

# Recognizing Sharon Mikesell Work in The City of Seaside- Seaside Certified Farmers Market

*Decade: The 2010's (2010-2019)*

## **Why did you get involved in economic development?**

With a background in media and special districts, it was a natural progression to get involved with helping the community. My tasks are generally not focused with the big developers, but more with the smaller businesses and everyday people, improving the quality of life.

## **Describe the project/program that you were a lead on (list multiple phases if any)**

I coordinated the implementation of the Seaside Certified Farmer's Market, kicking off with the completion of the West Broadway Village infrastructure improvements and now celebrating one year every Saturday from 10-2 increasing the vibrancy of the new downtown area.

## **What was challenging and/or rewarding working on this project/program?**

**Certified Farmer's Market Success**

As of August 31 the Seaside CFM has provided \$2,757 in SPECIAL Produce Services

EBT  
WIC  
Market Match  
Vouchers  
Fresh Rx

This is NOT counting regular cash sales!

Assuming there are 6 carrots in a pound and a pound of carrots is \$1...  
\$2,757 is equivalent to **16,542 CARROTS**

Broadway had just experienced over a year of disruption due to infrastructure improvements and we chose a block with few businesses that would be directly impacted. Over the course of a year, many new businesses are open or in the process of opening. The benefits of the Farmer's market have brought fresh food to an underserved area and the special programs such as Fresh Rx, Market Match and EBT acceptance have greatly helped the community spirit and healthy options available.

## **Briefly explain the impact the project/program has had or will have on employment, expansion of local tax base & diversification of the area's economy?**

Many new businesses, including Side Affects, Counterpoint Coffee and Urbn Leaf have shown interest in the area. The formerly quiet downtown area on Saturdays is now bustling with



We were so thrilled last week when the Seaside City Council voted to extend the farmers' market year-round downtown on Broadway! Everyone's Harvest's staff and small farmers are so proud to serve this community with healthy fruits and vegetables grown locally and sustainably. Come join us every Saturday from 10 am to 2 pm. Thank you so much!

market goes. The Kick Off Event was the "Broadway Bash" to celebrate the end of construction and the beginning of the new Broadway with events such as the Farmer's Market and a classic car show. We try to have events that coordinate with the market (cooking demos, exhibits, book swaps, etc) when possible to boost attendance and keep things lively.

***What advice would you give to other economic development professionals when working on a similar project/program?***

Reach out to the (business and residential) community often during construction projects. The market was a welcome addition to bring customers to the area as it was stated by the community as something they would like to have. We coordinated with the County Health Department for healthy outreach events like the smoothie bike and a local non-profit (Everyone's Harvest) to manage the market on a weekly basis.

***Please list any social media usernames and website addresses so that other members can connect with you.***

[@SeasideCreates](#) (City of Seaside Community Development) [@sharonmikesell](#) (personal sites)

