

# Frederica, Delaware

**MARKET CATALYST PROJECT**



**CRDS**  
COASTAL RESILIENCE  
DESIGN STUDIO

# The Opportunity



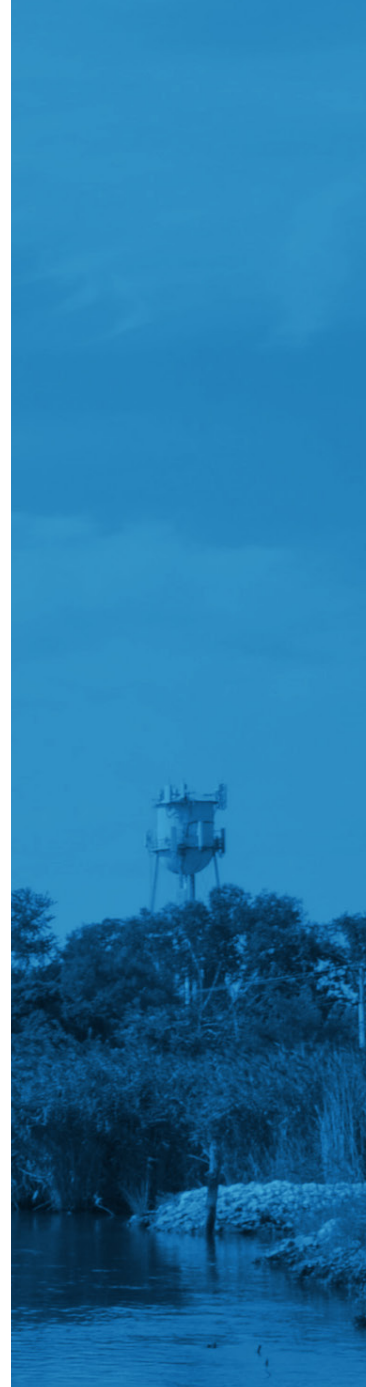
This grant proposal intends to create and open a robust and active farmer's/micro-retail market and associated space in Frederica, DE.

To accomplish this, we propose funding a part-time, market manager position to develop, organize and operate the Market.

Our proposal fits within the DESG Resilient Communities & Economies focus area and builds on the work conducted by the Sustainability Committee to enhance the economic sustainability of Frederica by creating a new business.

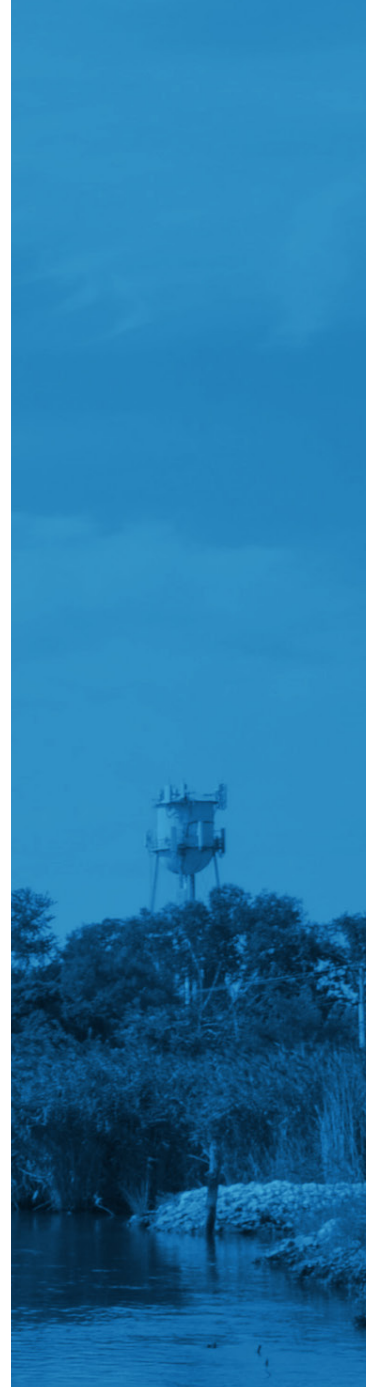
The completion of the project creates several new jobs focused on helping to manage and run the market.

The Town will have access to more options for food within town limits, and the market will increase the amount of money spent by visitors to the area.



# The Property Owner

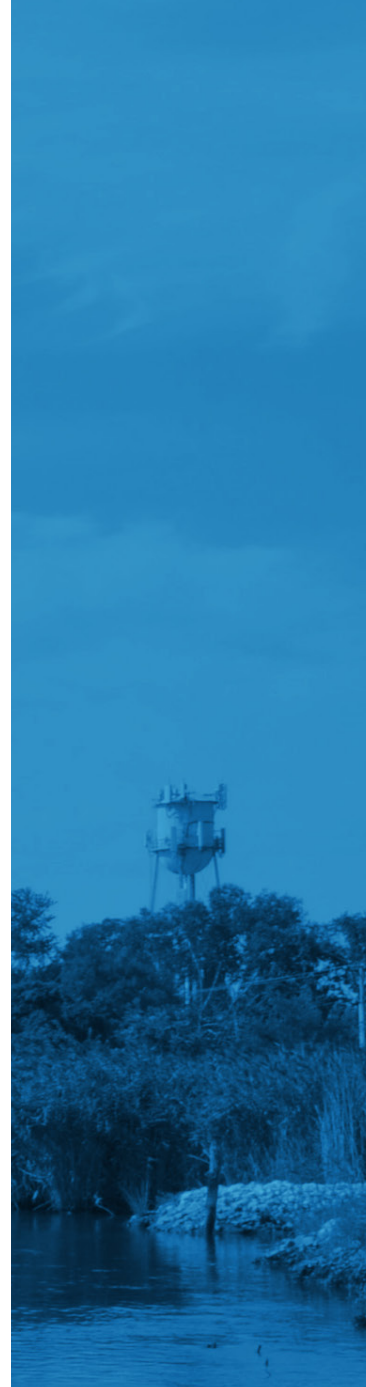
- Reactivation of a vacant property
- Cultivation of a market base and creation of customer traffic on the site
- Exposure to entrepreneurs who could convert into tenants
- Catalyst activity to create interest in redevelopment of the landing





# The Town

- Creation and Ownership of a mobile retail catalyst
- Proactive steps towards addressing Frederica's food desert
- Public/Private partnership
- Active steps to capture economic impact from DE Turf
- Future Growth in tax base



