

# *Bringing Back* Main Street

*Presented By:*



HOME GROWN \* HANDMADE \* YEAR ROUND



# Amanda Kelly

Tomball Farmers Market, Market Manager

- I have been with TFM in various capacities on and off over the last 8 years.
- In April I was promoted to Market Manager.
- I bring over 30 years of marketing, web & social media development, corporate training experience as well as excelling at customer service.
- I can be found on site every Saturday at the Tomball Farmers Market.



# Tomball Farmers Market



## OUR HISTORY

- Established in June, 2008 in Old Town Tomball on Main St.
- We started with 6 vendors in a grass lot.
- By 2014, we outgrew the grass lot.
- We worked with the City of Tomball to move to our current location across from the grass lot on where we got started.



## OUR PRESENT

- We have grown to be able to sustain up to 76 vendors every Saturday.
- We are a truly local Farmers Market maintaining a 51% Farmer to non-farmer ratio weekly.
- We are partnering with the City, Precinct 4, GTACC and State Departments to bring more opportunities for growth for our local farmers & small businesses.



# farmers Market Location

## Location is Key to a Farmers Markets Success

- Driver visibility
- Easy access to main roads
- Accessible parking or shuttle service
- Bicycle parking
- Having local shops & local dining options within walking distance (And this grew as we grew)

All have played a powerful role in our market's success

and in the success of

Bringing Back Main Street  
in Old Town Tomball.

We're fortunate to also have a green space with a splash pad and the Tomball Depot behind us with public restrooms available.





# Structure & Development

## WHAT WE'VE LEARNED ALONG THE WAY

**Create Your Market Around Your Farmers**

**Don't over saturate in any one area**

### Create A Structure for the Farmers Market

- Settle on a Farmers Market Location
- Institute a Board of Directors
- Hire an Executive Director
- Create Bylaws, Vendor Handbook
- Farmers Market Operational Manual
- Hiring Market Manager & Security
- Purchase Market Equipment
- Create Tools & Resources for Vendors
- Establishment of Committees
- Recruit Volunteers



### Working with & Fostering Local Relationships with:

- City Leaders & Tourism Dept.
- Area Chamber of Commerce
- Local Health Department
- Texas Dept. Agriculture Divisions
- Texas State Chemist Office
- ASCAP, BMI & SESAC
- Local Brick-and-Mortars
- Local Nonprofits
- Local Middle & High School



# Our future

**We are working on several community collaborations:**

City of Tomball for a community garden

Texas A&M AgriLife Extensions

Harris County Precinct4 Community Outreach

Battleground to Breaking Ground a Veterans Farm

Educational workshops

GTACC Committees

Tomball Sip, Stroll, Shop and Stay Weekend Campaign

Community outreach for small businesses

Providing Resources and Advocacy for local farmers

**Our Farmers are the Heart of Our Market**





# Brandi McRill

TFM PRESIDENT

- Founder of Farm to Kitchen Collective,  
July 2015
- Emphasis on Plant Forward Food using  
locally grown ingredients
- Advocate for Small Farmers & Artesians
- Community Philanthropist





# Community Roots

BEFORE 1850, TOMBALL WAS THE SITE  
OF A LARGE FARMING COMMUNITY  
DUE TO A LAND GRANT GIVEN TO  
WILLIAM HURD IN 1838.

TODAY, THE TOMBALL FARMERS  
MARKET HOSTS 26 FARMERS WITHIN  
150 MILES OF MAIN STREET.

MARKET RATIO:

51% FARMERS

49% PRODUCERS & CRAFTERS





# Our farmers

ATKINSON FARMS  
BUCKETS OF BLOOMS  
BULL NETTLE, LLC  
DAPPER GOAT DAIRY  
GENESIS BIOHEALTH  
GREEN UP GROWERS  
HIVE MIND DELI & CATERING  
KATERRA EXOTICS  
LONE STAR MUSHROOMS  
OLIVERO FARMS  
RAIN SONG FARMS





# Our farmers

SPRING CREEK GROWERS

STUMP FARMS

TEXAS US FARMS

THEISS FARMS

THREE SISTER FARMS

BZ HONEY

WAGYURU

VERDEGREENS





# Cottage food Vendors

CHOCOLATES DALILA

FLOUR HOUSE BAKERS

INDULGE.

MANZONI ITALIAN BAKERY

JR MULLIGAN JAN'S WAFFLES

LITTLE DIAMDS

LOW CARB BAKERY & BEYOND

MIGALOO CHOCOLATIER, LLC

OSO GOODY

RAYMONDS BBQ

STEAMPUNK JUICE

THE PIES

BUFF'S BAGEL BAKERY





# Prepared Commercial Food Vendors



BREAKROOM BAGELS

DELLA CASA PASTA

DISTRICT ROASTERS

DRAGONS LAIR

FILIPINO EATS

HOUSTON WINERY

JUICED

KEANU'S COOKIES

LOLITA SPECIALTY FOODS





# Prepared Commercial Food Vendors



MIYA'S MUNCHIES  
MOMMA'S TAMALES AND DELI DISCOUNT  
STORE  
NOSIAF FOOD GROUP LLC  
PAIN TRAIN SALSA  
POPCART HANDMADE ICE POPS  
PUREFI COFFEE ROASTERS  
ROOTS IN HARMONY, LLC  
THE SAUCE FACTORY  
WHAT'S CRACKALACKIN  
AVILA FLAVORS & EXPERIENCES, LLC- Onsite



# Tourism

ATTRACTS OVER 75% OF IT'S  
SHOPPERS FROM OUTSIDE OF  
TOMBALL.

