

From Market to Main Street



Presented by Ivy Wells, Director, Economic and Commiunity Development, Town of Berlin



LOCAL FARM SUPPORT

NO FARMS
NO FOOD

Fresh Food = Health Benefits



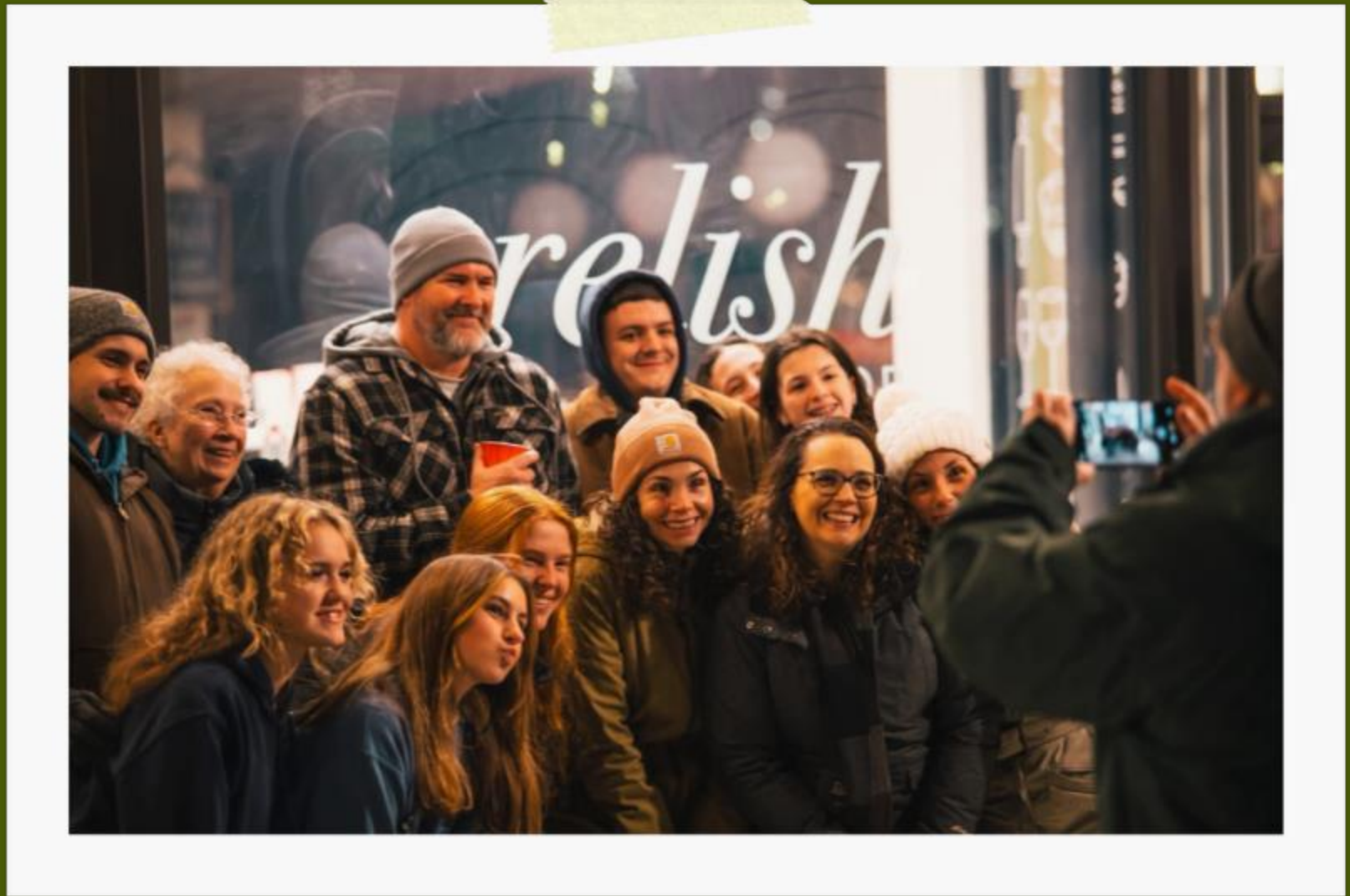
What is a 'Place'?

Often defined by human interaction, cultural significance, or a designated purpose

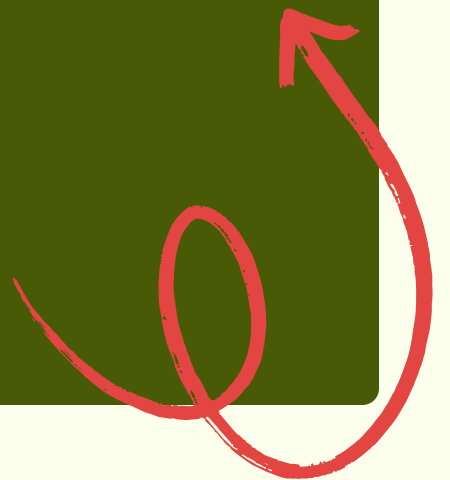
- TOURIST DESTINATION
- TOWN SQUARE
- WHERE PEOPLE FEEL LIKE THEY BELONG



Where We Started...