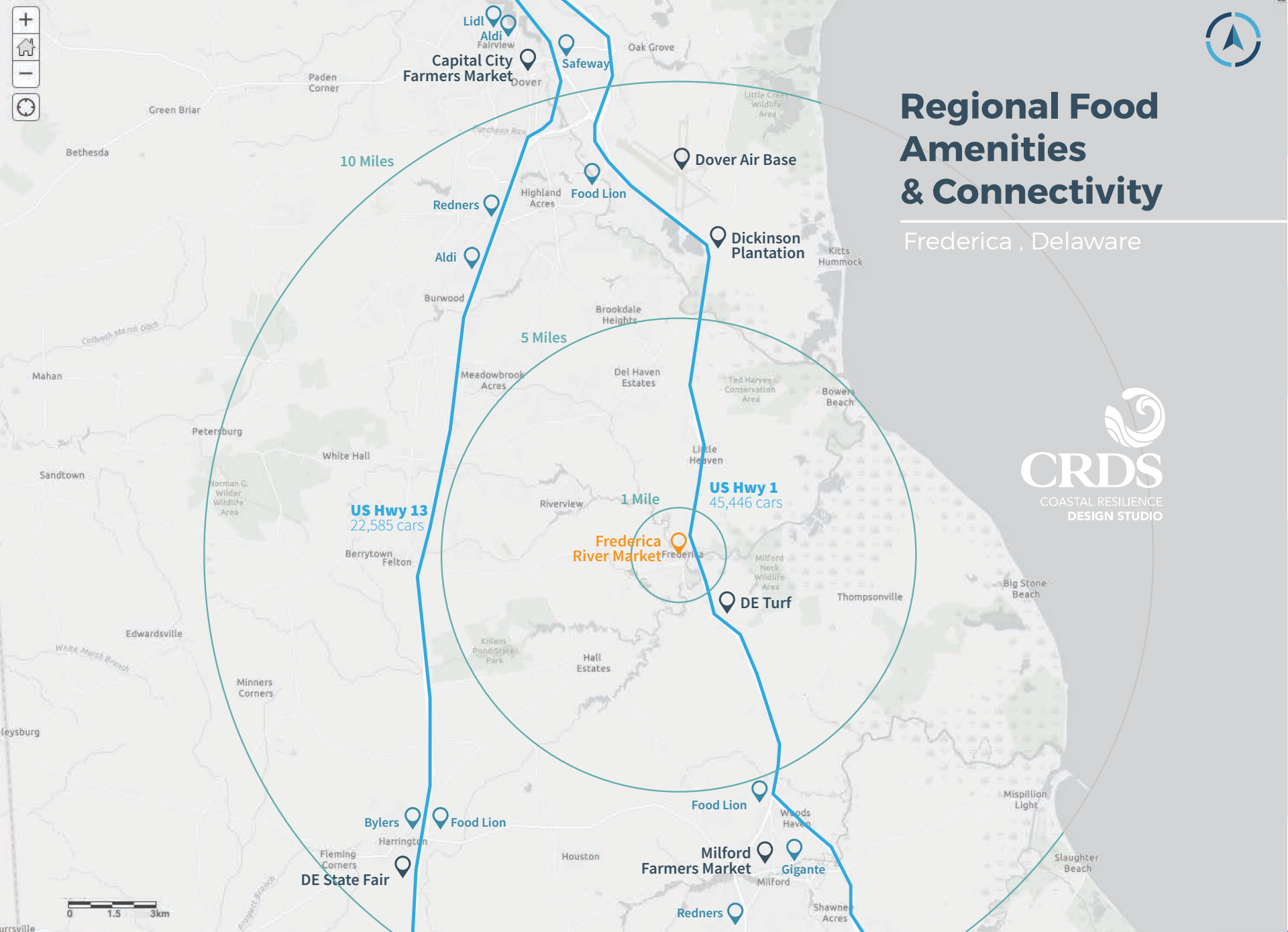


# Regional Food Amenities & Connectivity

Frederica, Delaware



**CRDS**  
COASTAL RESILIENCE  
DESIGN STUDIO



# Kent & Sussex County Markets

## Tuesdays

### **Rehoboth Beach Farmers' Market- Rehoboth Beach, DE 19971**

Tuesdays, 10 a.m. – 2 p.m. (May, September & October dates)

11 a.m. -3 p.m. (June, July & August dates)