KNOWN AS A TOP HOUSTON 'FOODIE'  
DESTINATION WITH 'CULT'  
FOLLOWINGS.

07.06.21

FOOD + CULTURE SECTIONS OF THE  
HOUSTON CHRONICLE AS ONE OF THE  
BEST MARKETS IN HOUSTON





# Tourism

FEATURED IN EDIBILE HOUSTON DAY  
TRIP SECTION ON 06.14.2019

"A Saturday in Tomball- Full of Food + Fun"

EDIBILE HOUSTON LOCAL HERO AWARDS:

2017 FARMERS MARKET

2019 FARMERS MARKET

2019 JANE WILD- CHEF

2019 ROLLIN LOCAL- FOOD TRUCK

2019- CAROLINE'S KITCHEN- SPECIALTY  
SHOP

2019 THREE SISTER FARMS- FARM





# Shop Small Business!

ANGIES GARDENS

BECK & CO.

BODYBUZZ

BRUTAL CREATIONS

DOGGY MOMMA

FARMHOUSE FURNITURE

HARVEY'S WOOD CRAFTS

HOPE & TRUST JEWELRY

COLLECTION

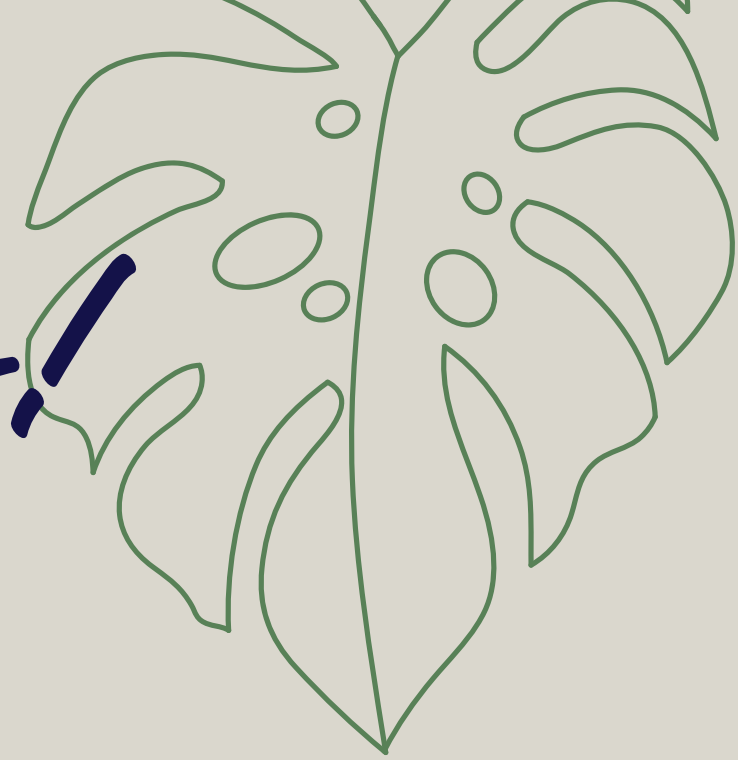
INSIDE THE LOOKING GLASS

K-9 CAMPUS CAFE

MAPLEWOOD LEATHERGOODS

SKB POTTERY

THE STREETS OF A NEW ORLEANS HOME





# Michelle Mielke

## **TFM Community Liaison**



- **I am a local real estate agent, where I serve the entire gulf coast from Conroe to Galveston.**
- **I lived in Tomball for almost a decade and visited the Tomball Farmers Market almost from its date of inception.**
- **I joined the board almost 2 years ago because of my love for the market as well as the community of Tomball as a whole.**



# Building Small Business Dreams

All of these businesses got their start at our small town  
Farmers Market.

These businesses have helped to grow the community as well.

**JANE WILD OF JANE & JOHN DOUGH**

**CAROLINE'S KITCHEN**

**JERSEY BAGELS**

**PAIN TRAIN SALSA**

**TEJAS CHOCOLATE & BBQ**

**BEXAR BBQ**

**THIRSTY BEE MEADERY**

**CALLIE'S KITCHEN**





# Making An Impact

The Tomball Farmer market has grown exponentially since its inception, which has created some unique opportunities for it's vendors to become brick and mortar restaurants and businesses.

Allowing us to grow and Bring Back Main St

Today the Old Town Tomball area is a very highly sought after destination to live, and homes not only fly off the shelves, but also, generally, go for higher than asking price.

Tomball has now gotten a reputation for being a foodie and shopping destination. If you've ever visited Old Town Tomball you will know why.





# Building Community



**FOR THOSE WHO DON'T QUALIFY AS A VENDOR BUT STILL WANT TO  
CONNECT WITH THE COMMUNITY  
TOMBALL FARMERS MARKET HAS 3 BOOTH OPTIONS FOR COMMUNITY  
INVOLVEMENT WEEKLY.**

## **Nonprofit, Community Service & An Education Booth**

From Volunteering, Agriculture Education, Petting zoo, passing out waters,  
Cooking/Canning Demonstrations and so much more.





# Get in Touch

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