



City of Hawthorne Farmers' Market Sundays, 9am - 2pm



LOCAL LA
Farmers' Markets

Hawthorne's Community Farmers' Market

A farmers' market is more than a marketplace, it's a community hub that fosters connections, supports local businesses, and promotes healthy living.

- **Access to Fresh, Local Food:** Provides fresh, seasonal, and locally grown produce directly from farmers
- **Local Business Support:** Helps small farmers, artisans, and food producers thrive
- **Foster Community Engagement:** Provides a weekly gathering space where neighbors can connect
- **Support Food Security & Accessibility:** SNAP/EBT benefits and WIC through participating farmers
- **Experience and Vendors:** Tailored to Hawthorne's community



Market Schedule

Weekly Farmers' Market: Sundays

Market Day Schedule

Vendor Load In and Set Up: 6:00am – 9:00am

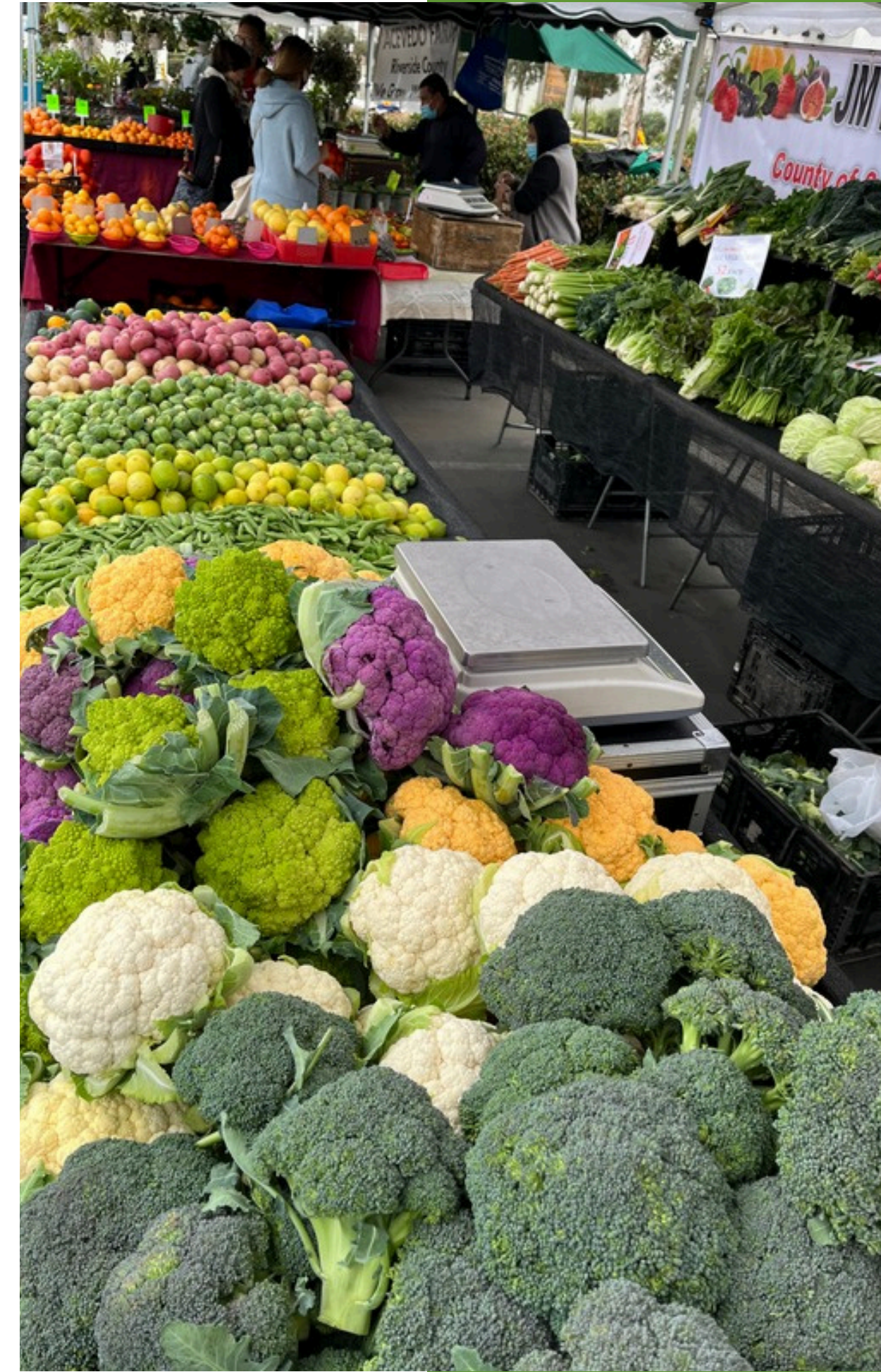
Market Hours: 9:00am – 2:00pm

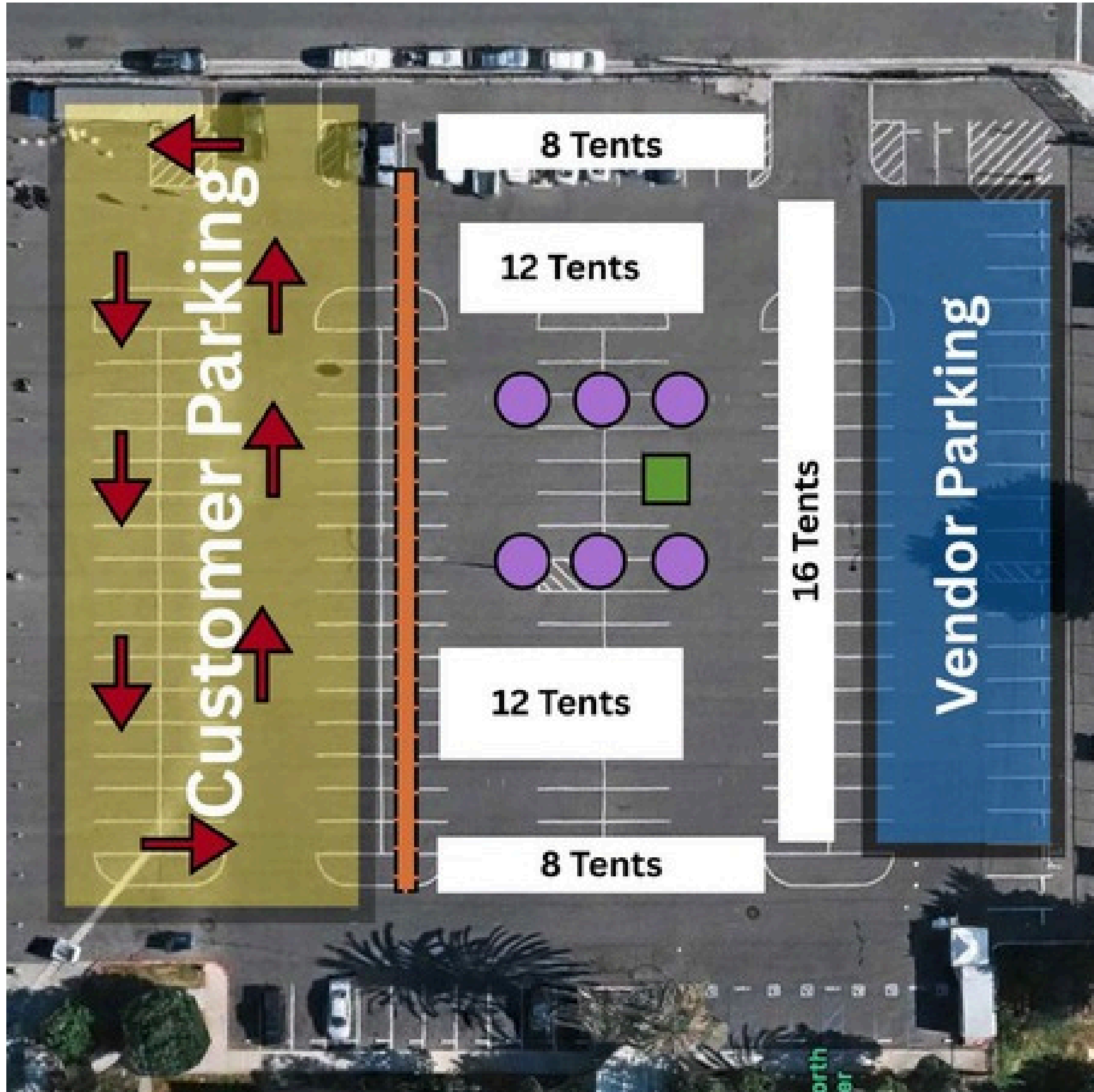
Load Out and Clean Up: 2:00pm – 5:00pm

Farmers' Market Opening: April 2026

2026 Closure Dates:

- April 5 – Easter Sunday
- November 29
- December 27





LOCATION

Betty Ainsworth (Memorial Park). Ideal location for a community focused farmers' market while allowing space for market expansion.