May 26 – October 27, 2020

### **The Farmers' Market at Sea Colony-South, Bethany Beach, DE 19930**

Wednesdays, 8 a.m. – Noon, June 10 – August 26, 2020

## Wednesdays

### **Capital City Farmers' Market- Dover, DE 19904**

Wednesdays, 3 p.m. – 6 p.m., June – September

### **Historic Lewes Farmers Market at Kings Highway-Lewes, DE 19958**

Wednesdays, 8 a.m. – 11 a.m., June – August

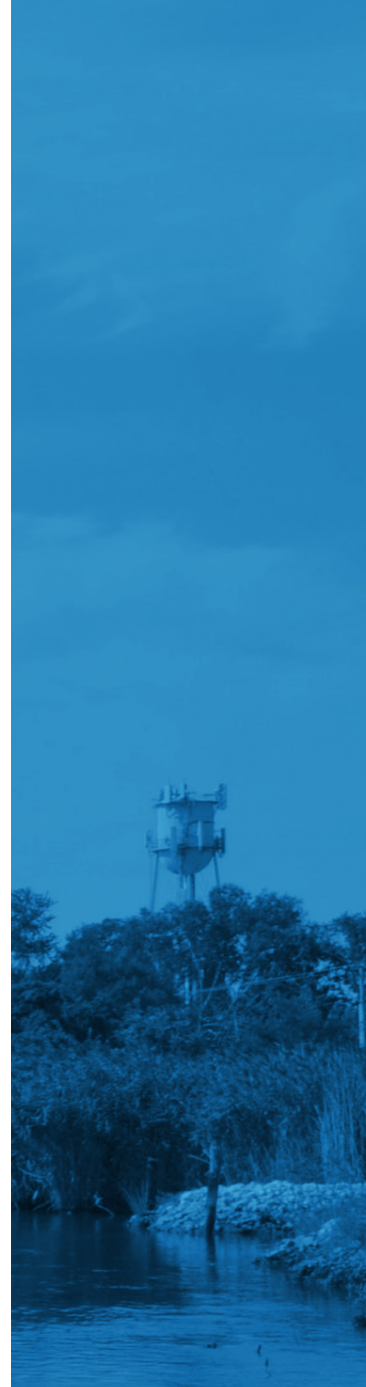
## Closed

### **Fenwick Island Farmers' Market-Fenwick Island, DE 19944**

CLOSED UNTIL FURTHER NOTICE

### **Milton Farmers' Market- Milton, DE 19968**

CLOSED FOR THE SEASON DUE TO COVID-19



# Kent & Sussex County Markets

## Saturdays

**Asbury Church Farmers' Market- Smyrna, DE 19977**

Saturdays, 9 a.m. - 1 p.m., May - September

**Historic Lewes Farmers' Market-Lewes, DE 19958**

Saturdays, 8 a.m. - Noon, May - September

Saturdays, 9 a.m.- Noon, October - November

**Millsboro Farmers' Market**

Saturdays, 8 am to noon, June - August

**Riverwalk Farmers' Market Downtown Milford-Milford, DE 19963**

Saturdays, 9 a.m. - 1 p.m., May - October

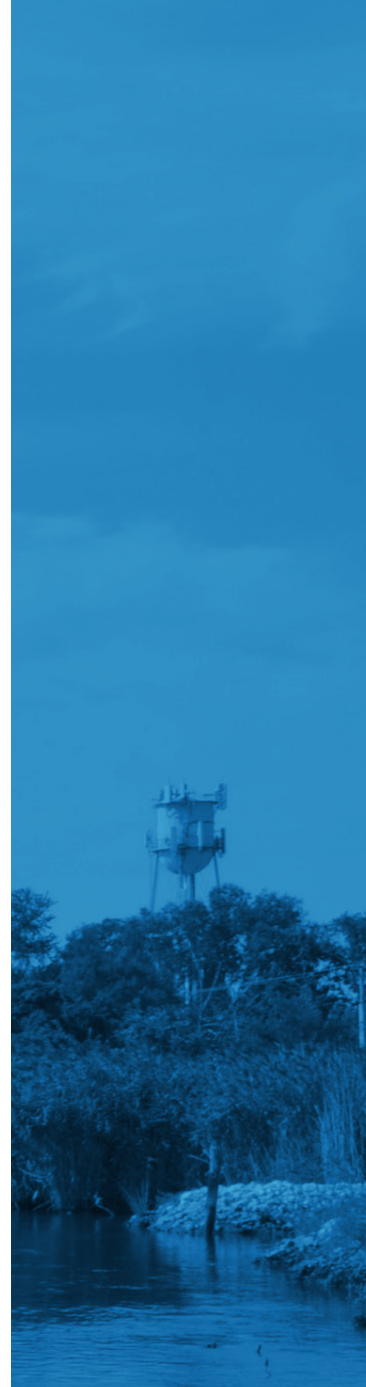
## Sundays

**Bethany Beach Farmers' Market- Bethany Beach, DE 19930**

Sundays, 8 a.m. - Noon, June - September

**Nassau Valley Vineyards Farmers' Market-Lewes, DE 19958**

Sundays, 12 p.m. - 3 p.m., May - September





# Retail Leakage

10 Minute Drive Time

**\$170,000,000**

Grocery Store Leakage

**\$13,050,922**

Specialty Food Leakage

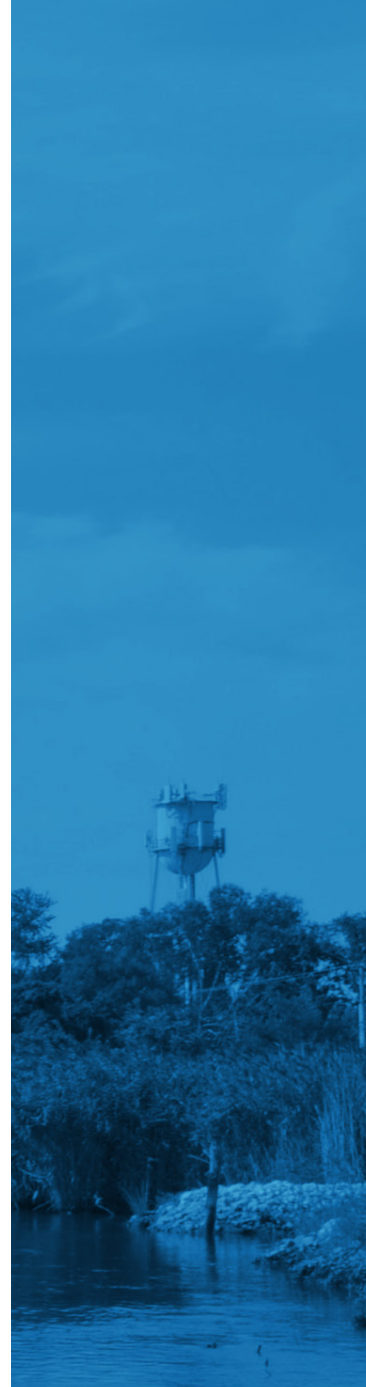
**\$548,591**

Full Service Restaurant Leakage

**\$7,341,057**

Limited Service Restaurant Leakage

**\$7,044,236**



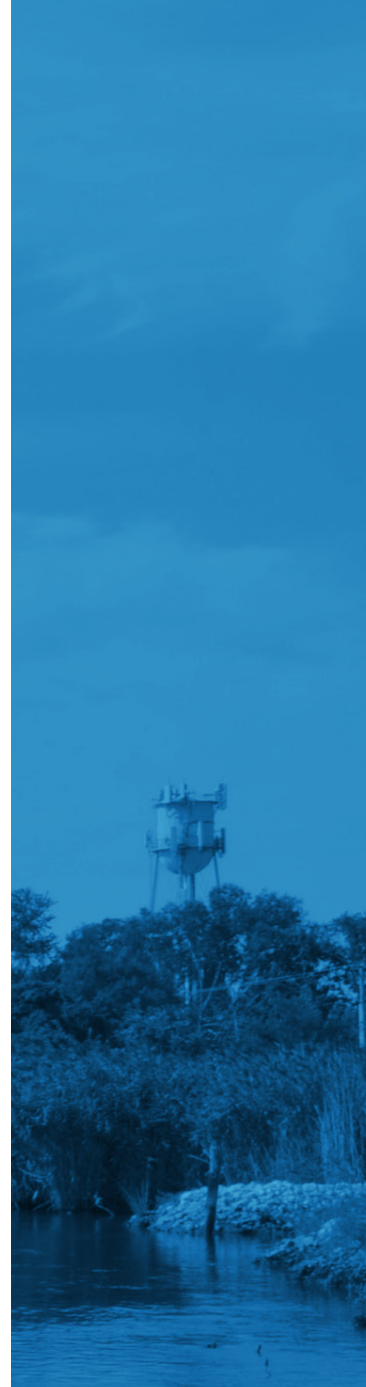
# Food Sales

Fresh Fruits and Vegetables

**\$3,751,947**

Food away from home

**\$13,216,929**





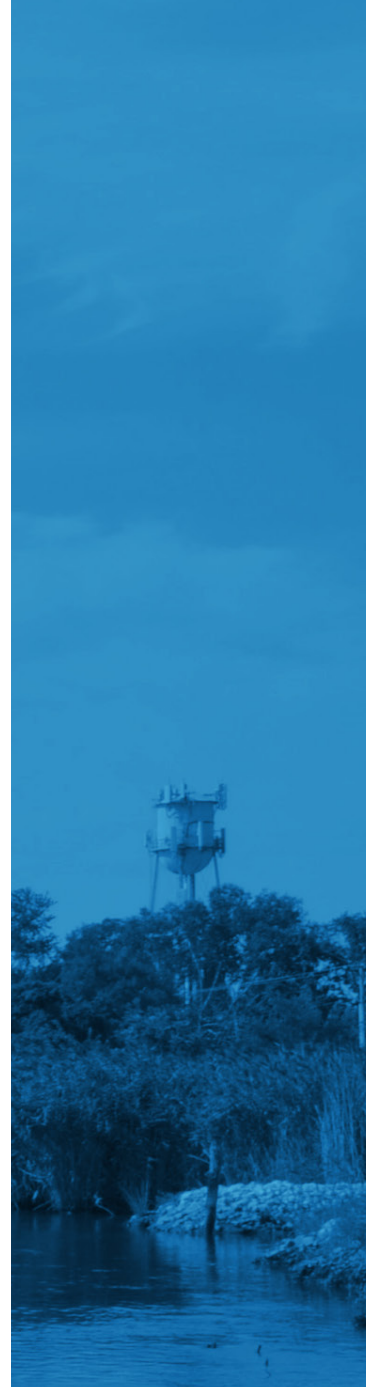
**\$31 Million** in Economic Impact  
**14,000** Hotel Stays  
**33 States & 3 Countries**  
**117,000** Visitors

