

Moscow Farmers Market Location Survey

Report of Results

2012



In June of 2012, the Moscow Farmers Market, regularly located in the Jackson Street parking lot, was temporarily moved to Main Street to accommodate a lighting improvement construction project. Throughout the temporary move, hundreds of comments were received by the City of Moscow, prompting a one-day extension of the temporary move to July 7, 2012. This allowed for a study of preferences regarding the Moscow Farmers Market Jackson Street parking lot and temporary Main Street locations following completion of the parking lot construction process.

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Executive Summary

The Moscow Farmers Market (Market) is the oldest farmers market in Idaho, celebrating its 35th anniversary in 2012. The Farmers Market is a popular Moscow tradition held every Saturday, 8 a.m. to 1 p.m., from May through October. The weekly event, held in the Jackson Street parking lot located in downtown Moscow, celebrates local farmers, artists, craftspeople and musicians by providing them with an opportunity to interact directly with community members and visitors. Highlights include regionally grown fresh produce, delicious homemade baked goods, healthy nursery plants, beautiful fresh flowers, quality handmade crafts, and performances by local musicians.

On June 1, 2012, the City announced the approval by City Council of a contract to install new LED lights and vintage style poles and fixtures throughout the Jackson Street parking lot. The funds for the project were from a successful grant application under the America Recovery and Reinvestment Act (ARRA) from the Idaho Office of Energy Resources. Construction was anticipated to take three weeks, from June 11th through the 30th. To accommodate construction, the Market was temporarily moved to Main Street on June 16th, 23rd, and 30th. On June 11th, City staff arranged for alternative parking to offset the closure of the Jackson Street parking lot for day and night use. On June 14th, the City issued a press release noting the parking/traffic revisions and street closures that would occur during construction and while the Market while held on Main Street.

Throughout the temporary move, hundreds of comments were received by City staff and elected officials. In light of the overwhelming input and pursuant to a request from the Moscow Arts Commission (MAC), on June 29th the Council approved a one-day extension of the temporary move of the Market. Several factors affected this extension, including the MAC's desire to review the Market while on Main Street with the construction of the Jackson Street parking lot completed and available for parking during the Market. Further, City staff developed a set of specific surveys to gauge the impact and perceptions of downtown business owners, Market vendors, and Market customers. The surveys included questions regarding safety, business access and traffic, and general atmosphere. Also on June 29th, the MAC scheduled a public feedback and input session during their regular meeting in July 10 at 5 p.m. with public input to be received at 5:30 p.m.

Included in this report is an overview the survey and comment collection process, followed by the results of the survey and a catalog of comments received to date. The information gathered at the July 10, 2012 MAC meeting has been compiled and is included in the minutes for that meeting and not in this report.

Methodology

Surveys

City surveys for businesses, vendors and customers were administered both via the web and hardcopy options. The survey itself, while a good representation of the groups' general opinions, is not a statistically valid survey; therefore there is no specific return rate to report, nor is there a confidence interval that was maintained for the survey. However, the responses received were consistent with the populations for each group and included 45 responses from businesses, 78 responses from vendors, and 643 responses from customers. The survey was available beginning Tuesday, July 3 and closed at 5 p.m. on Monday, July 9th. The survey was designed to measure specific items and how they relate to both the Jackson Street parking lot and Main Street locations.

Questions were based on a 5-point Likert scale, a widely used psychometric scale commonly used in questionnaires (i.e. strongly agree, agree, neutral, disagree, strongly disagree). The Likert scale allows a respondent to evaluate a specific item based upon their level of agreement or disagreement with that item. Each survey addresses three items that are specific to each group, businesses, vendors and customers. The full survey is included as Appendix A.

Comments

As individuals made comments regarding the two (2) locations for the Market, they were asked to complete a comment card. These are the same cards that have been used at other City events on a regular basis to track the community's thoughts and opinions events. The comment card also included demographic and economic development related information that, in most cases, was not completed by Market patrons regarding location preferences and is not reported in this document.

Emails, other correspondence and social media feedback were collected for compilation. It was requested that all correspondence be sent to the Arts or Administration Departments. Any correspondence that was not forward to those departments may not be included in this report.

Public Input Session

At the July 10, 2012 MAC hosted public input session, participants were asked to sign-in, noting whether or not they were interested in sharing their input. Similar to other public input session held by the City and Commissions, feedback was limited to two minutes per person. Additionally, if attendees were interested in sharing their opinions, but were not comfortable providing their input verbally, an option to provide comments on index cards was also provided. Nearly 35 attended the session and provided either written or verbal input. That input has been recorded and is available from the Moscow Arts Commission as part of their minutes from July 10, 2012 meeting.

Business Survey

The City was aware that as designed, the survey process would capture those with involved with the Market and, therefore, did not provide a means to measure the downtown customers who do not frequent the Market. As such, it was felt that the survey for businesses would be the best way to quantify those customers' behaviors. Items included to gauge that behavior were traffic and access to the business, as well as a question relating to general atmosphere. For the business survey there were 45 businesses that responded.

Business Traffic

When responding to the statement, "Traffic to my business increases when the Moscow Farmers Market is located in the..." 38.6% of respondents noted they "agree" or "strongly agree" that traffic increases when the Market is in the Jackson Street parking lot, while 61.4% of respondents noted that traffic to their business increases when the Market is located on Main Street.

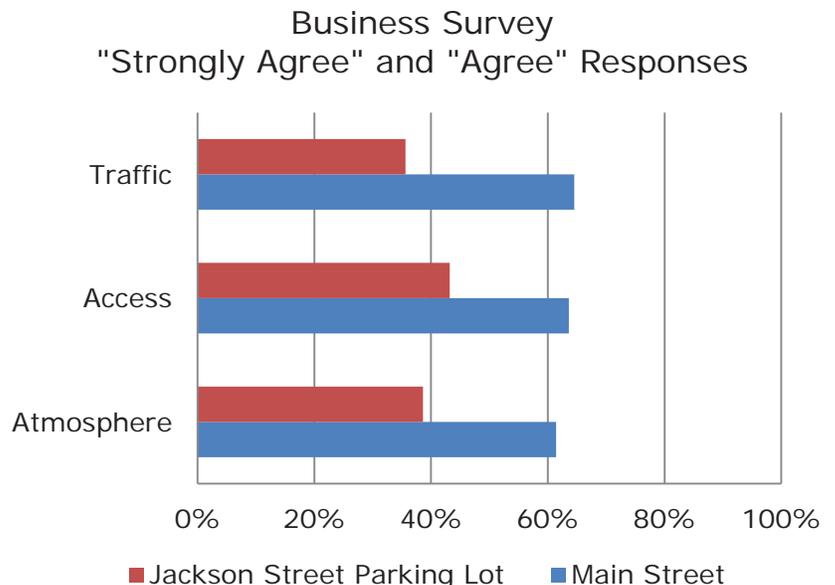
Business Access

In response to the statement "The layout of the Moscow Farmers Market ... provides good access to my business," 43.2% of respondents noted they "strongly agree" or "agree" with the statement in reference to the Jackson Street parking lot location and 63.6% noted they "strongly agree" or "agree" in reference to the Main Street location.

It is interesting to note that 22.7% and 27.3% of respondents stated that they were "neutral" regarding the Jackson Street parking lot location as regarding traffic and layout, respectively. Comparatively, the percent of respondents who noted they were "neutral" was just 4.5% for both traffic and layout statements in regarding to the Main Street location.

