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## WISCONSIN DOWNTOWN ACTION COUNCIL DOWNTOWN PROJECT CASE STUDY PROFILE

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August 20, 2010

Project Name: **WAUKESHA BUY LOCAL PROGRAM-FARM MARKET'S**

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Project Location: **Waukesha, WI**

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Project Type (check all that apply)

- Residential
  - Commercial
  - Industrial
  - Adaptive Reuse
  - Redevelopment
  - Signage
  - Creative Partnership
  - Financing
  - Mixed Use
  - Historic Preservation
  - Transportation
  - Open Space
  - Other-Local Food Markets**
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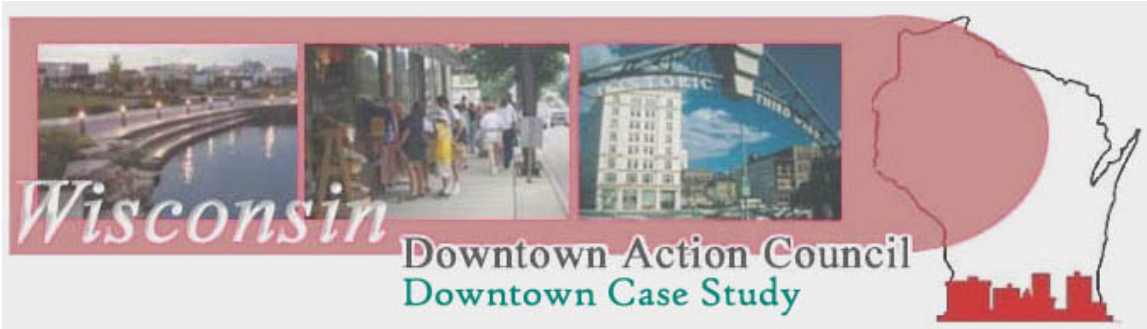
Project Completion Date/Schedule

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### Brief Project Description

Waukesha WI has had great success in their local farm market program which has bolstered downtown business activity and offered a very popular Saturday morning activity for Waukesha area residents. A UW Waukesha study found that during the 26 week farm market season, over \$340,000 more was spent in the downtown area because of the farm market presence. The Waukesha farm market is located in a off street parking corridor behind a parallel to the downtown businesses, offering easy access to and from the downtown area.

The UW Waukesha study also found that the farmers market has a relatively devoted and predictable customer base which is good for downtown commerce.



Entrepreneurial activity is promoted in the Waukesha farm market with a well studied mix of vendor types and booth availability and in some cases has resulted in the establishment of new businesses.

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**Project Location: WAUKESHA, WI**

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**Site Size: UNKNOWN**

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**Land Uses: DOWNTOWN COMMERCIAL**

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**Key Words, Special Features: market mix, promotions, buy local**

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**Other Key Development Members/ Contacts: Jennifer Andrews, WDAC, Waukesha Planning Department.**

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**General Description (Use, Density, Partners, Strategy, Details...)**

Buying Local is important as it has been found for every \$1.00 spent , \$.68 stays in the local economy.

Waukesha promotes buying local with the 'Livin Local' Card which is issued at the opening Community Day event and allows market participants to take advantage of discounts from local businesses.

Waukesha also uses creative events to help market the program such as:

-Thursday nights are promoted as 'buy local' night-Community events such as book readings about certain countries combined with corresponding food specials at local restaurants (book readings about Italy and Italian food specials).

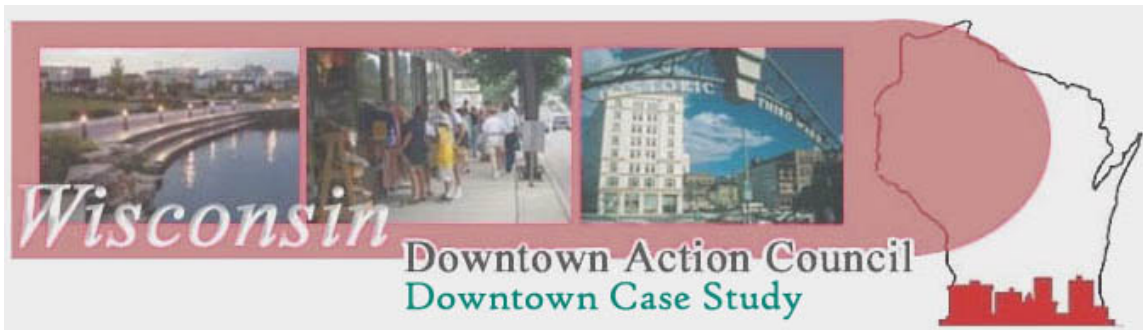
-Music: communities have willing musicians who will perform at little to no cost and help create excitement and ambience.

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**Site Description (Infill, Adjacencies, Transportation, Age, Opportunities...)**

Parking corridor parallel and behind central business corridor-note that the setup of generous paved space allows farmers to operate out of their trucks, lessening the burden of set-up and take down, making the market very desirable for farmers/business people.

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**Financing (Partners, Level of Participation, Equity, Grants, Loans, Revenue...)**

Waukesha BID District

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**Marketing and Management (Keys to success, Promotion, Target audiences...)**

The Waukesha BID district assists with marketing by sending direct mail postcards promoting the market.

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**Experience Gained (Key Issues, Difficulties, Challenges overcome, Solutions..)**

It has been found that vendors participate in Waukesha's farm market to not only promote their businesses, but also to engage citizens and socialize as well as gain more exposure at another regular location.

Waukesha made a deliberate decision to offer Wisconsin only products and to include additional offerings such as music and arts and crafts.

Farmers pay a flat fee of \$100.00 for the 26 week season. Lower fees are available for occasional users.

Waukesha's success has raised the issue of making sure a successful market has adequate expansion space, but also that there is a certain mix of offerings that allows for price competitiveness without diluting consumer activity for any one item, which could affect the farmers interest in coming back.

Promotion has been found to be very important and is creative in Waukesha with statewide exposure in the Farm Fresh Atlas and Savor Wisconsin publications. Local web-based promotions, flyers sent home with school children, sponsorships by local businesses and hospitals and giveaways such as a nice zippered bag, given away at the annual opening event called 'Community Day' are all used to gain exposure. The Community Day opening has become a attractive event for residents and offers a kiddie train, recipe's and cooking demonstrations and a punch card for local discounts that is only available at the event.

A nice resource for communities starting farm markets is the Farmer's Market Today magazine.

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