## Additional Development

Phase 1-**\$30 Million** in Construction

Phase 2- **Commercial Development**

Phase 3- **\$8.5 Million** Destination Waterpark





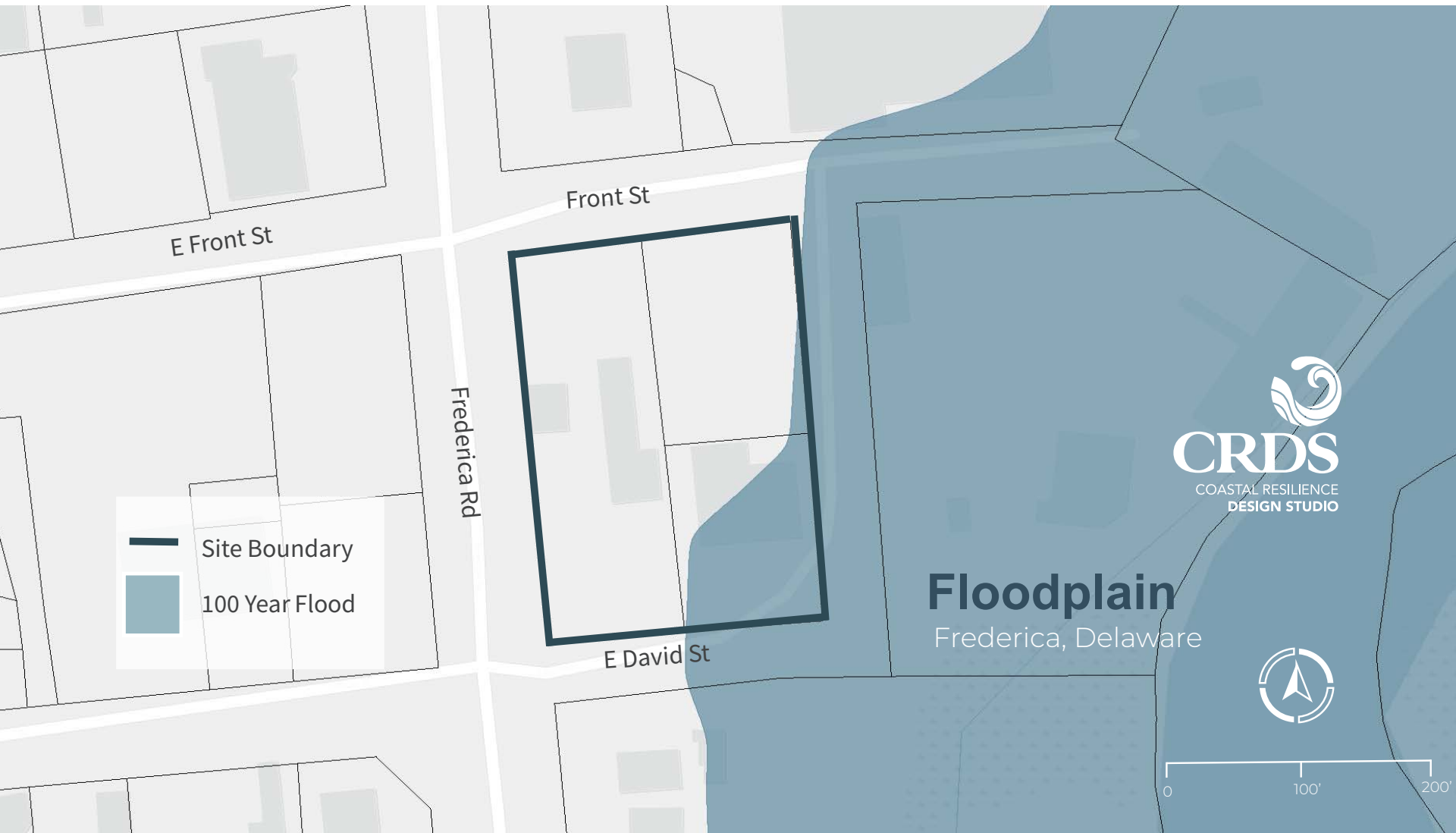
# The Site



# Market Site Location

Frederica, Delaware





E Front St

Front St

Frederica Rd

E David St



# Floodplain

Frederica, Delaware

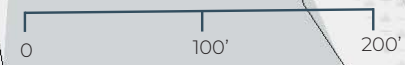
- Site Boundary
- 100 Year Flood



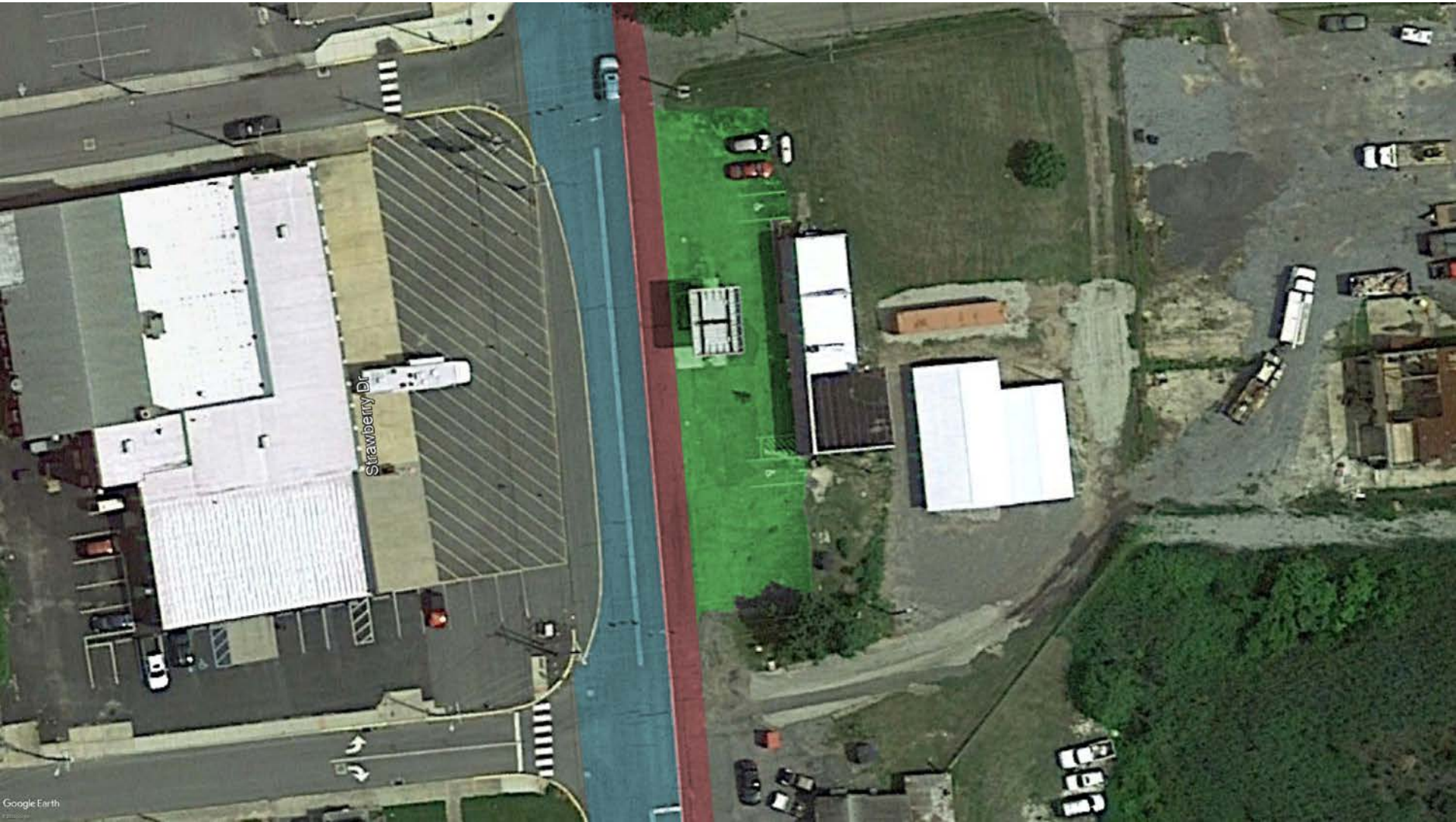


# Site Topography

Frederica, Delaware

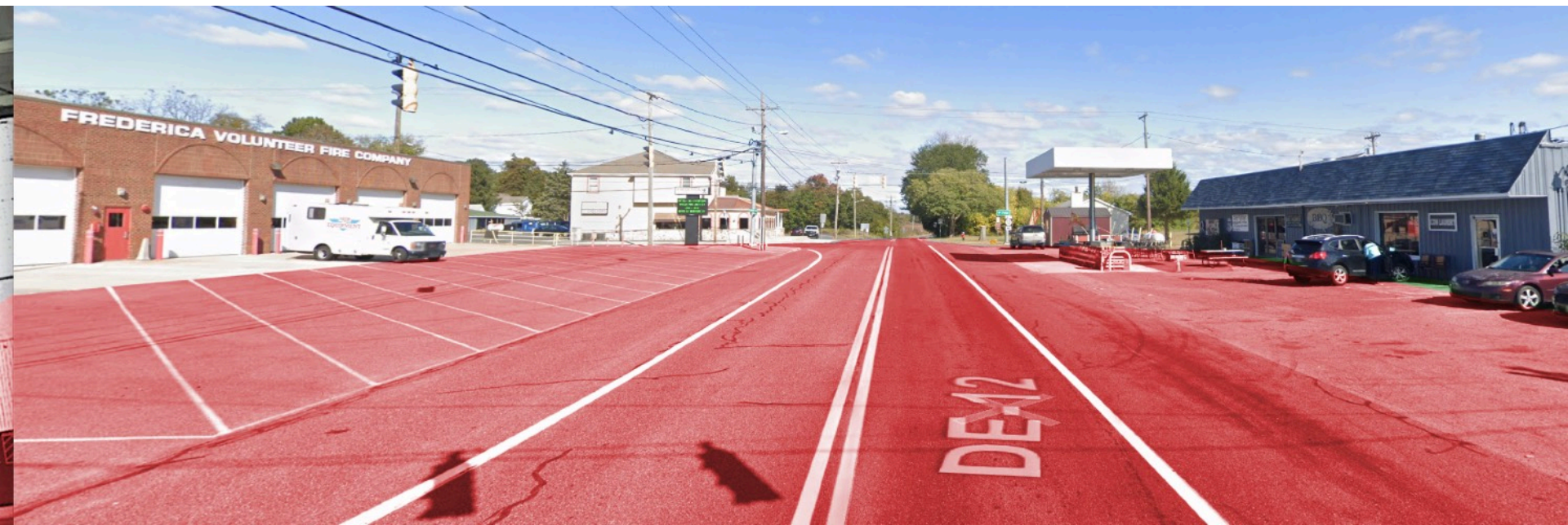






















2008



March 2012

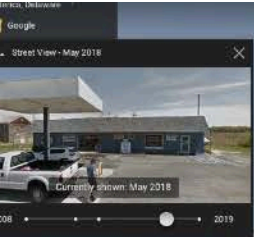


May 2012





May 2014



Oct 2018





August 2020



# The Branding





**FOR OVER 200 YEARS, PEOPLE HAVE BEEN DRAWN TO THE CURVE OF THE RIVER, SURROUNDED BY THIS TIDAL MARSH. OUR BEAUTY AND SERENITY HAVE PLAYED HOST TO BUSTLING COMMERCE, SHIPPING & MANUFACTURING, WHILE CULTIVATING A PEDIGREE FOR AGRICULTURE. OUR LAND HAS FUELED OUR ECONOMY AND OUR RIVER HAS CONNECTED US TO THE WORLD.**





**IN THIS AMAZING PLACE, ONCE KNOWN AS INDIAN POINT AND GOFORTH LANDING,  
UNDER THE SHADOWS OF OUR SILOS AND GRANARY,  
SHINES THE OPPORTUNITY OF A NEW ECONOMY.**

**JOHNNY CAKE LANDING, AS IT HAS BEEN NAMED FOR YEARS,  
WAS INSPIRED BY THE JOURNEY CAKES THAT PEOPLE WOULD TAKE  
WITH THEM ON THEIR TRAVELS.**

**FOOD & HOSPITALITY HAS ALWAYS BEEN PART OF FREDERICA'S IDENTITY. AND TODAY,  
THOUSANDS OF VISITORS FLOCK TO FREDERICA TO FACE OFF ON THE FIELDS OF  