General Atmosphere

When rating agreement with the statement, "I prefer the general atmosphere of the Moscow Farmers Market..." businesses "strongly agree" and "agree" that they prefer the Jackson Street parking lot by 35.6% and the Main Street location by 64.5%. Again, the "neutral" responses to this item were higher in regard to the Jackson Street parking lot at 22.2% versus the Main Street location at 11.1%.



Vendor Survey

There are 203 potential vendors for the Market. This includes 49 season vendors (regular full-season sellers of goods and produce) and 178 approved walk-on vendors (i.e. sellers who are present less than full-time during the Market). No distinction was made in this survey regarding season or walk-on vendors. Specific items surveyed included vendor space and sales success, in addition to a general atmosphere question asked on every survey. As noted in the Moscow Arts Commission public feedback session, there are 8 walk-on vendor spaces available in the Jackson Street parking lot location and 35 walk-on vendor spaces available at the Main Street location. For the vendor survey there were 78 of the potential 203 approved vendors who responded.

Vendor Space

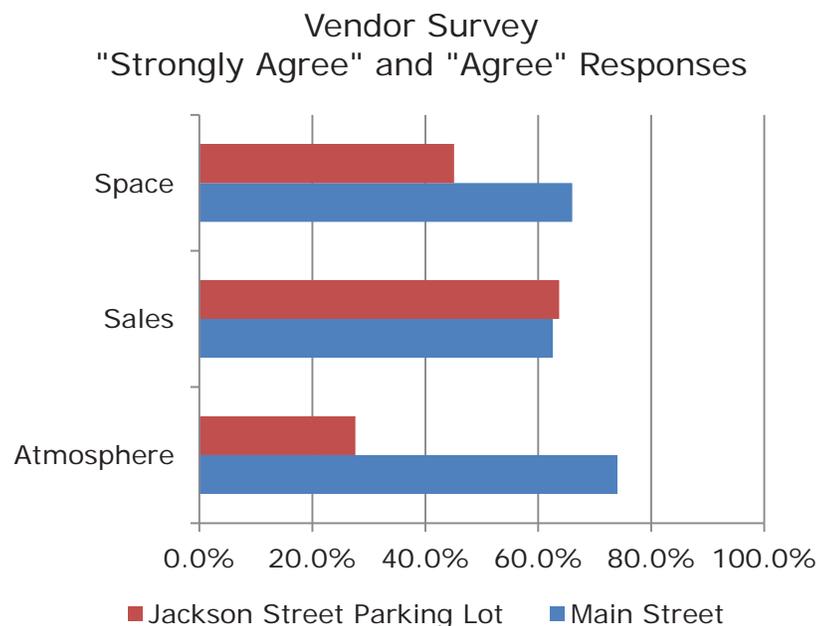
When vendors were asked to rate the statement "I prefer the vendor space available at the Moscow Farmers Market..." in reference to the Jackson Street parking lot, 45.1% respondents noted they "strongly agree" or "agree" compared to the Main Street location where 65.8% of respondents noted the "strongly agree" or "agree" with the vendor space in that location.

Product(s) Sales

When asked to rate the statement, "Sales for my product(s) are good when the Moscow Farmers Market is held in/on..." 63.7% of respondents noted they "strongly agree" or "agree" to the statement in reference to the Jackson Street parking lot. When asked to rate the same statement in reference to the Main Street location, 61.6% of respondents noted they "strongly agree" or "agree". Both locations received a higher rate of "neutral" responses with 19.5% and 13% respectively. It may be important to note the percentage of respondents that "disagree" or "strongly disagree" with the statement were 9.1% in reference to the Jackson Street parking lot and 18.2% for the Main Street location.

General Atmosphere

Vendors "strongly agree" and "agree" that they "prefer the general atmosphere" in the Jackson Street parking lot by 27.6%, for the Main Street location 74% of vendors "strongly agree" or "agree" that they "prefer the general atmosphere" of the Market on Main Street.



Customer Survey

The customer survey for the Market had the most responses of the three surveys, This was to be expected considering it is estimated that more than 5,000 people visit the Market on a given day. Specific items addressed on the customer survey included safety and shopping habits, in addition to a general atmosphere question asked on all three surveys. For the customer survey there were 643 customers who responded.

Perceptions of parking were not collected. The City Engineering Department is able to report the total amount of parking available during Market hours of operation. There are 75 parking spots are used when the Market is located in the Jackson Street parking lot and 62 parking spots are used when the Market is located on Main Street from Third to Sixth Street.

Safety

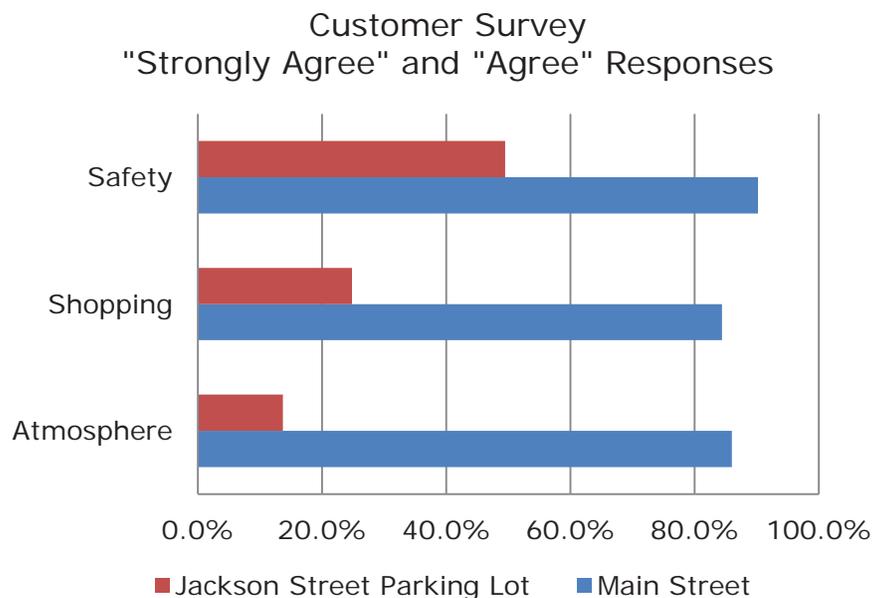
Many of the initial comments received regarding the location included those that mentioned people "felt safer" on Main Street (versus the Jackson Street parking lot), with references to the Jackson Street or Highway 8 that runs parallel to the Jackson Street parking lot. When rating agreement with the statement, "The Moscow Farmers Market location in the ... feels safe," 49.5% noted the "strongly agree" or "agree" in reference to the Jackson Street parking lot. When rating feelings of safety for the Main Street location, 90.2% of respondents noted that they "strongly agree" or "agree" that they felt safer on Main Street.

Potential Shopping Habits

When the respondents were asked to rate the statement, "I am likely to visit other downtown businesses while shopping at the Moscow Farmers Market when it is located in/on ..." 24.8% of respondents noted they "strongly agree" or "agree" in reference to the Jackson Street parking lot. When rating the same statement for the Market when located on Main Street, 84.4% of respondents noted the "strongly agree" or "agree" that they would likely visit other downtown businesses while shopping at the Market. There was a higher rate of those noting they were neutral to the statement in regards to the Jackson Street parking lot, with 24% of respondents noting they were "neutral".

General Atmosphere

Customers "strongly agree" and "agree" that they "prefer the general atmosphere" in the Jackson Street parking lot by 17.3%, for the Main Street location 86% of customers "strongly agree" or "agree" that they "prefer the general atmosphere" of the Market on Main Street. The percent of respondents that noted they were "neutral" on this item were 19.6% and 4.7% respectively.



