

Community Economic Development Grant 2023-24

Row 18

Name of Applicant (Organization)	Lincoln City Cultural Center
Mailing Address	540 NE Hwy. 101, Lincoln City OR 97367
Name of Contact Person	Niki Price
Contact Phone	541-994-9994
Contact Email Address	niki@lc-cc.org
Name of Project	Lincoln City Farmers Market Revitalization Project
Total Project Budget	\$17,000.00
Amount Requested from this Program	\$10,000.00
Project Description	<p>The Lincoln City Cultural Center seeks support to revitalize the once-popular Sunday farmers and crafters market through a new investment in sustainability, promotion and graphic design. These improvements will assist the independent vendors of the Lincoln City Farmers and Crafters Market as they re-establish their businesses at the new Cultural Plaza after a two-year construction hiatus. The organization now known as the Lincoln City Farmers and Crafters Market Inc. has been a fixture on the lawn of the historic Delake School since 2004, three years before the site became the Cultural Center. With help from the City of Lincoln City, which has created favorable ordinances to support these small farmers and independent artisans, the market grew to a peak of 75 vendors per Sunday in 2019. Since 2020, the market has faced one obstacle after another, from the pandemic closures and Otis fires to the Cultural Center's construction projects in 2022 and 2023. For the past two summers, the Sunday event has taken place at the Salishan Marketplace parking lot. But it is much smaller, approximately 20 booths, with a venue that is 10 miles south of its favorite Cultural Center location. These changes, in the eyes of many vendors, have led to decreased visitation and profits. Meanwhile, the Cultural Center has worked to create a new outdoor venue that will be much more conducive to farmers market success: the Lincoln City Cultural Plaza. Vendor-centric improvements include an accessible path, along which vendor tents can be staked (that can also be used for loading/unloading by cars and light trucks), increased access to water and power, gathering places and</p>

benches, and new chairs and tables. We are ready to welcome our long-time partner back to our highly visible location in central Lincoln City, but after two years away this relationship needs a reset, a rebrand and a jolt of new energy. This grant will help the Cultural Center bring the market vendors back while we make positive changes in the management of the market, especially in the area of sustainability. Starting in 2024, we will prohibit use of single-use plastics like cutlery and plates, and enforce existing ordinances against plastic straws and styrofoam. To help the vendors make this change, we'll provide reusable dishes, a station where they can be deposited, and the safe washing of dishes in our commercial kitchen. We'll also provide low-cost bamboo substitutes, which will be available to our vendors at cost. The project will also invest in recycling stations, and pay for a contractor that can recruit and train volunteers to make the market run more smoothly. The revitalization will also include new graphics, posters and advertising, which we will create in conjunction with the market management. These investments, we believe, will increase the visibility of the market, for both residents and visitors. The increased visitation will result in more customers and profits for the small businesses who are vendors at our market. It may have to rebuild and expand for several years before it regains the numbers that we saw in 2018 and 2019. But, thanks to the infrastructure of the Plaza and 2024 investments in sustainability and management, it will be on its way.

Funding	For this project, we will be applying to the Explore Lincoln City Community Partnership Fund (\$5000) as well as EDALC. We also hope to recoup some of our expenses by charging vendors for the use of bamboo cutlery (\$2000).
Collaboration	We are collaborating with the Lincoln City Farmers and Crafters Market, which is its own nonprofit vendor association, as well as Explore Lincoln City for promotion and possible funding.
Viability	This project will be considered a success if we are able to bring the market vendor presence back to the center, every Sunday from May through October. Success will also be achieved if we are able to: <ol style="list-style-type: none"> 1. Eliminate single-use utensils from the market, and establish the methodology recycling, washing and re-using. 2. Create a new vendor agreement with sustainability in mind. 3. Create new graphics that highlight our commitment to sustainability, and to fulfill the related marketing plan. 4. End the 2024 with an average of 30 vendors per Sunday. This project will not need ongoing funding after 2024. These initial investments will continue to provide positive results for at least three years, after which we believe that vendor fees will sustain the market and its presence at the Cultural Center.
Desired Start Date	03/01/24
Desired Completion Date	11/30/24
Name of Chief Executive	Niki Price
Position Title	Executive Director
Chief Executive Email	niki@lc-cc.org

Tax ID#	91-1821013
Type of Applicant	501(c)(3) Nonprofit
Grant Pool	Standard Grant (max \$15,000)
Date Submitted	12/18/23 4:56 PM

Project Budget & Income Sources

Lincoln City Farmers Market Revitalization Project

12/10/23				
		SOURCES OF INCOME	SECURED	
		Explore Lincoln City Partnership Fund (Pending)	\$5,000	
		Economic Development Alliance of Lincoln County (Pending)	\$10,000	
		Vendor Sustainability Fees and Bamboo Cutlery Purchases	\$2,000	
		Total Income	\$17,000	
		EXPENSE	2024	
		Utensil Collection Setup & Cart (2)	\$1,500	
		Reusable Forks, Spoons and Knives	\$2,000	
		Bamboo Cutlery and Plates (to resell at cost)	\$2,000	
		Dual A-Bin Recycling Stations (Three)	\$600	
		New Graphics and Design	\$500	
		Durable Outdoor Signage	\$1,400	
		Market Sustainability & Volunteer Manager (Contractor)	\$4,000	
		Posters, Advertorials and Other Promotion	\$5,000	
		Total Expense	\$17,000	
		Projected Income	\$17,000	