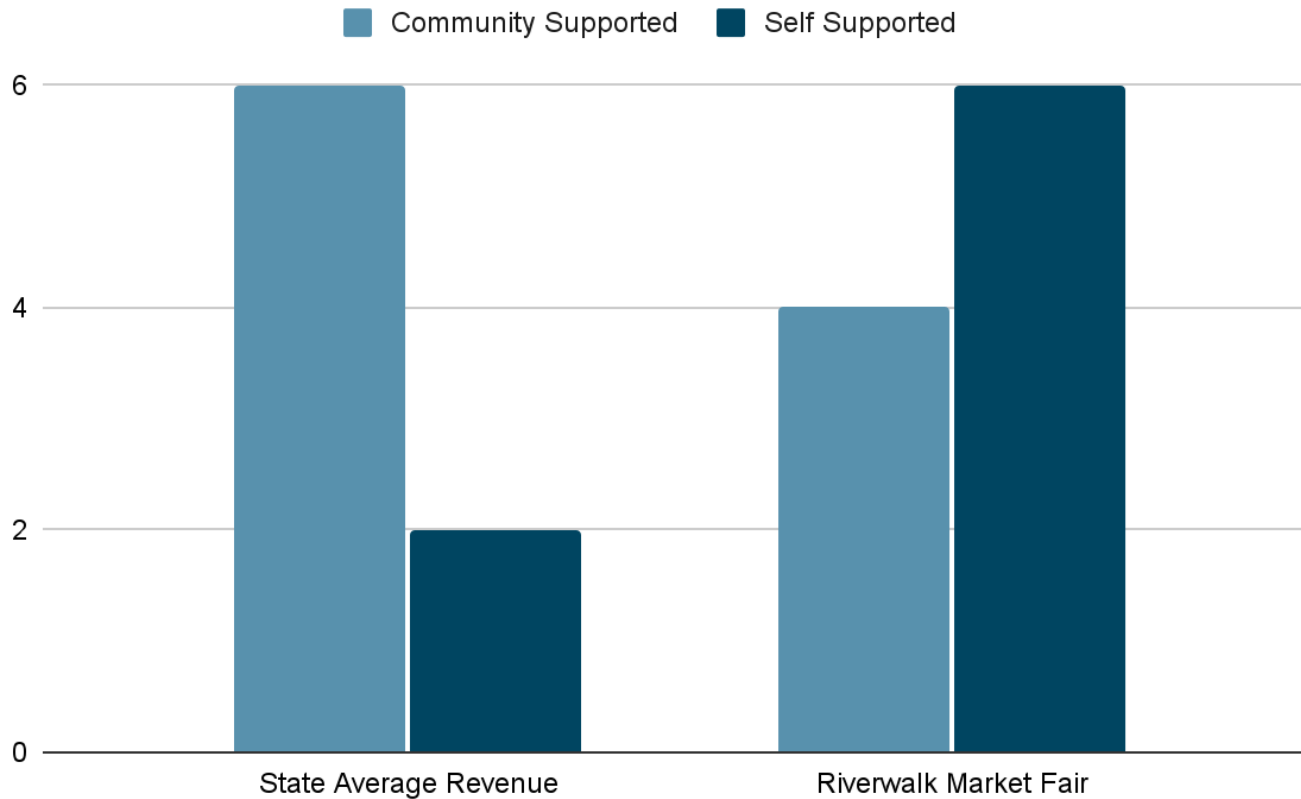
Entertainment and Music

	\$
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
2023	\$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.



Riverwalk 2023	
EDA Support	\$20,000
Sales + Sponsorship	\$10,891
Vendor Fees	\$37,368

	2019	2021	2022	2023
RMF Income	\$13,439	\$16,424 18%	\$29,644 45%	\$48,329 39% 
Income with EDA	\$23,439	\$29,424	\$44,644	\$63,328
Expenses Total	\$18,188	\$28,114	\$44,114	\$60,469.90
Entertainment	\$0	\$1,225	\$3,000	\$4,628.50
Marketing / Ads	1,900	\$2,100	\$5,000	\$8,499.39
Market Managers	\$8,333	\$14,004	\$14,004	\$20,544
Assistant Manager	\$0	\$0	\$4,000	N/A
Logistics Crew	\$2,900	\$5,350	\$7600	\$5,860.00
Translation	\$0	\$0	\$1,700	N/A
Equipment	\$928	\$1,640	\$2000	\$9,526.46
Administrative	\$475	\$405	\$700	\$2,347.25
Website	\$119	\$228	\$600	\$0
Memberships	\$610	\$130	\$320	\$346.35
Product Costs	\$881	\$322	\$822	\$1,943.45
Insurance	\$750	\$750	\$768	\$769.00
Rent Winter Walk	\$800	\$900	\$3600	\$4,228.00

Accomplishments 2023 - Food Access

- ▶ Implemented SNAP/EBT for all of 2023 summer season. Matched \$10 off of customers EBT cards with \$10 extra in Market Bucks and \$10 extra in Produce Market Bucks - giving folks with food access needs a way to stretch their food budget each and every week. The money is invested locally into our food and farm vendors directly, increasing their income each week.
- ▶ Power of Produce (PoP) Club hosted local organizations like the Rice County Master Gardeners, boy scouts, and 4-H Clubs organize an activity for kids like a market scavenger hunt or planting a vegetable seed. After completing the activity youth were given a token to spend with our vendors to purchase their own fruits or vegetables. We raised money to reimburse our vendors and pay for craft supplies through a Food Access Sponsorship Campaign.