Comments Received

The following comments were received beginning June 16th. Comments have been generally sorted according to positive and negative opinions regarding the Main Street temporary move and location with a separate list of unrelated comments made during the temporary move. Each set of comments are numbered for ease of reference. Total positive comments received were 323, total negative comments received were 18, and total unrelated comments received were 32. Comments submitted in writing were typed verbatim; however, some spelling errors were corrected.

Comments made via the Moscow Farmers Market and City of Moscow Facebook page follow the written comments.

Additional correspondence to City staff and elected officials is included in appendix B. These comments were scanned in two batches, each of which is sorted by date.

Positive Comments

1. Love this location! Keep it on Main and in Friendship Square =)
2. Great for business!! Enjoy the extra room, allows for the full enjoyment of all booths without struggle and frustration between patrons
3. I really like the new arrangement, it feels safer and there is more parking, and there's room for expansion, please keep it this way! - Lahde Forbes
4. Love this location – so much more room!
5. Love it on the street – flows well
6. Love the Main St. location! Keep blocking off the street!
7. Love it! For families with children this is so much safer. Parking in Jackson makes sense; we should be seeing store fronts not alleys/dumpsters. Also like the fact that no major streets need to be closed.
8. Love the setup - We loved having the market open and safe. It feels so much more like an actual Farmer's Market. Hope you keep it like this for keeps.
9. Keep Farmer's Market on Main St. Open it up to 6th St.
10. Much better with closing the street and location of musicians! Thanks!
11. This venue is so much better than the previous parking lot. Please continue it.
12. The move to Main Street is a huge improvement. Please keep this venue! It is so much more pleasant to wander and having food court separate is wonderful!
13. MAIN STREET! It is really great, this market on main street. I prefer that to the parking
14. I think that having the Farmer's Market at this spot (Main St.) instead of at the Parking Spot is much better! I hope the Farmer's Market will continue to happen at this spot in the future!
15. I like the farmers market set up on main street it is easier to see what is available
16. Love the Market on Main Street! (And I shopped at Hyperspud during the Market)
17. I love the layout! Keep it up-! - Judy Crane
18. I love the Market on main street!!! Please continue to set up this way. So much room for growth of the market and ample customer space!

19. I love pedestrian downtown! The closed street for the Market is very festive and makes the Market seem like a special event.
20. KEEP IT ON MAIN ST!!!!
21. We absolutely love having the market on main street. Because it is less crowded we spend more time browsing and buying. This week we spent more than we did all of last year combined.
22. Love the new setup
23. We like the market on main street – better community feeling easier to see/talk to/visit vendors
24. Please keep the Farmers Market on Main Street! Much better than the parking lot.
25. The new venue along Main st is FABULOUS!!
26. Downtown is best!
 - a. Food court is great!
 - b. Handwashing stand good idea!
 - c. Would like to have produce in one area to compare quality and pricing.
 - d. Dogs not allowed – Best idea
27. We love – love – love the destination event of coming to farmers market on Main (Last year I rarely came). Now I'm so excited to be here! - Jeanne Manerson and family
28. Love it on the street! Better than the parking lot. Keep it blocked off. Nice feel to the market. More room. Consider keeping it on the street.
29. LOVE THE LAYOUT ON THE STREET INSTEAD OF IN THE PARKING LOT. THIS IS A MUCH BETTER FLOW FOR THE MARKET, BUSINESSES AND PARKING. - Sharon A Kielty
30. I like the Main Street Market. There is more room to circulate; I appreciate the opening of the Jefferson Street Parking Log. I'm concerned about low foot traffic past the non-profit tables. If some vendors are returned to the west 4th street after construction traffic flow should improve.
31. I really like the setup of this market – better than usual/normal setup! Keep this setup
32. Please keep the Farmers Market on Main Street. I love it here. It is great because I don't have to cross main street traffic on Jackson St. We don't have to smell the dumpsters. The whole atmosphere is better on Main Street. Thank you.
33. KEEP IT ON MAIN ST.
34. I love this new way of layout. Please leave it this way very pacific northwest
35. Love this new arrangement
36. Love the Main Street location rather than parking lot BEST!
37. BLOCKED OFF STREET IS GREAT!
 - a. More food seating (w/fountain)
 - b. Away from Highway
 - c. Pleasant
 - d. Safe for my 4 ½ year old
38. Love the street being closed! Yay! Please keep it this way – much safer!

39. I love the new street setting! Much safer and even a bit more busy!
40. Love all the parking, please keep all the booths on the main street. =)
41. We like the open feeling of strolling – good move!
42. I love the Farmer’s Market on Main St! there is so much more room to see vendors and people. Plus, I am more likely to visit local businesses while I’m here.
43. The Farmers Market is so great on Main Street! It incorporates the local businesses on main street and the vendors. Great idea!
44. I enjoy the farmers market being on main street
45. I love it on main street. It feels like a party – everyone and visiting, joys, happy. Please keep it this way – even block off main down to 6th street. - Stephanie Neal;
46. I love the new location for the Market! Great visibility and access. Please continue to keep it on Main St!
47. Please keep the Market on Main Street. It’s Great!!!
48. I love the new setup!! It is so much easier to find parking and it is more fun!
49. The Farmers Market out on the street is great! Please continue much easier to navigate.
50. The new set up! Keep produce vendors together as much as possible.
51. “Love it on Main St.” Parking is better
52. I really like having it on Main St. I also like not having dogs, even tho I love Dogs!
53. I love the location on Main St. This should be permanent.
54. Love the main street set up. Please keep it!
55. Really really like the configuration of booths along main street instead of the parking lot on Jackson. I’d put the stalls/booths closer together so they aren’t so spread out on side streets – all on Main maybe?
56. So love the configuration w/ booths on Main Street rather than parking Lot – feels more like a “community” event that is expansive – more conducive to shopping and eating
57. MOVE MARKET TO MAIN! AND BRING BACK THE PUPS!
58. New Street location is great! Move spacious, better seating, less crowded. More kid friendly – it’s not running directly onside a highway
59. Love the new set-up. Easier parking. Better for main street stores. More room. GREAT!
60. Keep it on MAIN ST
61. The Farmer’s Market is good on Main St!
62. Loved the street being closed DO NOT use under bank parking- smells too much like gas fumes. Maybe keep just the side street by fountain closed and street walkway between playground and put some of market back where it was – so merchants/stores have some access to their businesses.
63. I like the new location – I think it promotes the market vendors and also reminds us what businesses are on Main Street
64. I like the set up on Main Street much better. More open and less crowded.
65. New layout is fantastic we travelled the entire market – didn’t feel crowded at all – much BETTER! Thanks for NO DOGS!

