



SBCFMA  
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For the past 35 years, the Santa Barbara Certified Farmers' Market Association (SBCFMA) has built the Saturday Downtown Santa Barbara farmers' market into one of the most iconic farmers' markets in the country. The Saturday market currently attracts an average of 3,000-5,000 visitors on a weekly basis and the total number of farmers that participate at this location each week ranges from 75-97, depending on the time of year. The potential loss of our historic location has given rise to an understanding of what is at risk, as well as the critical importance of certain site attributes.

The risks involved with a potential relocation are...

- Reduced customer visitation (due to complications presented by a new site)  
This equates to decreased revenue for farmers and the association as a whole.
- Reduced farmer attendance (due to decreased revenue from reduced customer visitation)  
Farmers may leave Santa Barbara Saturday market to sell at other established markets in L.A.
- Further reductions in customer visitation (due to reduced farmer offerings)

The financial risk to the SBCFMA has the greatest potential to impact the individual farm businesses. The association is funded by a 5% fee paid by all participating members based upon their daily gross sales. The SBCFMA has always operated independent from the City of Santa Barbara, apart from utilizing city property to host our weekly event. The SBCFMA has provided all staffing (Average 13 employees, 4 full time), signage, street closure oversight, vehicles, insurance (workmen's Comp., general liability, extensive automobile, directors/officers and umbrella), advertising and promotions, office & storage facilities, on-site restroom facilities, etc.

Sales generated from the Saturday Downtown Farmers' Market account for more than half of the association's total annual revenue (59% of 2017-2018 fiscal year). The continued superior success of the Saturday market is crucial to sustain the association financially.

The ongoing and overwhelming success of the Saturday market is based upon the consistency and momentum of 35 years in well chosen site.

The Cota St. Commuter Lot has been an ideal location. This site has many attributes that both customers and vendors value as vital to the success of the market. In the event that the Saturday market must relocate, certain qualities associated with the success of this market site need to be considered in order to best select an alternative site. The continued success of this market depends on these qualities.

- **Be comparable in size to the Cota St. Commuter Lot** to ensure all current SBCFMA participants can remain in the market. When calculating the amount of needed space in a new location, we use a model of linear footage to assess the number of farmers selling spaces and their vehicles that can fit in a given area. Based on satellite imaging of our market event over the Cota Street Commuter lot, the City of Saturday Barbara calculated the lot can accommodate approximately 2350 linear feet. In our independent assessment, which included calculating each individual vehicle and tent spaces utilized by our market sellers during peak summer/fall season, the amount of space is approximately 2,000 linear feet. This is the minimum amount of space needed to continue to operate at our current size, but would not allow for any additional growth. Every 10 linear feet is approximately a 10ft x 20ft block of space. For example, a farmer using 2 10x10ft tents with a vehicle positioned behind it that is about 20 ft in length would occupy a 20ft x 20ft block space, i.e. 20 linear feet (2 connected 10ft x 20ft blocks of space). When taking the physical space of the market layout into account, we need to allow for a minimum of 10-12ft wide drive/walk isles between rows of vendors for vehicles to enter and exit, as well as for customers to navigate the market site.  
**To Compare the physical footprint to our Tuesday State Street Market:** We currently operate on 2 blocks of state street, total useable farmer/vehicle spacing is approximately 830 linear feet, keeping required crosswalks, cross

street open. Because State Street is so narrow, we are not able to set up farmers in a double row facing each other (need at least a 50ft wide street to do this) which would double the space in a given section.

- **Provide acceptable access/parking** within a 3-block maximum radius to accommodate the 3,000-5,000 weekly visitors. Ample accessible parking connected to the site is very important for many of customers who are not able to walk multiple blocks, have small children, or haul large loads from the market site. Many customers who are unable to park adjacent to the market site will simply stop coming.
- **Allow for convenient bicycle access**, and bicycle parking in the immediate area.
- **Ensure efficient traffic flow** around the farmers' market site. Clear detour route/signs to ensure efficient travel around the site.
- **Provide a safe and family friendly environment.** Site should not be connected to high traffic, or fast-moving streets. The site should be enclosed in a way that allows visitors to feel safe, and have safe walkways to market site from nearby parking areas.
- **Be in a location where farmers can leave their vehicles on site.** Unloading large vehicles full of produce and then having them parked off site is not an option, both for logistical reasons and health code considerations.
- **Provide a paved surface** that can handle large heavy vehicles. A flat paved surface is essential Customers must be able to safely use carts, wagons, strollers, walkers and wheelchairs. Vehicles must be able to efficiently enter and exit the market site.
- **Other required functions of our event include;** restrooms, easily accessible ADA Parking. Access to electrical outlets, drinking fountains, water faucets, space for seating (that could be portable) would be a nice additional amenities.
- **Ensure consistency.** One of our mottos is "Open Rain or Shine" because the greater Santa Barbara community relies on our consistent weekly presence, as do our farmers and surrounding merchants to sustain financially. Our Saturday Downtown farmers' market NEVER closes, apart from a December 25<sup>th</sup> event if it falls on a Saturday. It is crucial that our Saturday Downtown market can operate every Saturday throughout the year (alternative sites may require the closure of 1 Saturday per year, such as Fiesta Saturday).
- **Ensure control of the space while operating.** We need to be able to regulate which vendors sell inside out market, and be able to prohibit any street vending from those nota association with our organization inside of our market space.
- **Permanent No Parking signs at the new site** indicating "No Parking Saturday's 6am-2pm" with the ability for SBCFMA on-site management to conveniently tow vehicles. We currently tow an average of 1-2 vehicles per week out of the Cota Street Commuter Lot every Saturday morning. During large event weeks, such as fiesta, typically 8-10 vehicles are towed away. Any new market location should be situated in a location that does not have a high volume of overnight vehicle parking.
- **Have clear permanent signage** at both the Cota St. Commuter Lot Location and the New location to ensure customers can find us. Day of event "Farmers Market Parking" signs pointing towards all usable parking lots within a multiblock radius. Day of event farmers market signs around the market's perimeter that indicate where the event is being held.
- **The transition must be timed such that our new space is ready for us at the moment that we are displaced from our current location.**

Accessibility is directly connected with customer visitation. The Cota St. Commuter lot has 4 other substantial parking lots located within a 2-block distance (City lots 10 and 11, both sides of the SB School District parking lot, and the Employment Development Department (EDD) lot), as well as ample street parking throughout a multiblock radius. These parking lots are all heavily utilized every Saturday morning. The adjacent EDD lot has 86 regular parking spaces and 5 ADA spaces. On Saturday November 3<sup>rd</sup>, 2018 SBCFMA staff counted a total of 487 cars circulating through this lot. This equates to 5.7 cars per parking space during the market hours. Additionally the Cota St. Lot has terrific bicycle access from the East and West sides of Santa Barbara via a safe, newly expanded, bicycle lane along Cota Street which is highly utilized during farmers' market hours.

Atmosphere is also a key ingredient for a successful farmers' market. The Cota St. Lot has 3 entry points and is otherwise closed off by a perimeter wall. This allows market staff to regulate all activities within the site. Rules can be enforced regarding musicians, street vendors, and community information groups that wish to take advantage of the market crowd. Without regulation these factors can overly influence the atmosphere.