- **Ask the Community what they want**
- **Ask the farmers which day works**



Why Berlin Needed a Market

*The previous Market, run by a local farmer
lost support and decided to close.*

Community First: The Discovery Phase

- Listening before Acting
- Community Meeting & Surveys

JOIN US FOR A MEETING ABOUT

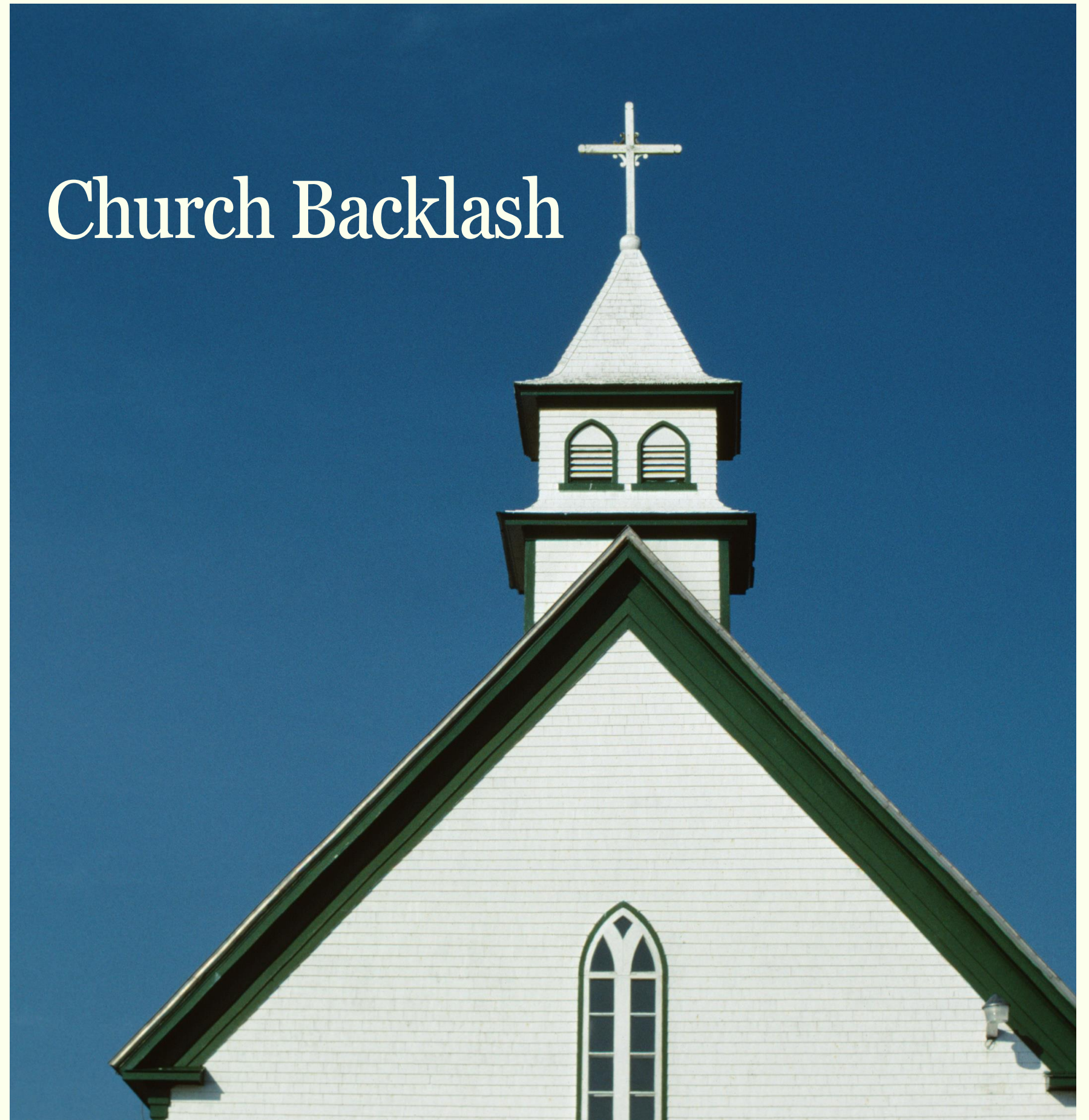
THE BERLIN FARMERS MARKET



The Sunday Compromise

Sundays in Berlin were historically quiet; most businesses closed so how do we turn a “day of rest” into a day of economic vitality?

Farmers chose Sundays as the only viable option



Artisans Green

PUBLIC-PRIVATE PARTNERSHIP

Proof of concept doesn't
require a massive footprint -
just the right location



Choosing Downtown...it Matters

Having the market downtown is an Economic Boom for our Businesses



The COVID-19 ERA

The Berlin Farmers Market was a lifeline to the downtown businesses because Farmers Markets were deemed 'essential services'.

Bringing indoor shop inventory to outdoor tables kept businesses alive...



Expansion

Growing from
10 Vendors to 50



More Than Just Food ... An Experience



From Market to Storefront

Incubating Small Businesses



Little Green Witch Apothecary

HER STORY



**Sundays...Now the
BUSIEST Day of the Week!**





Thank You!

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