DELAWARE'S PREMIER SPORTS COMPLEX. THE PRIVATE SECTOR BELIEVES IN OUR PLACE,  
INVESTING IN NEW BUILDINGS AND IN NEW BUSINESS.  
THE OPPORTUNITY IS NOW, AND THE OPPORTUNITY IS REAL.**



**JUST AS THE TIDES COME AND GO, COMMUNITIES EXPERIENCE HIGHS AND LOWS.**

**BUT THE TIDE IS COMING IN. AND WE PLAN TO RIDE THIS WAVE.  
OUR CITIZENS DESERVE EASY ACCESS TO QUALITY LOCAL FOOD,  
OUR ENTREPRENEURS DESERVE A PLACE TO LAUNCH THEIR ENDEAVORS,  
AND OUR VISITORS DESERVE A WARM, DELAWARE WELCOME.**

**THIS IS TIDAL MARKET AT JOHNNY CAKE LANDING**





**TIDAL**   
**MARKET**  
**AT JOHNNY CAKE LANDING**

**WHERE YOUR FLAVOR JOURNEY BEGINS.**







# AUTUMN TIDE

HARVEST MARKET



# YULE TIDE

~ HOLIDAY MARKET ~





# WE ARE TURNING THE TIDE ON FOOD SCARCITY

In this amazing place, once known as Indian Point and Goforth Landing, under the shadows of our silos and granary, shines the opportunity of a new economy. Johnny Cake Landing, as it has been named for years, was inspired by the journey cakes that people would take with them on their travels. Food & Hospitality has always been part of Frederica's identity. And today, thousands of visitors flock to Frederica to face off on the fields of Delaware's premier sports complex. The private sector believes in our place, investing in new buildings and in new business. The opportunity is now, and the opportunity is real.