66. Having this on main is vastly superior to the old parking lot. It is like going from JV to varsity. I never want to go back.
67. I like the market better on main street. Easier to see everything.
68. I love the market on main street
69. Love it on Main St.!!! Keep it here please! It's such a step up! We're in the game now!
70. LOVE MAIN ST!!
71. Love having it on Main St! Makes a much better atmosphere, more space and parking, and easier browsing. Very enjoyable.
72. I like it much better on the street – it has a much better local market feel
73. This is great! I can take my sons stroller through the Farmers Market! I think you will pull in surrounding communities if you keep this going.
74. I love this set-up on Main St. I'm sure it takes work to close down the street- but it has a much better flow and atmosphere! Fingers crossed it can stay like this!
75. Please keep it on Main Street
76. Love the new set-up! Continue it!
77. WE LOVE THE NEW LAYOUT OF THE FARMER'S MARKET! KEEP IT ON THE STREET!
78. New layouts is way better. More space for parking more space for vendors.
79. 2nd week on Main – I love it. Please look at trying to retain the Market in this location. Glad to hear some of the vendors are happier this week. Keep working on it! Thanks you Kathleen.
80. Please keep farmer's market on Main St. Please allow dogs again.
81. Keep it on Main Street! Also, please reconsider allowing dogs back to market.
82. Absolutely "love" Farmers Market on Main St. Please make it a permanent change!
- Val Carter
83. Fantastic on Main Street! Way Better!! Please make it permanent
84. This location (Main St) is better:
 - a. Parking is better
 - b. Local shops/permanent businesses on the side) are added bonus
 - c. More convenient
 - d. Please keep it here
85. Love the Main St layout!
86. Like the new Main St location!
87. I love having the market on main street. Make it permanent!!
88. Love the market in this location! So much easier to get around – the wide middle aisle makes it so much easier to navigate/not bump into people.
89. I like the market on Main Street! Please keep it. People are more spread out and less congestion. - Nancy Hampel
90. The layout on the street is far superior to when it is in the parking lot. FAR SUPERIOR the food vendors by the fountain is an improvement from last week.
91. I like the new location lots! Let's continue it for the rest of the year in the new location! The only complaint I have is the food court being separated from the main market on the side. Thanks

92. Love the vibe of having the Market downtown. Like the setup. Enjoy having the food vendors on 5th so patrons can utilize the benches and fountain.
93. I think it's GREAT to have the Market on Main St! Let's keep it there! - Charis
94. Love having the farmer's market on main st. Not only does it create a more festive atmosphere, but also makes it more convenient to visit all the booths and downtown businesses. Parking and traffic also seem to be less of an issue than when it is in the parking lot.
95. Having the market on Main st is great!
96. Keep it on Main St! =)
97. This setup is so much nicer. It is fun to be on Main Street.
98. This is "The Event" along with Ren Fair in Moscow. Opening up Main Street really changed the feeling. I love it! Keep it on Main ST.
99. Keep on Main Street
100. Love the location on Main St.
101. I love the layout on Main Street. It seems more open and seems to allow for more vendors. I think market should move to Main St. permanently.
102. Love it on Main Street! Parking and walking easier, more friendly and open atmosphere. Thanks
103. We LOVE having the Market on Main St. – more room to move, easier to get to each booth! Also, more ATM access please!
104. The Main Street setup is wonderful – I think the change should be permanent for this event! I've heard that others think it should be closed to auto traffic all the time – I also like this idea
105. The new location is awesome! It's a lot less cramped and you actually feel like staying longer!
106. Love the Farmer's Market on Main Street. Let's keep it this way forever!
107. I like the new set up (with the food centered outside the police station)
108. Keep the Farmer's Market on the street – it's great! More people are enjoying the fountain, the main street. I have heard that some use parking as an issue for not having this as the usual. I think more people are hanging out, walking main street, enjoying the music and the day than ever before.
109. Love the new location!
110. I love the farmer's market. I really enjoy the set up on main street. There is something about the townpeople taking over the street for the event that really adds to a sense of community. Keep the market on main st. It provides such a better flow for people and vendors. You don't feel as packed in.
111. The setup on Main st is much better than in the parking lot. The atmosphere aesthetic is greatly improved. It also fosters walk by downtown shops which we would not do otherwise.
112. THE FARMERS MARKET ON MAIN ST IS FANTASTIC!! IT MAKES THE MOST OF BEAUTIFUL/FUN/DYNAMIC DOWNTOWN'S SPACE WITH THE PARKING LOT FOR PARKING! TOWN, THE EVNET, AND ADJACENT BUSINESSES ARE SO ALIVE AND WORKING TOGETH. PLEASE HAVE IT HERE AL THE TIME!

113. I have always liked the free music in Friendship Square And the farmers market I also like the market on main.
114. Keep it on Main! It has such amazing flow. So much more energetic.
115. The market was great on main st. keep it there. =)
116. Love the market on main street. Better location!
117. I like having it on the street. Feels more like a town event. More room to expand.
118. Main St. location better than parking lot.
119. Strongly recommend continued new market location new close entire main street permanently to vehicles from 3rd to 6th!
120. I think having the market on main st is great. When main st was closed to traffic several years ago when the play structure was being built, I thought it was GREAT. I vote to close main st. from 3rd to 6th to car traffic year round.
121. Thank you – the market is wonderful on the street. It feels open and airy. I hope we might keep it this way. - Katie Wanvig, Resident
122. Love the main street farmers market! Space for the entire community to participate!
123. Keep the farmer's market on main st, please. It's great. More space, better atmosphere, more integration with the shops etc.
124. We love the market being held on main st. instead of in the parking lot! We hope it will stay this way on a regular basis. Cheers.
125. We like having the Market on Main Street. It gives more room for the vendors – Great Event!
126. Love the new location – allows for more vendors.
127. Please leave the market on the street as it is today June 16 this is more open and friendly. Great!
128. Love the new location!
129. Love the new location – more options – sitting and utilizes local merchants store fronts!
130. Love it on Main St.
131. This location is much much better. It feels much more cohesive and I will probably shop more, keep it this way! Main Street = No Brainer
 - a. More room
 - b. Integrated space
 - c. Less traffic hazard on main
 - d. Closer to downtown businesses
 - e. More parking and much more
 - f. Please make this a permanent change.
132. This is Great! Should be here always.
133. Keep Market on Main St location.
134. LOVE IT! Main Street location. Don't go back.
135. Really like the location today. Let's keep on Main St. Artwalk last night was great. Love the location and main st. closed.

136. I love this new location! It opens parking and it's a much more family/business oriented setup.
137. I LIKE THE NEW SETUP!!
138. I like the "new" arrangement – however temporary
139. I love the new location – it feels easier to move around. I like closing off the street for the morning. - Tayne Dernson
140. Love it on Main. Need recycle for food paper stuff.
141. I'm in favor of closing main street each week all year!
142. MARKET ON "MAIN STREET" IS AWESOME! SPACIOUS, INVITING, MUCH MUCH NICER THAN THE PUNY PARKING LOT
143. I love having the market on main st. when the parking lot is done, the parking situation will be even better than when the market was in the parking lot.
144. Great layout – perfect size!
145. Like having farmers market in the street. Thank you
146. I LOVE the market in the street. Please keep it this way! I feel much safer as both a driver and a pedestrian in this setup, and shopping is cooler and more pleasant.
147. The Farmers Market on Main st is wonderful. There is more room. It is easier to find vendors and get to them. Parking is better too. Please keep it like this permanently.
148. You should have it on main street every week! So much more festive, room to move, better community feel, better for location businesses. We stayed longer!
149. Great idea to use main street. Please keep it here rather than the parking lot. Parking lot can be used for parking!
150. The move of market from parking lot to main is a VAST IMPROVEMENT IN SAFETY
151. Changing the Farmers Market to Main Street is Brilliant. It allows customers to browse more without feeling rushed also it allows room for growth and brings more of a sense of community to the area. THANK YOU
152. I enjoyed the layout and variety of the market while it is located on Main Street – I felt there was more room, more options and it felt very festive – Yay to the market on Main Street!
153. Main Street is the best location for the market. Didn't have to deal with the traffic on Jackson, no problem finding parking even with the Jackson St parking lot closed. Encourage merchants to have their stores open at 8:00am Saturday.
154. I have attended the Farmers Market for years. I truly enjoyed the "Market" on Main Street. The Market took on an even friendlier more community feel. Did not miss the noise of Jackson Street. Kudos to the Art Director and Market Manager. Let's move it there permanently. Main St. business owners shouldn't complain if they can't bother to be open.
155. Keep it on Main St.
156. Fabulous Farmer's Market in new location! I've come since the very first FM many, many years ago. This location is the best space, the beauty of the trees, the music, the crowds – more I think the food court – more room for everyone – vendors and shoppers...very festive and colorful change for the Market! Thanks!

