

Print

Community and Economic Development Grant Application FY2025-26 - Submission #2600

Date Submitted: 11/20/2025

Name of Applicant Organization*

Lincoln City Sunday Market

Mailing Address*

P O Box 104

City*

Lincoln City

State*

OR

Zip Code*

97367

Person Completing the Application

Name*

Melody Wilkins

Email Address*

LCSundayMarket@gmail.com

Phone Number*

541-914-0359

Name of Your Project*

Sunday Market Growth Project

Total Project Budget*

The total project budget is \$9925

This includes all anticipated sources of funding

Amount Requested from this Program*

\$7925

(max \$15k for STANDARD, \$50k for IMPACT)

Location of Project Activities*

Lincoln City

Where in Lincoln County is your project happening?

Pool of Funds Applying to*

- STANDARD (\$15K Max)
- IMPACT (\$50K Max)

Project Description*

Every Sunday, from May to mid-October, the Sunday Market springs to life on the grounds of the Lincoln City Cultural Center. Along with fresh strawberries, Farmers Markets are powerhouses of economic opportunities, as 30+ small businesses open their storefronts each week to sell directly to customers. Studies have shown that “for every dollar of sales, direct markets are generating twice as much economic activity within the region, as compared to producers who are not involved in direct marketing to customers”. (Farmers Market Coalition). Food and services sold directly from the farm or within the region directly to consumers helps farmers earn a larger share of the food dollar. (OSU Extension).

Along with the economic benefits, the Sunday Market has important benefits for community health. People who shop at farmers markets have 15-20 social interactions per visit, while they would only have one or two per visit to the grocery store (Project for Public Spaces). Sunday Market is also an authorized SNAP retailer, and plans to offer Double up Food Bucks in 2026 which gives patrons a matching amount up to \$20 on their SNAP purchases each week. Sunday Market hosts a free community booth space weekly for local nonprofits and government services. The Sunday Market is also a tourist attraction, and will appear in the Explore Lincoln City Visitor's Guide in 2026.

The people who make the market happen are the vendors. 56% of the vendors in the 2025 Sunday Market season live in Lincoln County, many in unincorporated areas. There has been a farmers market at the old DeLake school since before the Cultural Center opened. Pandemic closures, then two years of construction kept the market away until 2024 when a new member benefit organization was founded by vendors and became a 501(c)6 in July 2024. The Sunday Market leases the cultural center grounds each Sunday. The market has grown since 2024, 41 vendors attended on the busiest day in 2025. But there is still room to grow.

More vendors means more customers, and more customers will attract more vendors. The magic sauce that can help this happen is additional advertising and promotion. Vendor surveys show the only complaint about the Market is not enough advertising. An extra boost to the advertising budget will encourage more vendors and more customers, and additional vendor booth fees will help sustain the market and provide funding for continued promotional efforts in the future. In addition the Market will start offering logo merchandise for sale, these stickers and reusable shopping bags will provide funds for future promotion, and provide visual marketing as they are used in the community.

The Market Growth Program will increase the visibility of the market and will encourage more vendors to attend. This will result in a more vibrant community and more customers and profits for the small businesses who are vendors at the market.

What is the project and what will it do for community and/or economic development? What tangible items or results will the project deliver? How will the success of this project be judged? IMPORTANT: This fund is not intended for staff or operations. Please describe the economic impact of the project and how it creates or retains jobs in the community.

Funding*

For this project, we will be applying to the Explore Lincoln City Community Partnership Fund (\$1000) and the Siletz Tribal Charitable Contribution Fund (\$1000) as well as EDALC.

If applicable, please describe the status of other funding sources you have applied for or intend to apply for, and indicate whether those funds have been awarded. Also, list any other funds for which you have applied but were not funded - how much did you ask for, from whom, and why was the application not funded?

Collaboration*

The Sunday Market is collaborating with Farmers Market Fund for SNAP and Double Up Food Bucks Growth grants, and Marketlink for SNAP equipment grants and support.

If applicable, please list who you are collaborating with and why.

Viability*

The success of the project will be measured by the increase in visitor foot traffic counted and vendor attendance. Foot traffic will be measured against peak foot traffic of 1164 on Labor Day Weekend. Vendor attendance will be measured by the average over the season, 2025 average vendor count was 29. If this project adds an average of 9 vendors a week it should alleviate our third season growing pains and make the Market sustainable in terms of future promotion needs. The 2026 Market season opens May 3 and ends October 11th.

How will the success of this project be judged? State success measures and timeline. Will this project need ongoing funding? How will this be secured?

Desired Start Date*

3/1/2026

Desired End Date*

10/31/2026

Budget Documents*

Sunday Market Growth Project .pdf

Please submit as a PDF file - project budget only (not organizational budget)

Letter(s) of Support

No file chosen

At least one letter of support is required for an IMPACT application.

Name of Chief Executive*

Jay Filcman

Title*

President

Chief Executive Email*

JFilcman@hotmail.com

Tax ID Number*

99-4995056

Type of Applicant Organization*

501(c)(6) Nonprofit

Sunday Market Growth Project			
Advertising, potential publications include:			
	Oregon Coast Today		\$1,800
	Lincoln County Leader		680
	Lincoln Chronicle		595
	Siletz Bay Music Festival program		500
	Oregon Coast Visitors Guide		970
		and website	380
	Radio - KLCC and KPPT		2500
		Total	\$7,425
Printing	Posters		\$250
	Rack Cards		750
		Total	\$1,000
Website, minor update			\$500
Logo merchandise	Stickers		\$350
	Reusable cotton shopping bags		650
		Total	\$1,000
Total Growth Project Budget			\$9,925