**TIDAL  
MARKET**  
AT JOHNNY CAKE LANDING





# YOU KNOW WHAT THEY SAY ABOUT A RISING TIDE...



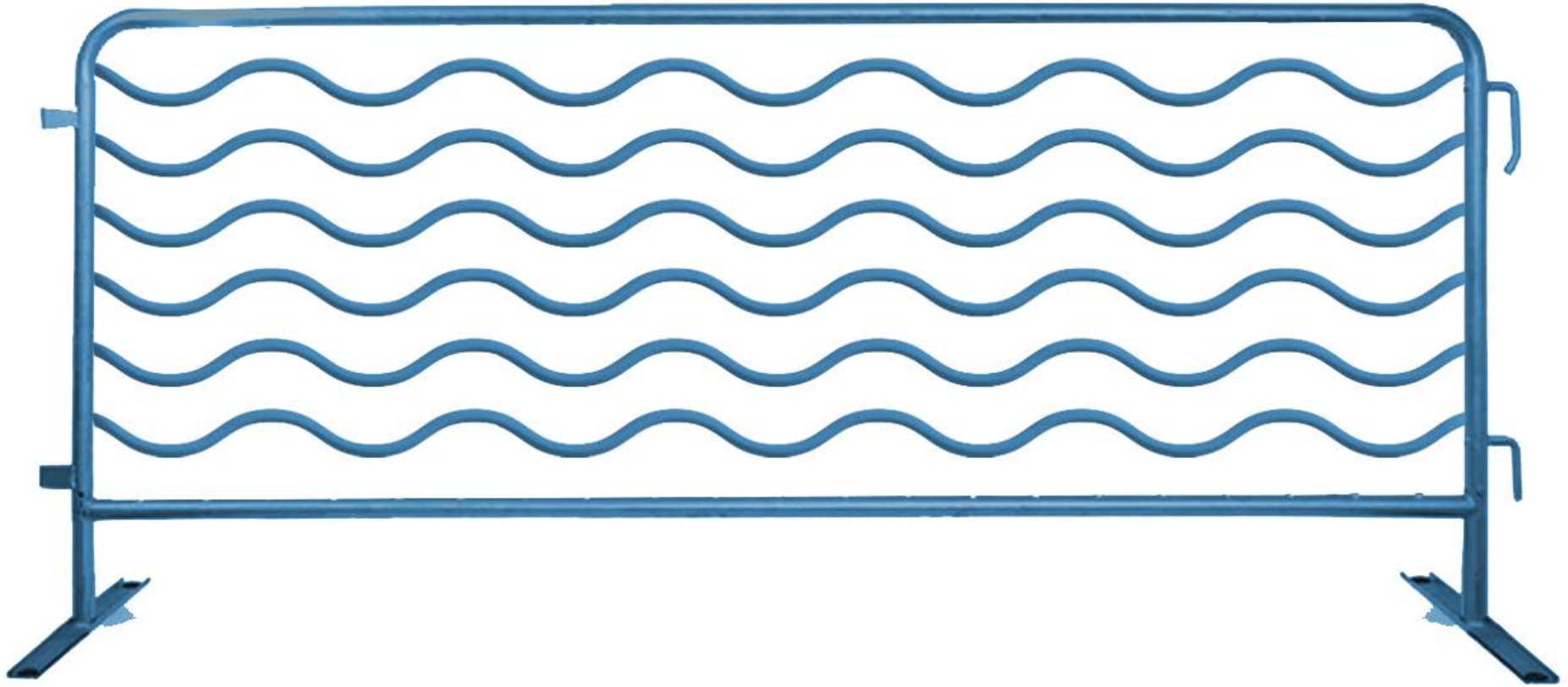
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The opportunity is now, and the opportunity is real.



**TIDAL  
MARKET**  
AT JOHNNY CAKE LANDING







**24 CARROTS. PURE GOLD.**

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**FARMERS MARKET THIS WAY**



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**TIDAL  
MARKET**  
at JOHNNY CAKE LANDING



# GIVE PEAS A CHANCE

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## FARMERS MARKET THIS WAY



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**TIDAL  
MARKET**  
at JOHNNY CAKE LANDING



# FLAVOR FORECAST

**THE TIDE IS COMING IN THIS WEEK:**



[DelawareTidalMarket.com](http://DelawareTidalMarket.com)

**TIDAL  
MARKET**  
at JOHNNY CAKE LANDING

# FLAVOR FORECAST

THE TIDE IS COMING IN THIS WEEK:

carrots  
strawberries  
asparagus  
green onions  
artichokes



[DelawareTidalMarket.com](http://DelawareTidalMarket.com)

**TIDAL  
MARKET**

at JOHNNY CAKE LANDING





(2007) Johnny Cake (Mugger)

- 1/2 Cup Sugar
- 1 Egg
- 1 Cup Sweet Milk
- 1 Cup Flour
- 1 Cup Corn Meal
- Small piece butter
- 1 Teas. Soda



TM





HIGH.



LOW.



LOCAL.

TIDAL  
MARKET

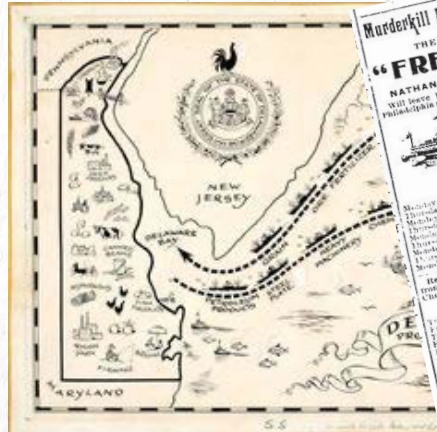


AT JOHNNY CAKE LANDING





# STEAMER FREDERICA



**Murderkill River to Philadelphia.**  
**THE NEW STEAMER**  
**"FREDERICA"**  
**NATHAN H. MAKSON, CAPTAIN**  
 Will serve Frederica, Wicomico and Honesco to Philadelphia as follows:

June.		Wicomico	Honesco
Monday	June 1	8:00 a.m.	1:00 p.m.
Tuesday	" 2	8:00 a.m.	1:00 p.m.
Wednesday	" 3	8:00 a.m.	1:00 p.m.
Thursday	" 4	8:00 a.m.	1:00 p.m.
Friday	" 5	8:00 a.m.	1:00 p.m.
Saturday	" 6	8:00 a.m.	1:00 p.m.
Sunday	" 7	8:00 a.m.	1:00 p.m.
Monday	" 8	8:00 a.m.	1:00 p.m.

