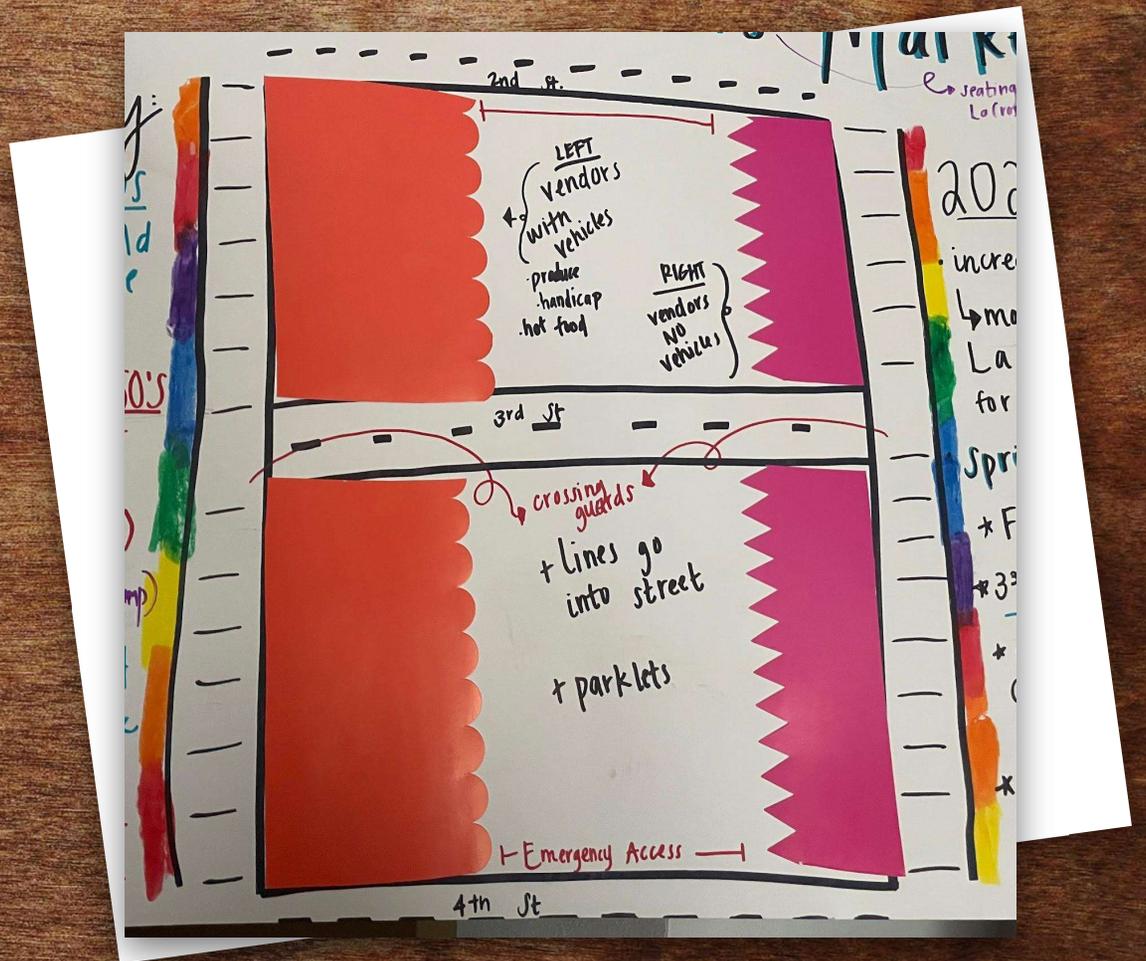


La Crosse Farmers Market on Pearl Street

Strategic Planning



“Pearl Street Market: Where We Come Together”



Market square, picture taken around 1936.



A safe community gathering space, one flexible afternoon use of street and parking to bring pedestrian traffic to La Crosse Downtown.