157. I love the new set up. More parking. Open-doesn't feel so crowded. More places to sit. Keep this please!!!! Can see vendors better. Feels nicer.
158. Please keep the Market on Main Street. I like the additional parking offered around town close to the market. It feels like the whole town is a part of the Market.
159. Safety is much better with this new setting. Don't have people (especially children) dodging traffic. Please keep this!
160. Please keep Market on Main St. Love it! More room, more relaxed.
161. Best Market EVER!!! KEEP IT ON MAIN ST!! PLEASE. Great for consumers, vendors, downtown businesses, and the people!
162. PLEASE KEEP THE MARKET ON MAIN ST. TODAY'S MARKET WAS GREAT, I SPENT MORE TIME SHOPPING AT THE MARKET BOOTHS AND AT SHOPS DOWNTOWN. I LIKE THE SHADE OF THE TREES, THE ATMOSPHERE OF THE STREET VS THE PARKING LOT IS MUCH NICER. I WOULD ATTEND THE MARKET MORE OFTEN IF IT WERE ON MAIN STREET. THE TRAFFIC FLOW OF PEOPLE IS MUCH MORE RELAXED, I DON'T FEEL SO CROWDED OR HURRIED.
163. Hi, just wanted to say that having the Market on Main St. vs in the City parking lot is an inspired idea. This cut down on the traffic congestion on Jackson, opened up all the parking spaces the booths occupy normally which allowed more attendees to park conveniently and it made visiting both the booths and the local businesses flow so much better. I'd really like to see this become the normal layout. Thanks, Mike Andrews
164. I love having the Market set up on Main St. I feel it is a much better set up, both in terms of being able to enjoy the Market and it frees up the parking lot – which allows more people better access to the Market. It also helps the traffic flow and there is far less congestion on Jackson. I would encourage you to consider making this a permanent change. I believe it would be a win for all – the businesses on Main, the Market itself, and the patrons. Thank you, Meg Andrews
165. I have been attending the market for years and the move to Main Street is the best improvement in years. Please keep it here. So much easier to find parking and walk there
166. Love the new location! Keep on Main Street.
167. Superb! Love it on Main St. Great for business too!
168. I love the Farmers' Market on Main Street. Please keep it this way!
169. I really like the Market on Main St – please keep this going
170. Please keep the Market on Main St. The layout is so much better! Thanks!
171. Keep it on Main Street – PLEASE!
172. Awesome! It took me a week to get used to the change but now I love it. The wide avenues are a lot friendlier! Change is good!
173. Love Farmer's Market on Main Street. Way better than the parking lot. Need better signage on main streets/have to guide people in. should put on silo's billboard.
174. I much prefer having the Market on Main Street – as do most other people I've spoken with. Feels much more inviting. Please keep it this way!

175. Great change of location. Love it.
176. We love the Farmer's Market on Main St!!! It feels more comfortable, safer, and more family friendly. Thank you!
177. Please keep the Farmer's Market on Main Street!
178. Like it on Main St! We especially like that dogs have finally been banned – we really appreciate you doing that.
179. Leave it on Main!
180. Leave Farmers Market on 3rd st! It's been a really good change I love it.
181. Love the change to main st.
 - a. more room for people to look and shop
 - b. Able to engage with others easier
 - c. Brings people to the stores on main st
 - d. Easier to find parking now
 - e. I think this should be permanent! I have come to the Farmers Market and stayed longer because it isn't so crowded!
182. I like Main Street more room and parking easier
183. Fun to have it on main st. more space for shoppers and vendors.
184. We love the new set up in the street. It's much easier to park, walk, and shop. Please keep this set up!
185. Love it on Main Street
186. Love it on Main!
187. Keep the new set up on Main Street! It's more functional.
188. Absolutely love the downtown area location versus the parking lot on Jackson street. There's no comparison. The future of the Market should be at this new location!
189. The Main Street is a much better location keep it here.
190. Love the street fair atmosphere – much better than the old location, and it eases up parking so much.
191. The location being on Main Street feels more open and the trees make it cooler
192. Main st is the best location for me to park, walk, shop and go downtown
193. Like the new configuration much better
194. On Main St please PLEASE please
195. Really like Farmer's Market on Main St!
196. I liked the move to main street because of the community feel. It is fun to shut down main st. and have a community event.
197. I love Farmers Market downtown! So much better!
198. This is my 2nd time coming to the FM and I have to say I LOVE it how it is now set up downtown in the street! It is so much safer and much more enjoyable. Thank you!
199. Keep Farmers Market on Main ST. Creates more parking and better feel
200. Please keep the market on the Main Street location! I've been wishing you guys would do this for YEARS. (I don't like the market in the parking lot – not enough shade and space, etc.) It's sooo much better. Once the parking lot is fixed, then

people can park there and shop on the street It's easier for vendors to load in and out on Main Street. There's also plenty of space for walking. Now they'll be plenty of space for parking its sooo much easier to park in the back parking lot instead of the street. There is shade for all vendors and buyers! The new food court behind the fountain is PERFECT! Now the market can expand to allow more vendors!
Please let more vendors in!

201. I love FM on Main St. Please consider keeping the Market on Main St!!
202. Please keep this set up!
203. I like it downtown, keep it on Main Street!
204. I like it a lot!
205. ABSOLUTELY LOVE THE FARMERS MARKET ON MAIN ST!!! WHAT A CELEBRATION OF WHAT MOSCOW HAS TO OFFER!!
206. Love the Main st location – such good visibility for downtown merchants and parking was easy!
207. Love the Farmers' Market on Main Street! Leave it here please!!
208. Please leave the market on main street – it feels good!!!
209. Market is great on main st!
210. I've been coming here every Saturday this season except one when I was out of town. LOVE the Market being on Main ST. (No nasty dumpsters like before and music sound and volume is much better.
211. BEST MARKET EVER!!!!
212. I truly believe having the markets on main street is so much better than the parking lot behind main street. So many reasons: more room, more parking, benefits the downtown shops, better atmosphere, on and on!! Please consider continuing this event on main st.
213. I like it being on the street more festive. Keep it up.
214. I didn't know it had moved, but I love this location. However, signs are needed on Jackson st. I would've driven on by if I hadn't seen someone carrying stuff thinking it was cancelled.
215. I LOVE the Market downtown area Thank you
216. Love the new location! Better parking and lots of room for booths
217. Love the main street venue – lots of space – don't feel crowded more conducive to shopping and closer to main street businesses – I spend more \$ this way.
218. Please keep this on main st. It's wonderful!!!!
219. Main street is GREAT! Location. Please keep it here!! I believe it is good for the main street businesses as well Jeanne Wallace
220. Really like the Market in this main st. location.
221. Please stay on Main St. this is so fun!!
222. Keep the Market on Main St. It's much better!
223. Keep it this way!
 - a. Safer no traffic to cross so kills
 - b. More room for vendors

