

## *Experiences of Other Libraries*

Howard County Library System – East Columbia Branch  
Suki Lee, Director

Background: The market is its own organization that contracts with the County Parks & Recreation Department (which owns the library grounds and parking lots). There is no fee paid by the market; it is considered a service. The Library has little direct involvement in the market, but finds that it is:

- Very popular and busy market
- The library receives positive phone calls and inquiries regarding the market
- It brings a larger crowd to the library grounds and definitely increases awareness of the library and its offerings (they do not directly track farmers market driven attendance).
- There is no direct collaboration on programs between the library and the farmers market

Urbana Public Library, MD (a branch of the Frederick County PLS)  
Amy Whitney, Branch Manager

Background : The farmers market is in its third year in 2012 and is still growing. The market is its own organization and has an agreement with the library to utilize a large back parking lot:

- Urbana PL would highly recommend a market. They have had an overwhelmingly positive response from the community, library patrons and the staff.
- The market operates 12-3 and overlaps with the Library hours (1-5). UPL finds an increase in library traffic from the market during the season.
- They have no negatives and have received no complaints.
- They currently do not do cross-programming but would like to.
- The market operated for free the first year. After the first year, the farmers' market began voluntarily contributing a donation based on the total sales for the season to the library.

Topeka & Shawnee County Public Library  
Bonnie Cuevas, Event Coordinator

Background: The Monday Farmers Market @your library began in 2009 as a collaboration with the Kansas Department of Health & Environment & the Capital City Wellness Initiative. The Library works directly with the farmers' market, accepting and processing vendor applications and acting as market manager. The market is held during library hours.

- “We staff a library tent at each market and, to promote the library and its services, we give out recipe cards, brochures about our health and cooking neighborhoods and other library information. We also answer lots of questions about the library and its services.”
- The Library directly markets the Farmers Market, with bookmarks, posters each week with “What’s Fresh,” email blasts and other services.