The Steamer will leave Philadelphia every Monday at 8:00 a.m. for Wicomico and Honesco. (First Fare 50c.)

**Leave Philadelphia.**

Day	Time	Wicomico	Honesco
Monday	8:00 a.m.	1:00 p.m.	1:00 p.m.
Tuesday	8:00 a.m.	1:00 p.m.	1:00 p.m.
Wednesday	8:00 a.m.	1:00 p.m.	1:00 p.m.
Thursday	8:00 a.m.	1:00 p.m.	1:00 p.m.
Friday	8:00 a.m.	1:00 p.m.	1:00 p.m.
Saturday	8:00 a.m.	1:00 p.m.	1:00 p.m.
Sunday	8:00 a.m.	1:00 p.m.	1:00 p.m.

For more information, apply to the Captain at the office of the Company, 100 N. 2nd St., Philadelphia.

**Fare to Philadelphia: \$1.00**  
**Round Trip: \$1.50**  
 Frederica and Philadelphia Navigation Co.  
 OFFICE—FREDERICA, DEL.







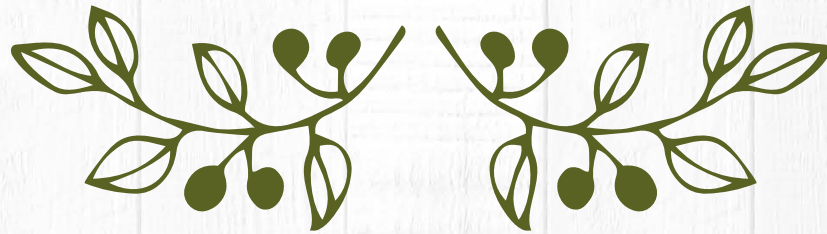
# TIDAL MARKET

AT JOHNNY CAKE LANDING





**FRESH & LOCAL**





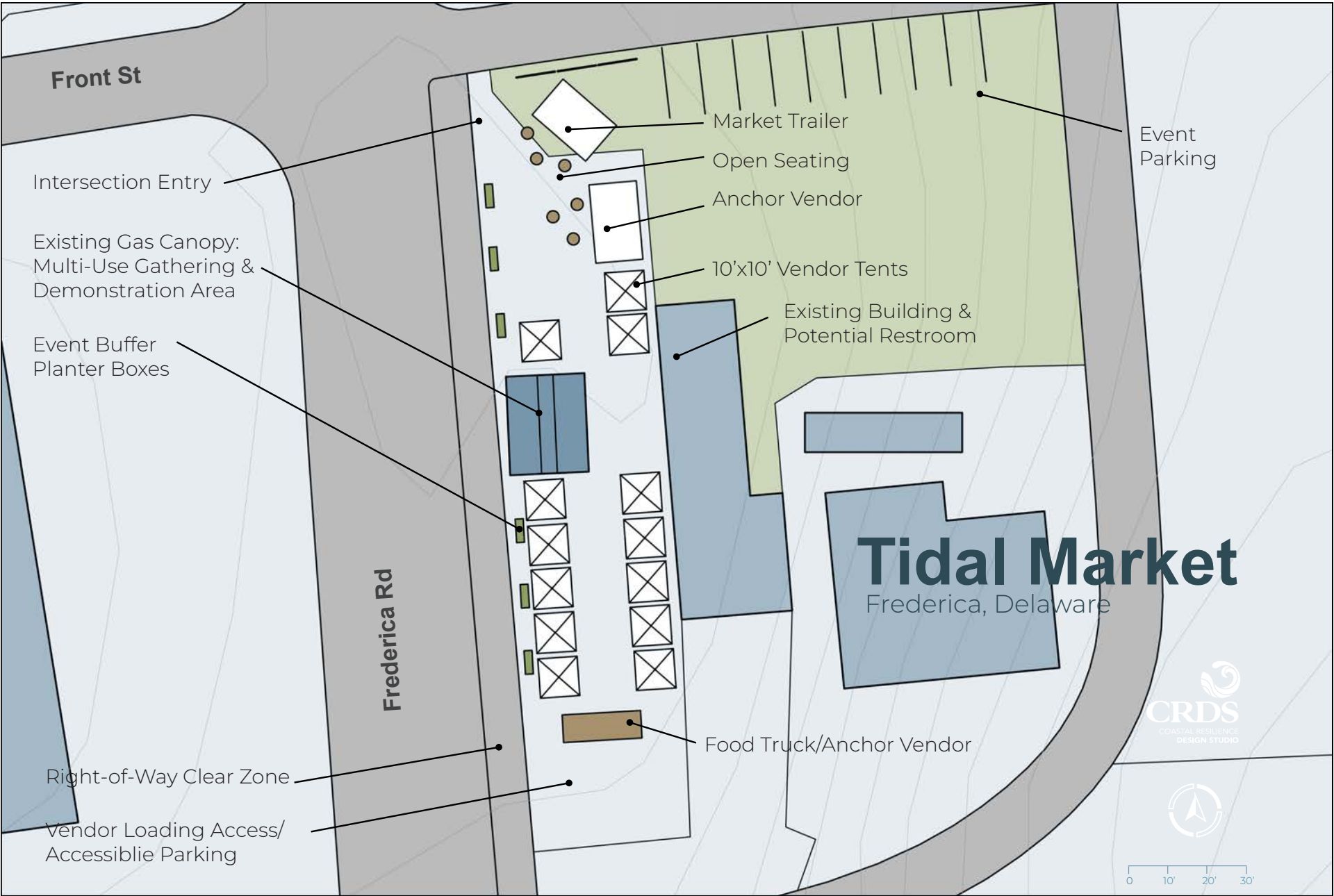
 **JOHNNY CAKE  
LANDING**  
FREDERICA, DELAWARE

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# The Design



Front St

Intersection Entry

Existing Gas Canopy:  
Multi-Use Gathering &  
Demonstration Area

Event Buffer  
Planter Boxes

Frederica Rd

Right-of-Way Clear Zone

Vendor Loading Access/  
Accessible Parking

Market Trailer

Open Seating

Anchor Vendor

10'x10' Vendor Tents

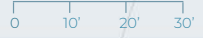
Existing Building &  
Potential Restroom