- c. Rearrangement is refreshing old vendors look newer and set a better exposure new vendors wellness
 - d. Gives better exposure for downtown shops as well
224. Love the Market on Main Street it feels more intentional than a side parking lot, looks more substantial and calls attention to local businesses on Main St. I may not otherwise have noticed. Great Job!
 225. The Farmers Market is so great at the Main Street location. Leave the parking logs for parking and downtown for shopping! Please continue it on Main St!
 226. My wife and I really like most of the Market being on Main St. there's more room to move around, plenty of room for strollers and for socializing, and easier chance to patronize local businesses that are not otherwise part of the Market. We would like to see Main St. continue to be the Main venue for Famers' Market. - Judy and Roger Wallins
 227. Main Street Location is great. I also am inclined to try permanent closure of Main St between 3 and 6th to vehicle traffic. At least for 1 year trial period. Thanks.
 228. I much prefer the Main Street location. Increasing the extend to 6th street allows the vendors to spread out more so patrons can pass between them to/from the sidewalk. Having the Market on Main Street opens up the entire Jackson Street log for parking, and eases the confusion of traffic on Jackson Street and circulation through the parking lot. The Main Street location also is closet to parking along Washington street and other places I have parked. Keep the Market on Main Street!
 229. This is great!
 230. It doesn't make sense to use valuable parking for a market!
 231. Keep the Market on Main Street
 232. Main Street allows more room for walk-ons
 233. We like the Main St option and produce we can't grow verselines (Boothmans, Cottonwood,)
 234. Bring Back Dogs!
 235. Non profit is unseen. Longer street stretch better. 4th street being missed too. Great SHADE ON MAIN.
 236. Great! I love the street format – much more open and inviting.
 237. Please keep the closed street format!
 238. With the market in parking lot, people crossing Jackson are subject to highway danger and main is nearly closed due to pedestrian traffic anyhow. With Market on Main, Jackson parking lot is available for cars and fosters more parking and quicker ingress/egress than parking/access on main.
 239. Love Love Love the street format makes me spend more time down town shopping/enjoying the day
 240. Great idea having the market in the street as opposed to the parking lot!
 241. Great idea! Traffic can still move on Jackson and environment is much safer! Much better location.
 242. Love it

243. I love the market on the street great idea – keep it that way
244. Wonderful improvement! Should have done this years ago! So open – relaxed and more communityish. Good to have the seating for eating and socializing!
245. Perhaps you should expand the closure 6th and 3rd – spread out and encourage more vendors. Please keep the new street format!
246. We love it, please don't put it back in the parking lot! So much better now!
247. We liked the change. I think that dogs should be allowed in the main st portion
248. I love it in the downtown – more like a 'street fair' than just a crowded parking lot. The tables to eat at are a great addition.
249. This is where it should have been all along! Keep the parking lot for parking!
250. Why didn't you do this before?
251. Finally!
252. What a great concept for a street market like the food corp idea
253. Very nice – more space – better parking – more business to browse along the way – it showcases the downtown better.
254. I love it, simply wonderful
255. Good point I hate the smoke too!
256. Keep it on Main Street! Let dogs come back!
257. Love the Mkt on Main still please keep it here Perfect!
258. Love the site on Main Street
259. Stay on Main
260. Love it! It's a hoppey place!
261. I like the Main St venue; more open
262. On Main Street provides a more inviting atmosphere.
263. I like the Market stationed on Main St
264. We love the Main Street location – it really involves the local businesses...
265. This new location is better! It encourages people to go into local businesses – we went into 3 stores I've never been to before!
266. Yes, like it
267. Please stay on Main St. I prefer it to the parking lot
268. Keep market on the street!
269. Like new location
270. Like it on Main Street
271. The atmosphere of the Market really benefits from being on Main St.
272. Keep it on Main St. Need more trash cans
273. Great event/location. My first time but will keep coming so long as it's on Main Street
274. I really like the expanded Sat Market Great to see friends, get fresh produce, and chat with other muscovites. Keep it on Main St! Encourage downtown merchants to use it for more sales promotions!
275. I love having the Market on Main Street. There is a great sense of occasion, it shows the town really cares.

276. Please move it permanently to main st. I have talked to lots of people and every resident of Moscow has liked it better on Main St. Thank you!
277. Main Street is a wonderful location. Lots of room to chat. No traffic worries. Easy to approach businesses.
278. I've been coming for years and I love the Main St. location
279. Street is best
280. Keep on Main Street
281. Keep it on Main Street!! It is so much more enjoyable to visit because of the extra room and not having to deal with vehicle traffic!! It couldn't be in a better location! Keep it there!!
282. Main St is great! But only 3rd to 5th. 6th is too spread out
283. Jackson street feels unsafe because the highway is right there. I like Main St location. Should allow dogs along sidewalk, no dogs in center (in street) Thanks for asking
284. We loved the new location of the farmers market! Not only was Farmers Market busy but most all businesses had an increase in foot traffic. We feel it should stay on Main Street!!! It helps promote buy local as well.
285. Move vendors back to back on Main Street allows for more vendor space
286. WE LOVE HAVING THE MARKET DOWNTOWN! THE STREET ATMOSPHERE IS SO MUCH BETTER THAN THE PARKING LOT!
287. We love the Main Street location.
288. Would love to keep it on the street! More festive more room
289. Wow! Main Street is so much nicer for the Farmers Market. Hope you continue at this location!
290. I like the casual – UNCROWDED atmosphere – the trees – the space to sit – tables chairs by the fountain on the benches under trees – PLEASE STAY ON MAIN ST!
291. Main street location offers room to expand. Jackson st lot dumpsters are a deterrent. It was a mistake to ban dogs, which gave the market personality. Since that happened, I only go to buy items from one longtime vendor, then leave. My spouse stopped going altogether.
292. Love it
293. It's great where it is!
294. I love the Market in Main street
295. Have visited each time we are in Pullman great to be in main street
296. The new location has more shade. It is a bit more difficult to locate vendors but that is just something I would learn. Main street that's my vote
297. I love the Main Street space! Room to walk and not bump into people. No animals is really great. I have a sweet dog, but she doesn't belong here. I understand some of our vendors like the Jackson Street best, but their concerns are primarily set-up and take down times. These can be fixed easily.
298. Prefer Main Street and Friendship Square and closed 3rd to 5th. Liked food court by fountain
299. Excellent that it is incorporated on the street with the other businesses

300. Keep it in the street!!!
301. I like the change to the street rather than in the parking lot
302. Keep Market on Main Street! There's so much more room and I am more likely to attend the Market. I usually would not come on Jackson St. due to traffic (foot and car) congestion.
303. Please move the market to main street
304. Move the barrier to 6th street. The barrier on 5th keep people from coming downtown to my store. If the barrier cannot be moved, keep it in the back parking lot please.
305. I really like Farmer's Market on Main St! It's a vibrant part of downtown life.
306. Keep it on Main Street
307. LOVE the Farmer's Market being on Main! Way more accessible/visible, better parking in the back lot, both highways (N/S) are uninhibited by pedestrians – downtown just feels more vibrant!
308. Move space to move! Love the layout of downtown it flows much better!
309. I love the layout of the Farmer's Market! It's so much easier to navigate and park. I hope it stays this way. It feels more open and inviting.
310. No Dogs was the first big improvement lets have The Downtown Format be the 2nd major improvement!!
311. We like the Market on Main Street! Katie and Luke
312. I really like having the Market on Main St. It's open, more vendors can set up. Let's keep it this way!
313. Keep it on the Street – This is wonderful
314. I really love the new Main Street location. It feels and looks bigger, shady and I think it helps local downtown businesses. Hope it stay on Main. S. Ramella
315. LOVE IT! LOVE IT ALONG MAIN ST. IT'S MORE LIKE A STREET FAIR. LESS PEDESTRIAN JAMS. LOVE IT! Annie Hubble
316. I love the Main St Market. Keep it!
317. Love it on Main St - Dan Maher
318. I love having the market on Main street. The atmosphere is so pleasant and I have visited merchants I would not normally patronize. Awesome!
319. Prefer Main Street!
320. I prefer the Market on Main Street. Much better atmosphere, more room, and better flow.
321. Downtown – wider streets good!
322. Love Main St location wish vendors were in middle of road so we could walk on sidewalks to view.
323. I loved the street arrangement for the Market!!! It felt like there were more vendors because they were able to spread out. This is the most important reason. I felt like the children's area was much safer. As a grandmother I always felt the playground area was so congested and it was hard to keep track of the children – now that it is off by itself it is much better and having chairs facing the music and

the playground I could watch the children and the music at the same time. Please consider leaving it this way!

