

# Frederica, Delaware

## MARKET CATALYST PROJECT FINAL REPORT

MARCH 2022



**CRDS**  
COASTAL RESILIENCE  
DESIGN STUDIO

OUR PARTNER



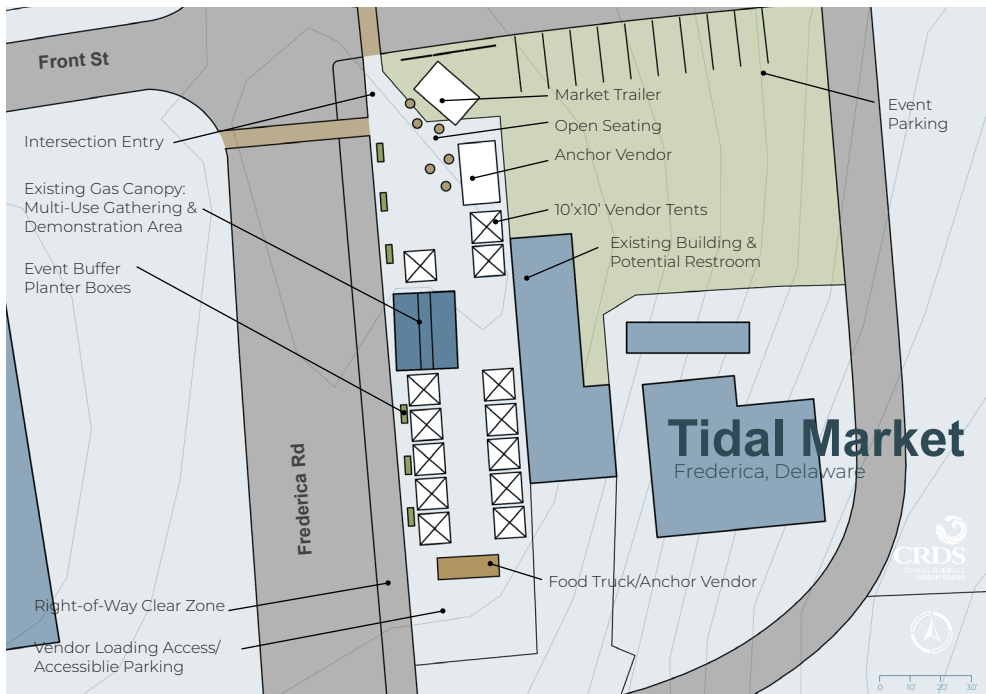
# TIDAL MARKET

## AT JOHNNY CAKE LANDING

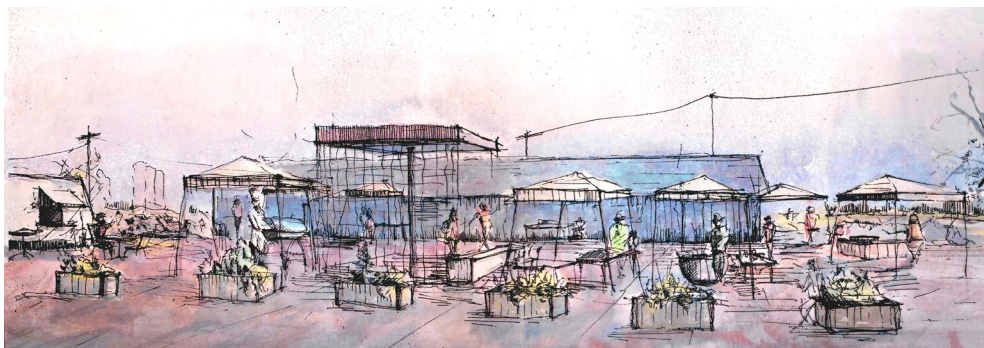


The Tidal Market project created a robust and active farmer's market in Frederica, DE. Through funding provided by a Delaware Sea Grant (DSG) Resilient Communities & Economies grant, the Town was able to fund a part-time market manager who developed, organized, and operated the Market.

This project was built on the work conducted by the Sustainability Committee to enhance the economic sustainability of Frederica. The project created a new job focused on helping to manage and run the market, supported local food, crafts, and entertainment vendors including agricultural businesses, and provided access to more options for food within town limits. In 2021, the market collected nearly \$21,000 in sales increasing the amount of money spent by visitors to the area.



