

Military Avenue Open Air Market Proposal

A public event proposal created by:
Joshua A. Schwalbe
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Scope

This project is designed to plan a public weekly event involving MABA district businesses in order to promote district awareness, create a dense walkable / explorable scale and bring more activity to the district. The primary purpose of this event is to draw attention to the wide diversity of commercial services and introduce consumers to more of the goods and services the district has to offer.



The photo above shows an example of a tented open air market courtesy of Long Island City Flea and Food market. (see link below)

Public events are growing in popularity in the downtown

Green Bay area and allow the local population in the district and surrounding areas to participate in the district where the event takes place. Due to the current commercial and residential density centered around vehicle access in much of the MABA district, a market style event involving MABA district businesses can bring attention to the diverse goods and services the district has to offer.

The following document details a framework for initial planning of such an event including potential event locations, resources required, potential negative effects, consumer demographic, geospatial design, and source funding and budgeting.

The information included in this document does not represent the views or implied participation of MABA, the local businesses, or any other entity mentioned. This document was created as an example for interviewing purposes relating to the Executive Director position created by the MABA BID.

The following is an example of an open air market which closely follows my vision of the event.

<http://www.dnainfo.com/new-york/20150403/long-island-city/lic-flea-food-returning-with-beer-garden-serving-only-queens-brews>

Section I (background)

History

The origins of shopping can be traced back to an organically formed marketplace where merchants in early Europe set up tents to sell their wares. While shopping has evolved over time, the outdoor marketplace has never died due to the unique experience it lends to its participants. Outside of its obvious function, shopping can act as an enjoyable spectacle experience as an event to participate in itself.

Skipping forward through time we can briefly outline indoor shopping leading to window shopping and in turn leading to shopping malls made possible by the advent and proliferation of the automobile. The next step in this evolution is leading to online shopping made possible by the advancing technology of this era. With all of this said, there is still a demand for the in-person hands on approach to shopping as long as its made to be a pleasant experience.

Growing trends in the Green Bay area support this notion with the successes of the On Broadway Inc. Wednesday farmers market and the DGBI Saturday farmers market. **While I believe these two events saturate the area with a produce themed event experience, I can speculate that there is room for a more retail themed event which logically falls between these events on Mondays.**

On Broadway Inc. Farmers Market

<http://www.onbroadway.org/farmersmarket>

DGBI Farmers Market

<http://www.downtowngreenbay.com/events/saturdayfarmersmarket>

Section II (walk score data)

Walk score explained

"Walk Score measures the walkability of any address using a patented system. For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. Points are awarded based on the distance to amenities in each category. Amenities within a 5 minute walk (.25 miles) are given maximum points. A decay function is used to give points to more distant amenities, with no points given after a 30 minute walk.

Walk Score also measures pedestrian friendliness by analyzing population density and road metrics such as block length and intersection density. Data sources include Google, Education.com, Open Street Map, the U.S. Census, Localeze, and places added by the Walk Score user community." (This description was taken directly from the methodology page of [walkscore.com](https://www.walkscore.com/methodology.shtml) as well as the [walkscore chart](https://www.walkscore.com/methodology.shtml))

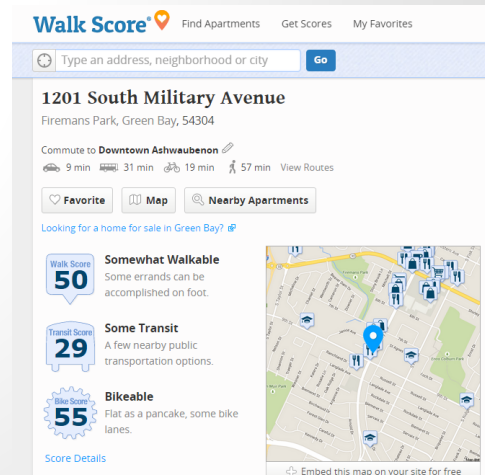
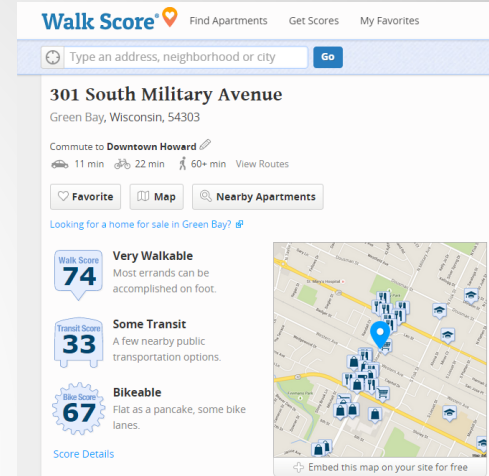
Walk Score®	Description
90-100	Walker's Paradise Daily errands do not require a car.
70-89	Very Walkable Most errands can be accomplished on foot.
50-69	Somewhat Walkable Some errands can be accomplished on foot.
25-49	Car-Dependent Most errands require a car.
0-24	Car-Dependent Almost all errands require a car.