Accomplishments 2023 - Winter Markets

- ▶ Started a 10 week Winter Market running every week in November and December and once a month from January through April
- ▶ Rented the Northfield News Building from the City of Northfield and filled it weekly with 30 vendors, providing them an additional place to sell their locally made, grown, and baked goods.
- ▶ Gave consumers a place to buy local, handcrafted items for their holidays gifts and to buy local ingredients for their holiday meals.
- ▶ Raised an additional \$5,000 in vendor fees.



Accomplishments 2023 - Thursday Markets

- ▶ Began a Third Thursdays Downtown event in partnership with the Friends of Downtown Northfield Block Party. This event was “Bigger than a market, more than a block party”
- ▶ Provided 30 vendors a month another revenue opportunity and a place to sell their handmade wares.
- ▶ Included local breweries, cideries, and distilleries including Imminent Brewing, Tanzenwald Brewing, Loon Liquors, Keepsake Cidery, and Chapel Brewing
- ▶ Invited downtown businesses to participate with activities, sales, food on the street and more.



Other Accomplishments 2023

- ▶ Increased # of vendors again by 8% in 2023 (130 to 140 vendors). (Limited by physical market space)
- ▶ Increased overall market vendor sales from \$230,294 to \$296,640
- ▶ Expanded Farm-to-Families collaboration with Northfield Community Action Center and donated an average of 60 lbs of fresh fruits and vegetables to the food shelf each week. That's 1320 lbs of fresh food this season!
- ▶ Paid of entertainment and musicians a higher, more equitable wage.
- ▶ Added more Education booth opportunities including Blacksmith Demonstrations and a Sheep Petting Zoo!
- ▶ Added two Youth representatives to our RMF Board through Youth on Boards.



Other Accomplishments 2023

- ▶ Worked with Environmental Studies students at St Olaf to write two grants to support sustainability and food access in Northfield, including a grant to pay our vendors for their donations to the food shelf. This money would especially allow us to add meats and proteins to our weekly donations. Also, a grant to expand advertising and reach of our SNAP/EBT and Marketbucks program.
- ▶ Worked with Marketing students at St Olaf to develop a marketing campaign including learning how to better use instagram to reach younger customers.
- ▶ 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 2023 forum.



EDA Investments for 2023

- ▶ RMF Winter Markets and Third Thursdays Downtown
- ▶ October's Fall Celebration and Winter Walk
- ▶ Marketing campaigns including
 - ▶ Social media
 - ▶ Targets google ads
- ▶ Food Access Programs
- ▶ Purchased for total of 15 tents for tent rental program
- ▶ Added new Co-Manager position
- ▶ Increased youth entrepreneurship interest (8 youth vendors including a youth author).



Look Where We're Going in 2023/2024!

Plans/Goals:

- ▶ Generate \$6,000 in revenue through the sponsorship campaign.
- ▶ Generate \$4,000 in revenue towards Power of Produce Club through separate food access sponsorship campaign.
- ▶ Potential market move to Central Park for 2024 season.
- ▶ Grant Partnership with the CAC - CAC received a Farm to Food Shelf grant to purchase food from RMF farmers to feed local families.
- ▶ Host Winter Markets for 2023 including Winter Walk.
- ▶ Increase product sales for additional fund development.
- ▶ Applying for grants towards PoP Club, CAC Farm to Family program developments and more.



With EDA Economic Support, we will:

- ▶ Add additional staff to continue to grow our additional community events, such as
 - ▶ Thursday evening markets and partnerships with other organizations.
 - ▶ Youth engagement booth, such as P.O.P. Club and Master Gardeners education booth.
 - ▶ Winter Markets
- ▶ Provide tuition support to attend MFMA (MN Farmer's Market Association) annual conference.
- ▶ 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 (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, Keepsake Cidery and Just Foods Co-op)
- ▶ Allison Albright (Redwing Arts)
- ▶ Kristi Lillie (By All Means Graphics)
- ▶ Kathy Ness, and the others Lisa Peterson has at the Northfield Historical Society Museum Store



RMF As An Economic Driver To Our Local Businesses

RMF Vendors now selling in our local shops!

- ▶ Good Fellows Goodies (Just Foods Co-op, Contented Cottage)
- ▶ Rotational Roots (Raven's Nest, CannonBelle's Cheese, The Ole Store, Contented Cottage Tea Room)
- ▶ Cannon River Fiber Farm (Fine Fettle)
- ▶ Get Bentz Farm
- ▶ Little Hill Berry Farm - (The Ole Store, Imminent Brewing)



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, locals and tourists, 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!

RIVERWALK MARKET FAIR

Saturdays from November 18th through
December 23rd

9am - 1pm

Former Northfield News Building
115 5th St W, Northfield

2023 WINTER MARKET



Thank you!