Negative Comments

1. I hate the Market set up this year. It's so much walking for those of us who are elderly or handicapped - Shirley Shutt
2. Too spread out back to parking lot ASAP
3. Keep market where it used to be – unfair to local merchants on street.
4. I have heard there is talk of the Market permanently to Main St. I am looking forward to it going back to the parking lot I like it better (better atmosphere) in the parking lot.
5. Do not leave this fine market out on the street. Too spread out, reduced vendors, it just doesn't fit.
6. Prefer location in city parking lot. I miss the dogs!!
7. I have been coming to the Farmers Market for 30 years and Main St is the WORST location EVER PLEASE move it back to the parking lot!
8. As a vendor, my evaluation of the move to Main St. is based on one thing, sales. My sales are down. This move has cost me money!!!
9. I liked the older food location. There was more room in the larger parking lot
10. WHY DOES THE CITY COUNCIL SEEM COMPELLED TO OVER-REGULATE A GOOD AND TRADITIONAL THING? HALF THE REASON WE COME TO THE MARKET IS TO MEET FRIENDS, PET DOGS, AND SEE BABIES!
11. Would you please put Dury's produce in a better location? I had all my purchases before I even found them. They have been loyal mainstays of farmers mkt. for at least 20 years Joann Suttor
12. US Bank's only concern was the night drop and bank customers feeling there wasn't enough security for the night drop box, which is used throughout the weekend and during market hours. It was noted that there weren't any complaints regarding the issue on July 7.
13. Non-profit section has been marginalized and for people visit with the Main St. Location. Socialization/Conversation was better in old (parking lot) than main st. Vendors move and are not in the same location on Main St each week.
14. I like the other place better due to more cozy. However, it seems that tis main place brings more people to businesses.
15. I really wanted to like the Farmer's Market on Main St but do not. It is a hot freeway – feeling place with too little shade and too few places to mingle. The vendor booths cut off the permanent stores. I would normally spend 20-30 dollars, but didn't spend anything. The radiant heat on a hot day was oppressive and there was less social vibe. We miss the dogs.
16. The Market has a new trial location Main St. I came with an open ride. I find the long linear layout is less attractive than the Jackson St. location. I believe Market vendors should decide the location and base it on their sales.
17. Please move back this is disorganized.

18. Put it back in the parking lot!!!

Unrelated Comments

1. Smoking – bluk! Make smoking illegal in Market.
 2. Please keep rest/food booths along main street, not in the food court. It's too isolated there. Please bring back the dogs. Keep the rules to a minimum.
 3. My Farmer's Market bag was ripped and with 2002 on it I realize there should be a new 10th anniversary bag (I'd buy 2)
 4. Move the 2 rows of vendors together to center of road this allows for 4 rows of vendors
 5. FIRST TIME I'VE SEEN APRICOT/PLUM FRUIT
 6. May want to extend to 6th st parking is always a problem
 7. I like the book location - Spoonfoolery
 8. Excellent keep it up. Good to shop. Good to chat
 9. Please put all the growers together. People come here every week for produce, and occasionally bring crafts.
 10. Please keep all booth on same strip do not segregate food to a "court" it really affects they business
 11. LOVED IT SO MUCH BETTER DOWNTOWN!
 12. More wheelchair parking close!
 13. Move booths so they face businesses
 14. Today is best layout yet
 15. Main St is fine, except:
 - a. Non-profits (rep theater, peace coalition, etc.) seem lost
 - b. Food vendors should remain on fourth st
 - c. Going down to sixth st makes it too long and spread out, with the black area at fifth
 - d. The music seems sidelined, too
 16. Not sure about placement of some of the produce booths. Durfey farms was 1st off Jackson st but last here. Non-profits are lost on Main St please give them another place!
 17. Music down at the end a possibility?
 18. It provides more parking on Jackson st
 19. I like the food service apart from the other vendors. The fountain area was nice.
 20. With more space on Main Street, if you are still going to ban dogs, please ban people riding bicycles down Main Street. I had to dodge a bicycle as the rider was riding south and not looking where he was going; just looking at the booths.
 21. If in Main st can non-profits use the plug on the both sides of the street. We need more space!!
 22. We love Buddy and your store! A regular
 23. Too bad smoking ruins the beauty – it should be banned. Smoke violates the non smoker lungs.
 24. Quieter!
- 21

25. Either location is okay to me
26. When not using the fountain area for vendors, consider locating the food tables there. This would "traffic flow" and provide shade.
27. How about having a designated smoking area!?!
28. Maybe the music could be more central? Doesn't bother me much but heard others saying too bad it wasn't more "central" i.e. less likely to go to hear them...
29. Much prefer it in town
30. IF MARKET IS MOVED TO MAIN STREET I SUGGEST THE PARKING ZONE BE MADE THE HANDICAPE ZONE FIRST DAY IN FRONT OF THE HOTEL YOU HAVE THE CONES ALREADY.
31. Consider telling all vendors to not park near market. More parking for customers. Where is the handicap parking liked having it closed to 6th less traffic near vendors on 5th. Tonnemakers
32. The Christina music is terrible and inappropriate for a public event

Social Media Response

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Thanks for your patience with the first of three temporary Main Street markets. Just two more Markets then we'll be back in the Jackson Street lot. Post here and let us know what worked or what didn't work.

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7 people like this.

 **Valerie Brooks Ramsden** I actually loved it on Main St., made finding a parking spot alot easier. You guys rock no matter where you are!
June 18 at 8:18am · Like · 4

 **Lisa Bafus** Main st market was AMAZING please dont ever go back to the crowded claustrophobic parking lot!!!!
June 18 at 8:36am via mobile · Like · 4

 **CarrelDawn Cline** **Moscow Idaho** Would be nicer to have them grouped by what they are selling; plants, produce, crafts, etc...
June 18 at 8:36am · Like · 6

 **Lyndsey Stovall** I prefer main street market over the parking lot. I wish it were a permanent change.
June 18 at 8:45am via mobile · Like · 3

 **Semper Felis** I prefer the promenade-like atmosphere of the Main Street Market to that of the Parking Lot Market. Yet regardless of location, I am grateful for the opportunity to patronize local producers, visit with friends and meet new people at the regular, summer, community event that is the Moscow Farmers Market. I miss the presence of dogs amongst the market crowd though.
June 18 at 9:00am · Like

 **Cassie Taylor** I loved having the market on main street and would love to see it stay this way. More parking was available, felt less crowded, easier to talk with people, and more seating options. Felt like a true community experience!
June 18 at 9:16am via mobile · Like · 4

 **Corina Ritter** It seems people have already expressed my reasons for loving the main st. market, but I second it! It seemed like more of a community event in a location made for pedestrians, than an afterthought on the other side in the lot.
June 18 at 9:24am via mobile · Like · 3

 **Stephanie Graham** I loved the market on Main Street. I didn't mind it not grouped, I looked forward to what was going to come next!
June 18 at 9:25am via mobile · Like · 2