Section II (cont)

The data collected represents one score taken from the first odd address of each block of the MABA district starting with 101 South Military Avenue and ending with 1801 South Military Avenue.

The walk score of 39 on the far South end of Military Avenue is considered an outlier. The scores taken from 1401 - 1801 South Military Avenue are not included in the stated results because of the residential zoning of this section of the district. It is included in the initial description but not the statistical results for comprehensive and future planning purposes with relation to the future development in the adjacent district.

The range of walk scores in the commercial district border a low car-dependant rating of 50 and a high very walkable 74. Most central tendency measurements are around 68 or 69 showing a somewhat walkable designation. Personal detailed observations show sidewalks bordering the boulevard with little connectivity to the storefronts due consistently to large parking lots dividing these sidewalks and the storefronts. Once within the walkways accessing the storefronts, neighboring storefront sign visibility is close to zero. Some stores have designating signage in the windows but are not visible until directly in front of the store. This contributes to the single trip single purchase tendency observed with a vehicle driven shopping experience.



Section III (demographic)

Demographic

The target audience of people are both men and women age 16 to 65. Most consumers will own cars and have an interest in shopping for retail goods, restaurant foods, specialty goods, and services offered by businesses in the MABA district. The demographic group will most likely work normal first shift hours and like to attend public events midday to evening hours. Further demographic research should be done to tailor this event to the local surrounding population immediately adjacent to the district.



Photos courtesy of www.images.google.com

Section IV (event location options)

The following photos help visualize the scale of a 40 tent event in a compact layout. The green tents represent a 10' X 10' event tent in banks of five tents to a row. The highlighted red areas account for event parking. Both spaces take into account the least frequently used area of the large lot area and accommodate for normal resident business activity.



Alternative event spaces include the parking lot in front of Burlington Coat Factory or Broadway Automotive promoting direct exposure to their commercial activity.

Please note that information suggested or implied in this document does not represent or imply support or approval of any entities mentioned and is intended as a theoretical tool to plan such an event

Section V (event resources)

Resources necessary for the event are as follows:

Photos courtesy of www.images.google.com



electric power for vendors
bathroom facilities
waste disposal
event equipment storage
tables and chairs
promotional advertising
event insurance
security
permits



Section VI (supporting staff)

Staffing may be necessary for the following tasks:

- Assist in coordinating setup and breakdown of vendor equipment
- Vendor assistance during event
- Post event cleanup and teardown including info tent, chairs, tables, etc.
- Cleanup of event debris on and around the event site

These tasks may be performed by volunteers or MABA staff

Photos courtesy of www.images.google.com



Section VII (key factors)

Event Success

MABA district business participation will be the single most determinant factor in the success of this project.

Without a diverse variety of good and services including but not limited to food, retail, service, and entertainment, it will be difficult to sustain participation throughout the season.

With a major emphasis on promoting the event as a way to connect with new customers, the diversity of businesses participating will determine the usefulness and popularity of this event. **It should be clear early on in the planning process the intention of this event is NOT primarily to generate revenue directly (but the possibility to generate direct revenue is present), and that the primary vision of this event is to promote consumer awareness to the diverse retail and service base makeup of the district.**

The focus should gear towards showing a consumer that may have only utilized one store in the district per trip to visiting two or three of the stores in the district. This will be achieved through the densely explorable pedestrian scaled design of the event.

Section VII (cont)

General public education



The second most determinate factor in the use and success of this project is event promotion. Informational tents should be included with this event designed to serve and help inform participants on the purpose of the event. Event maps and collaboration material used to promote other events in the district should be actively distributed from one to two of the informational tents located either at the entrances or high traffic areas to increase exposure.

Collaboration with On Broadway Inc and DGBI regarding advertising promotion and event awareness is strongly suggested as this event is tailored to avoid competition with ongoing and established scheduled event times and dates. It can be mutually beneficial to each organization to increase exposure and promote both local and regional participation through event awareness.

Materials should also be distributed to businesses throughout the district and MABA staff should actively educate all businesses in the district to the advantages of promoting the event regardless of participation in the event itself.



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Joshua A. Schwalbe	JoshSchwalbe@gmail.com
1216 Cherry Street	Mobile: +1(920) 217-1992
Green Bay, WI 54301	Skype: schwja02