501c3

+Funds come from vendor fees (\$20-30 per stall per market)

+Local sponsors: Marine, Park Bank, Citizens State Bank, Organic Valley, Omega Bakery, Altra Federal Credit Union

+Grants (for youth nights and free produce for low income families): Youth Action Climate Grant, SOUP Pitch grant

+1 market manager, 1 EBT/ Payment Coordinator, 5 volunteer board members

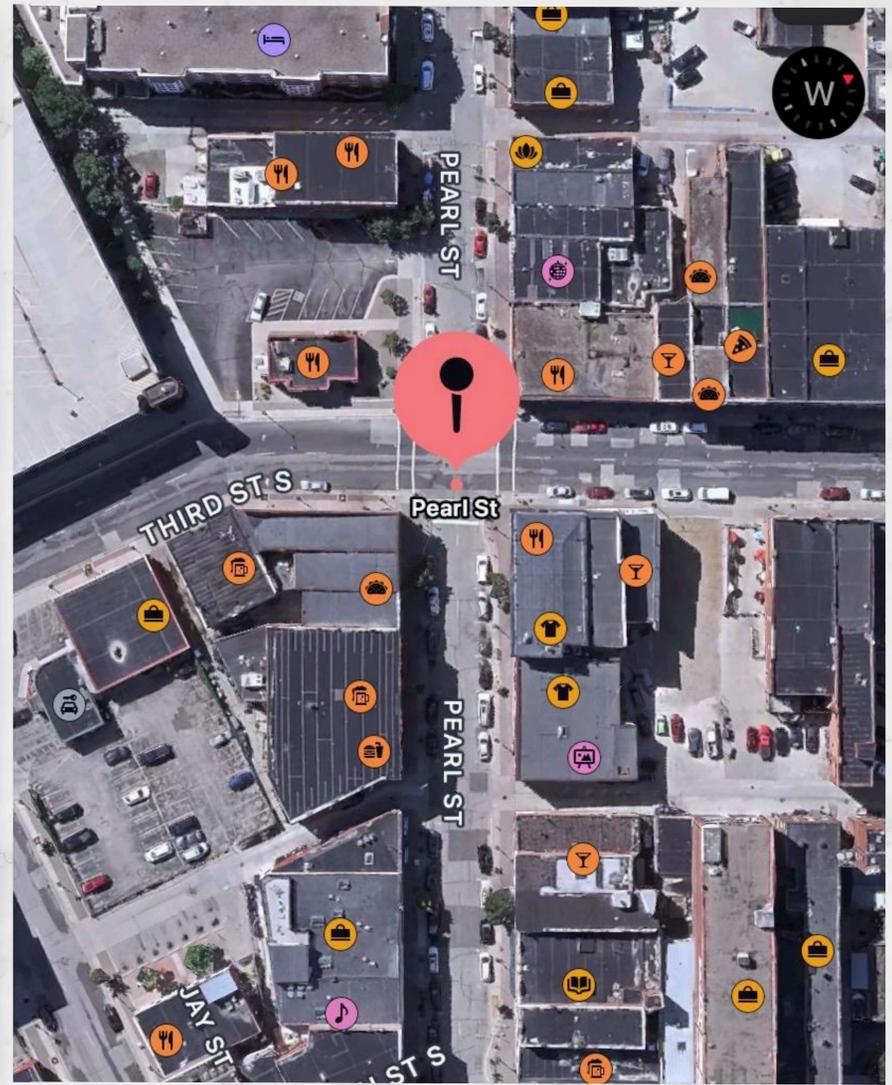
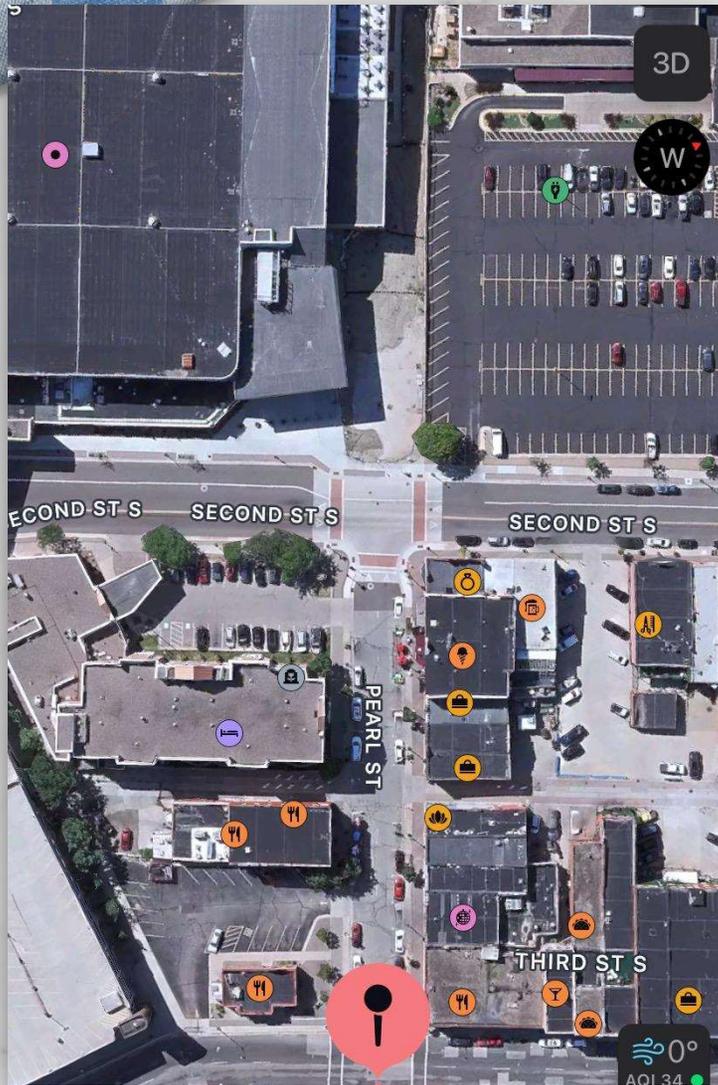
Vendor Needs