On-site Parking: Spaces for both customer and vendor parking.

Experiential Layout: This location supports clear vendor rows, smooth customer flow, and optimal use of space, allowing us to design an intuitive, engaging market experience that enhances shopping, drives sales, and creates room for experiential elements.

Space for Market Expansion: The current layout provides ample room for growth, with space to add more vendors over time and the ability to extend the market footprint into the adjacent vendor parking area as demand increases.

CERTIFIED FARMERS' MARKET

Hawthorne will have a Certified Farmers' Market established under the Chamber of Commerce. This creates a strong, city-supported foundation that firmly roots the market within the community and sets it up for long-term success.

Local LA Farmers' Markets will manage the market in collaboration with the Chamber of Commerce and the City of Hawthorne. We will recruit quality vendors, shape an engaging market experience, oversee on-site operations, and drive sustainable growth as the market expands.

- **Market Operator:** Hawthorne Chamber of Commerce
- **Market Manager:** Local LA Farmers' Markets
- **Market Partner:** City of Hawthorne



LOCAL LA FARMERS' MARKETS MANAGEMENT

Local LA Farmers' Markets will manage the Hawthorne Farmers' Market in partnership with the Chamber of Commerce and the City, providing end-to-end support from initial setup through long-term growth.

- **Establishment & Setup:** Guide and assist the Chamber in formation steps, permits, certifications, compliance, EBT application, and the overall operational plan
- **Vendor Recruitment & Management:** Source, onboard, and manage all vendors
- **Market Operations:** Oversee weekly setup, breakdown, site logistics, and day-of management
- **Financial Management:** Handle vendor payments and reporting
- **Marketing & Promotions:** Plan and execute campaigns to build awareness and drive attendance
- **Experience & Layout Design:** Create an optimized vendor layout and engaging customer experience
- **Optimization & Growth:** Monitor performance, improve operations, and support market expansion





VENDORS

Our vendor recruitment strategy builds on established vendor relationships while aligning with the specific needs and interests of the Hawthorne community:

- Farmers & Growers (35-40%)
- Prepared and Packaged Foods (55%)
- Artisans & Crafters (5-10%)

FARM TO COMMUNITY: Fruit, Vegetables, Dairy, Honey, Meat and Poultry, Flowers

PREPARED FOOD: Hot Food Pizza, Crepes, Korean BBQ, Thai, Sandwiches, Chicken and Waffles, Tamales, Pupusas; **Prepared Meals** Vegetarian, Soups, Gumbo, Italian, Mediterranean, Greek, Gluten Free; **Pastry and Bread; Coffee**

PREPACKAGED FOOD: Nuts and Dried Fruit, Coffee, Tea, Hot Sauce, Hummus and Dips, Juices

CRAFTERS: Clothing, Jewelry, Textiles, Candles, Soaps, Art, Gifts



MARKETING

Establish the Hawthorne Farmers' Market as a weekly community tradition.

Key Marketing Components:

Branding and creative development, online presence, digital marketing, community outreach, advertising campaigns, press and PR, onsite promotion and customer engagement.

Phase 1 – Launch (Pre-Launch & Opening Weeks): Robust awareness campaign targeting residents and workers in Hawthorne and nearby communities to establish the market quickly.

Phase 2 – First Six Months: Maintain visibility and encourage repeat visits, with an emphasis on growth and community engagement.

Phase 3 – Year 1 & 2: Focus on community building and long-term retention. Marketing will highlight the market's atmosphere, experiences, and new offerings to keep it top-of-mind and attract returning visitors.

