

MAIN STREET ND

MAIN STREET BEST PRACTICES: WATFORD CITY

Population: 4,596

Type of project(s): Farmers Market, Activating Community Space, Vibrant Events, Arts and Culture

Project Description and Goals: In 2016, Watford City wanted to add some life and activity to their farmers market by turning it into a destination complete with entertainment, food, and demonstrations from local organizations.



How They Did It:

- The community raised over \$11,000 and has since transitioned the farmers market into a weekly community event featuring live music, local artists, ready-to-eat food, and lots of activity.
- They moved the market from a small parking lot to the McKenzie County Heritage Park, which has increased visitation to the park.
- Although local musicians were prepared to volunteer their time and energy to support the market, those planning the market decided it was important to compensate the artists to show support and appreciation for their work.



The Watford Market was the winner of the 2018 Main Street Vibrancy Award!

This is a Best Practice Because:

A group of committed community members saw the potential to turn a transaction-based farmers market into a community event, welcoming to all ages, that would add life and activity to their town.

By featuring local artists and hosting art-based events for youth, this market celebrates the unique culture of Watford City and enhances the vibrancy of the town. Community markets can support small businesses and improve the health and wellness of community members by improving access to healthful (and locally produced!) foods.



Learn More:

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