10x10 stall space

No electric needs-
inverter generators
required

Focus on produce,
artisan foods;
artisan crafts with
focus on natural
fibers permitted

Pearl Street





Pearl Street Market

4th to 2nd +

Benefits:

- +Most spaces for vendors (>50) and highest visibility for all businesses on Pearl, encouraging all Downtown businesses to make use of the foot traffic while collaborating with existing events for bigger reach
- +Connection to La Crosse Center for use of tables, Walkway serves as an invitation to join from Riverside
- +Community event enjoying central Downtown that is not an alcohol-based event, visitors and residents alike can enjoy





Pearl Street Market

Partnerships & Goals

Discussed:

2-9pm, no parking in effect

Market Hours 3:30-7:30pm

Left side: vehicles + food trucks (predicting three food/drink trucks, one food cart, 2 handicap vendors and multiple produce vendors)

Portapotties: north side of alleys by dumpsters

Emergency access accounted for, farmers market has first aid kit

Only service animals permitted

Music: Pearl Street Jams, La Crosse Center

Family games/ entertainment: Library and more

Brick & Mortar engagement: All Glazed Up demonstrations, sidewalks completely free for normal use

Pearl Street Market Champions:

+Downtown Mainstreet Inc.

+La Crosse Chamber

+Pearl Street Gallery

+Markos Apparel & The Original on Pearl

+The Pearl Ice Cream & Confectionery, Drift Mercantile, TJ Cheddarheads

+Jules Coffee

+Pearl Street Books

+All Glazed Up

+Cannabiz Depot

+City of La Crosse

Pearl Street Market

Barricades & Signs Estimate*

Item	Quantity	Unit Rate (Per Day)	Cost
Type A Barricade	16	\$1.50	\$24.00
Type III Class A	2	\$3.50	\$7.00
Type III Flasher w/ Light	4	\$1.00	\$4.00
Temp "No Parking Signs (10 pk)	2	\$4.00	\$8.00
Sign	6	\$2.50	\$15.00
Cone	0	\$0.75	\$0.00
Grabber Cone	0	\$1.00	\$0.00
Orange Barrels	0	\$2.00	\$0.00
Concrete Barriers	0	\$2.00	\$0.00
Sign Board	0	\$71.28	\$0.00
Other	0	\$ -	\$0.00
# of Days	1		
Subtotal Signs/ Barricades	30		\$58.00
Additional Fee (\$15.00 min signs/barricades)	1	0	\$58.00
Delivery & Pick up (1-10 items)	1	\$60.00	\$60.00
Delivery & Pick up (1-10 items) Additional items	2	\$60.00	\$120.00
Total			\$238.00

*All final costs to be adjusted after event to actual effort.

Supports & Considerations

Supports needed:

Street sign delivery

Safest street-crossing

Special event sponsorship

Advertising where possible

Considerations:

Delivery truck unloading

Order-out delivery temporary parking

Bike parking: Coulee Bike Co +

*Pearl Street
Market: Where
We Come Together*