MARKET GROWTH AND REVENUE

YEAR 1: BUILDING

Launch: Total Businesses: 32. Total Stalls: 44

Grow to: Total Businesses: 41. Total Stalls: 55

Estimated Total Yearly Revenue: \$124,000

YEAR 2: EXPANDING

Grow to: Total Businesses: 52. Total Stalls: 69

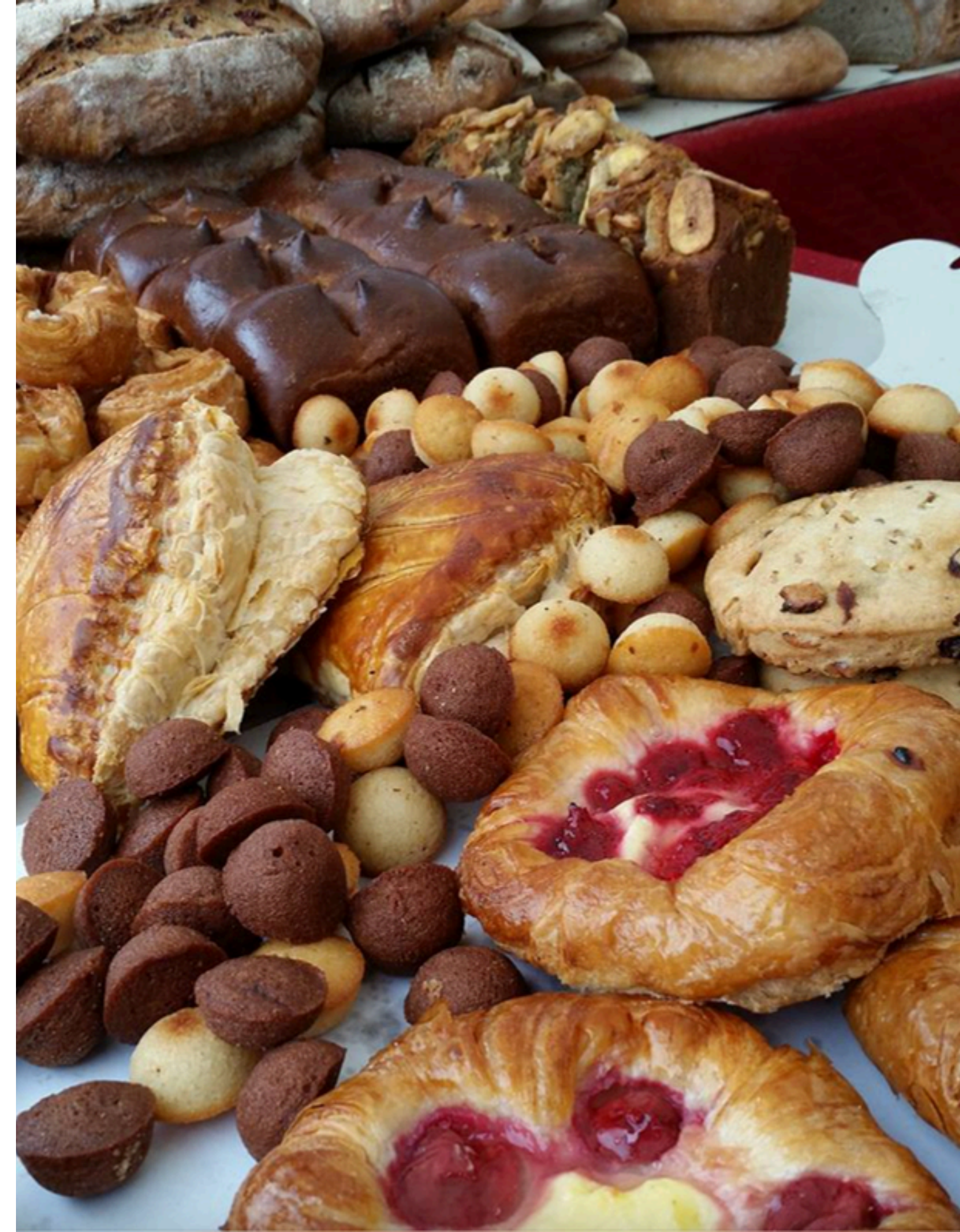
Estimated Total Yearly Revenue: \$172,500

YEAR 3: ESTABLISHED

Grow to: Total Businesses: 78. Total Stalls: 102

Estimated Total Yearly Revenue: \$271,200

Yearly Revenue based on 50 weeks, conservative estimates. This is the total estimated revenue collected through vendor fees. Base Fee \$50 per tent or 8% of sales. Chamber of Commerce and City will receive 20% of total revenue.





MEASUREMENT, OPTIMIZATION AND ENHANCEMENTS

Measurement

- Track attendance and vendor sales
- Gather community feedback (in person, social media, etc.)
- Digital marketing and online analytics

Optimization

- Vendor placement and new vendors, including integration of local vendors
- Market layout
- Refine messaging and promotional tactics

Enhancements

- Experiential components - Live music
- Table/dining Area



THANK YOU, QUESTIONS?