Summer 2021 saw the opening of the Tidal Market in Frederica, DE, thanks to a Delaware Sea Grant (DSG) Resilient Communities & Economies grant written on behalf of the Town by the Coastal Resilience Design Studio (CRDS). During planning that began in January 2021, Ben Muldrow of Arnett Muldrow led CRDS through a successful design charrette to create the concept and graphics for the Market. Once the Town endorsed the CRDS plan, Tidal Market, which was initially proposed to open at the intersection of Front Street and Frederica Road, was relocated to the Town Park further south along Frederica Rd, at the site of a playground and workout track. CRDS predicted the Market would require more planning and set the start date for summer 2022, but the Town acquired a Market Manager, Anita Hart who successfully got the Market up and running by June 2021.



In March, Hart and the Tidal Market planning team started soliciting vendors, which proved difficult since many were already committed for the 2021 season. Still, they managed to get between six to eight vendors to commit. By June, Tidal Market was up and running. Hart spent most of her time that spring planning logistics and working to advertise on Facebook and Instagram, which helped to spread the word. She and her team mailed flyers, advertised on the local radio station, and advertised on large digital billboards compliments of its local owner. The team used Tidal Market logos and branding created by CRDS along with some graphics they created themselves.

A website was also created by CRDS, but Hart and her committee were unable to use it because access proved difficult, so instead utilized Facebook to share event information. They are hoping to get a new website for 2022 to further advertise upcoming events and share information with those regularly attending.



**HIGH.  
LOW.  
LOCAL.**



# THE BRAND MANUAL



**TIDAL MARKET**  
AT JOHNNY CAKE LANDING



**TIDAL MARKET**  
AT JOHNNY CAKE LANDING



**AUTUMN TIDE**  
HARVEST MARKET

# TIDAL MARKET 2021

Opening Weekend

**\$1,572** in vendor sales

Open for **13** weeks starting June 6, 2021

**\$1,400** in average weekly revenue

**~155** PEOPLE attended each week

## BACK BY POPULAR DEMAND

The Tidal Market reopened for an additional 2 weeks in October with Fall vendors increasing from 6-8 to 12

Nearly **\$21,000** in total sales for 2021

Over **2000** PEOPLE attended



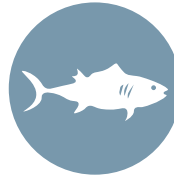
Vendors included crafts, baked goods, seafood, and produce – with produce being the most successful. For next season, all the 2021 vendors have agreed to participate again and Hart is planning additional vendors to sell cheese, meat, eggs and additional baked goods. Toward the end of the season, Hart included entertainment for the Market visitors which included face painting and music. These additions increased attendance and resulted in one of the highest seasonal revenue weeks. While the primary audience for the Market was community members, some attendees traveled from outlying communities including those attending events at the Delaware Turf.



## OUR TEAM

**Jules Bruck**, Principal & Founder  
**Ed Lewandowski**, Principal & Co-founder  
**Ben Muldrow**, Creative Director  
**Josh Gainey**, Senior Designer, UD, BLA '21

**Ilan Gasko**, Designer, NU, BSEE, '23  
**Ryan McCune**, Designer, UD, BENE, BCE '22  
**DJ Bromley**, Designer, UD, BLA '22  
**Chris Fettke von Koeckritz**, Designer, UD, BLA '22  
**Leigh Muldrow**, Designer, UD, BLA '22



For the summer season starting June 2022, Hart plans to double the number of regular vendors and implement changes suggested during a post-summer vendor survey – such as more outside entertainment, live music, cooking demonstrations, larger signs on Route One, and arranging the vendor stations in a different formation throughout the park to accommodate accessibility. The team adjusted vendor rates and the opening times based on feedback. Since attendance dropped off after 12:30 PM, the Market will open and close an hour earlier in 2022.

Overall, the first year of the Tidal Market was a great success. The DSG/CRDS plans were catalytic and the Town invested time and hours into making it a resounding success. The year-end survey revealed that community members were ecstatic with the Market. Plans are already underway for the 2022 season and the Tidal Market will hopefully grow each year.

*“Tidal Market created a viable source of locally grown produce, baked goods, local seafood, and crafts for a growing community. It was more than a farmers market, as it reunited our neighbors and forged relationships with people from local towns.” - A. Hart, 2021*