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**PALM DESERT**

**FARMER'S  
MARKET(S)**



# PALM DESERT FARMERS' MARKETS

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- October thru May
- Wednesday's between 8:00 am and 2:00 pm
- For-profit operator
- Not City Sponsored



- October thru April
- Sunday's between 8:00 am and 1:00 pm
- Non-profit operator
- City Sponsored

# COACHELLA VALLEY MARKET COMPARISON

City	Levels of Sponsorship	Levels of Marketing	Comments
<b>Original Certified Palm Desert Farmers Market</b>	<b>\$19,696</b>	<b>Facebook: 7 Twitter: 2</b>	<b>City Sponsored Sunday Farmers Market.</b>
<b>Certified Farmers Market Palm Desert</b>	<b>None</b>	<b>Facebook: 17 Twitter: 3</b>	<b>Not a City Sponsored Farmers Market (Wednesday)</b>
Indio	None	Miscellaneous reposts on social media. Not set schedule and the City does not generate content	CV Harvest Box is the operator. No Certified Market operator at this time.
Indian Wells	None	Miscellaneous reposts on social media. Not set schedule and the City does not generate content	As a private-business the City is not providing any additional assistance nor advertising than they would for others.
La Quinta	None	Miscellaneous reposts on social media. Not set schedule and the City does not generate content	Limited contact between the City and operator as the operator is on private property and most information flows through Old Town La Quinta Management
Rancho Mirage	None	At City park, consider it a city event, provided mailers to residents in proximity to event, promote more on social media.	Rancho Mirage considers the market a special event, different from other for-profit businesses and provides space at a City park, fee waivers, and assist with advertising.

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# ALTERNATIVE LOCATIONS

- **San Pablo** – previous location, electrical and water available. Business disruption
  - **Civic Center Park** – conflicts with other park uses and municipal code
  - **The Mall** – ample parking and HWY 111 visibility, water availability unknown
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