 **Krista Pagel** I think it is way more comfortable on main street! It should stay there!
June 18 at 10:07am via mobile · Like · 4

 **Jason Perry** i concur with the rest of the group here, PLEASE keep the market on main street. it definitely adds to the atmosphere of the event, and it's gotta help the businesses that are along main street
June 18 at 10:43am · Like · 3

 **Bev Bafus** Having the market on Main Street was great! It was like a party atmosphere. There was room for everyone!
June 18 at 11:22am · Like · 3

 **Amy Canfield** I agree with everyone: keep it on Main Street!
June 18 at 12:14pm · Like · 4

 **Andee Chosch-Pittenger** Were there many vendors who did not attend?
June 18 at 12:49pm · Like

 **Jessica Sweedler DeHart** can we get a petition going or a letter writing campaign to keep it on Main Street? It was the best farmer's market ever and reminded me of favorite ones elsewhere where they do that. I loved that it was bigger, less crowded and felt more festive. Tell us what to do to put the pressure on to make it a permanent venue and also extra great for local businesses!!!!
June 18 at 8:20pm · Like · 2

 **Jessica Sweedler DeHart** I also think we need to give some sort of appreciative award to the bubble blowing guy who keeps the kids totally captivated and doesn't even have a tip jar out!!!!
June 18 at 8:22pm · Like · 1

 **Lynne Kindelspire** Loved the market on Main Street. I wasn't worried that my child would run into the street and get hit by a car...loved that we didn't have to smell the dumpsters...loved that there was room to

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walk...loved that there was room to stop and talk without feeling like you were in the way of others. Please keep in on main street!

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Moscow Farmers Market Andee Chosch-Pittenger there were a few vendors that were's there due to the growing season, not the move. With cherries coming on we are expecting Tonnemaker Family Orchard & Tonnemaker Hill Farm, Liz Taylor, and Mr. Hagen next week.
June 19 at 7:54am · Like · 1

Katie A. Payne Keep in on Main Street. SO much better...more room. It didn't fell as cramped!! And yes, I agree, being away from the restraunt dumpsters was wonderful. It also probably brings more business to the places on main street.
June 21 at 8:05am · Like

Cissy Clark-Grant As a Main Street business owner it definitely hurts our business when the street is closed - especially on Saturdays. Please don't make this a permanent move!
June 22 at 7:52pm · Like

Heather Smith Loved it on Main Street. So much safer for children, no need to have people walking near the busy highway looking at the back of buildings and at dumpsters. Felt a little bit like Missoula...which is a good thing. Other cities with successful markets often close entire streets.
June 23 at 5:29pm · Like

Heather Smith For those interested in a permanent Main Street location make sure to fill out comment cards at the information booth or at City Hall.
June 23 at 5:31pm · Like

Leah Andrews Please keep the Moscow Farmer's Market on Main Street. It works so well there!
June 25 at 9:29pm · Like · 1

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July 2 at 10:00am via HootSuite · Liked

Due to the overwhelmingly positive response from citizens regarding the Farmers Market temporary move to Main Street, the move has been extended by one week to include July 7, to allow for a survey of patrons, vendors, and businesses. The survey will be online and in hardcopy at the market, the web link will be posted soon. Also, the Moscow Arts Commission is hosting a public feedback session on July 10 at 5:30 p.m. in City Hall Council Chambers.

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38 people like this.



Allison Stormo I LOVE it at the market! It feels far more open and inviting. My hope it will stay on Main Street permanently.
July 2 at 10:07am · Like · 10



Gregory Tate Totally Agree Allison; feels far less crowded on main street. way more open. Previously would get to feeling kind of claustrophobic and would shorten the time i would browse. used to get in get out. On many street far nicer and the parking area is open for parking how Novel.
July 2 at 12:05pm · Like · 5



Erin Shaw Murray That is a great idea and a great move for the Market. Brings in more customers for the businesses on Main and you get less pedestrians on Jackson.
July 2 at 12:57pm · Like · 2



Elizabeth Jolley Schuiling And it makes more sense to use the parking lot as a parking lot.
July 2 at 1:37pm · Like · 2



Lyndsey Stovall Agree on all of the above. :)
July 2 at 1:39pm · Like · 1



CarrelDawn Cline Moscow Idaho Ditto!
July 2 at 1:52pm · Like



Corina Ritter Agreeeeeeeeed!!!
July 2 at 2:57pm via mobile · Like



Kathy Logan LOVE IT!!
July 2 at 4:12pm · Like



Janice Weesner I hope that it can extend all the way to 6th street so that the walk-on vendors can participate.
July 2 at 8:11pm · Like · 1

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Just a reminder - the Farmers Market will be on Main Street again this weekend due to continued construction in the Jackson St lot.

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 **Heather Smith** LOVE having the Market on Main Street! · June 23 at 1:41pm · Edited · [Like](#)

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July 2 at 10:00am via HootSuite ·

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Due to the overwhelmingly positive response from citizens regarding the Farmers Market temporary move to Main Street, the move has been extended by one week to include July 7, to allow for a survey of patrons, vendors, and businesses. The survey will be online and in hardcopy at the market, the web link will be posted soon. Also, the Moscow Arts Commission is hosting a public feedback session on July 10 at 5:30 p.m. in City Hall Council Chambers.

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2

13 people like this.



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Lose 7 lbs/ week



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Lose 7lbs /week



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Visit Southwest Idaho's lavender farm for our annual family event - th...

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Appendix A

CUSTOMER	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
The Moscow Farmers Market location in the Jackson Street parking lot feels safe.	<input type="checkbox"/>					
The Moscow Farmers Market location on Main Street feels safe.	<input type="checkbox"/>					
I am likely to visit other downtown businesses while shopping at the Moscow Farmers Market when it is located in the Jackson Street parking lot .	<input type="checkbox"/>					
I am likely to visit other downtown businesses while shopping at the Moscow Farmers Market when it is located on Main Street .	<input type="checkbox"/>					
I prefer the general atmosphere of the Moscow Farmers Market in the Jackson Street parking lot .	<input type="checkbox"/>					
I prefer the general atmosphere of the Moscow Farmers Market on Main Street .	<input type="checkbox"/>					

BUSINESS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Traffic to my business increases when the Moscow Farmers Market is located in the Jackson Street parking lot.	<input type="checkbox"/>					
Traffic to my business increases when the Moscow Farmers Market is located on Main Street.	<input type="checkbox"/>					
The layout of the Moscow Farmers Market in the Jackson Street parking lot provides good access to my business.	<input type="checkbox"/>					
The layout of the Moscow Farmers Market on Main Street provides good access to my business.	<input type="checkbox"/>					
I prefer the general atmosphere of the Moscow Farmers Market in the Jackson Street parking lot .	<input type="checkbox"/>					
I prefer the general atmosphere of the Moscow Farmers Market on Main Street .	<input type="checkbox"/>					

VENDOR	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
I prefer the vendor space available at the Moscow Farmers Market in the Jackson Street parking lot .	<input type="checkbox"/>					
I prefer the vendor space available at the Moscow Farmers Market on Main Street .	<input type="checkbox"/>					
Sales for my product(s) are good when the Moscow Farmers Market is held in the Jackson Street parking lot .	<input type="checkbox"/>					
Sales for my product(s) are good when the Moscow Farmers Market is held on Main Street .	<input type="checkbox"/>					
I prefer the general atmosphere of the Moscow Farmers Market in the Jackson Street parking lot .	<input type="checkbox"/>					
I prefer the general atmosphere of the Moscow Farmers Market on Main Street .	<input type="checkbox"/>					

Appendix B

Please see attached for emails received from City staff and elected officials.