Food Truck/Anchor Vendor

Event  
Parking

# Tidal Market

Frederica, Delaware





# TIDAL MARKET

AT JOHNNY CAKE LANDING

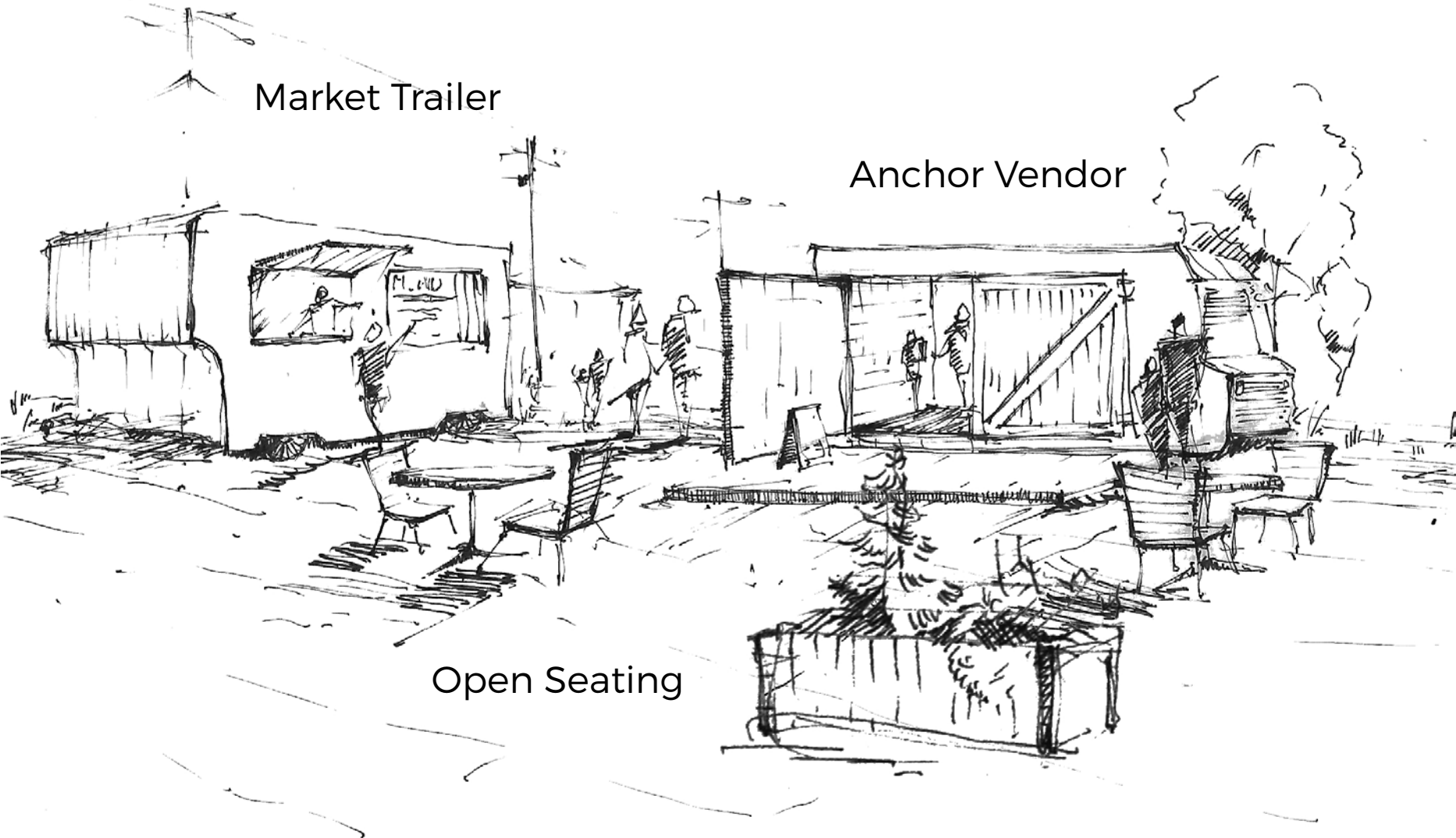




Market Trailer

Anchor Vendor

Open Seating



**FOR LEASE** 302-542-8900 **ENDLESS POSSIBILITIES**















BEAMER  
FABRICA

FRESH & LOCAL

TIDAL MARKET



FRESH & LOCAL

TIDAL MARKET  
AT TOMMY LAKE LAUNDRY









BEAMER  
FABRICA



FRESH & LOCAL

TIDAL MARKET  
AT TOMMY CANT LANDING







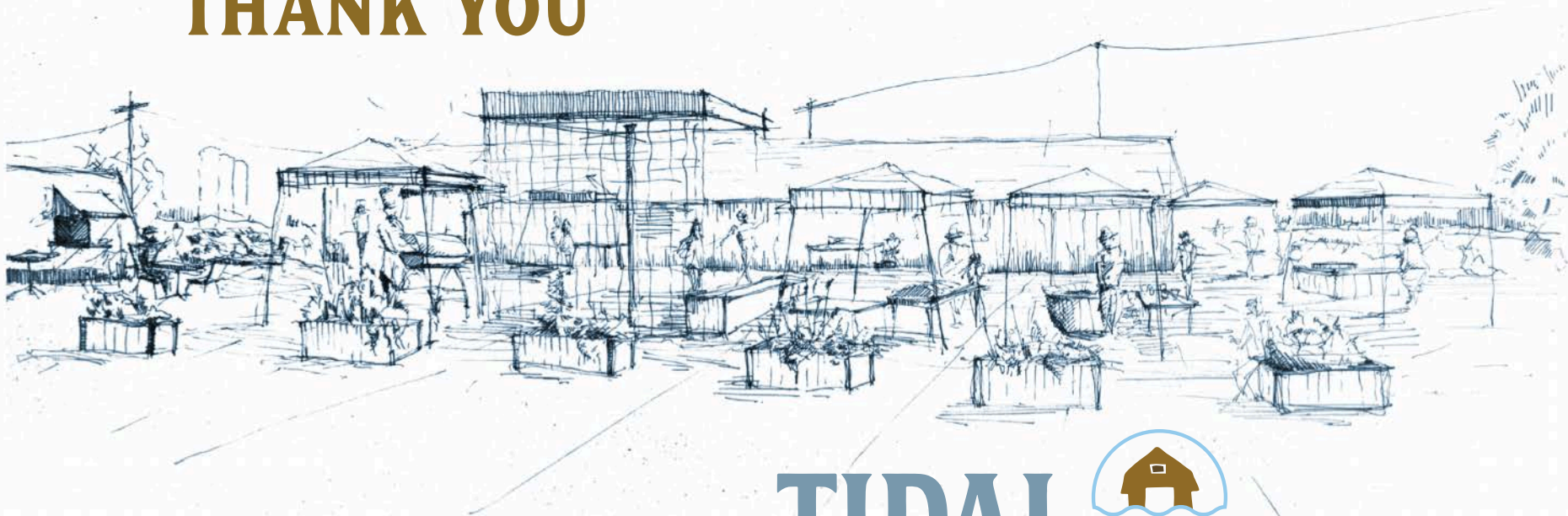








**THANK YOU**



**TIDAL**   
**MARKET**  
**AT JOHNNY CAKE LANDING**