

## Idea: Farm street - 2 days festival in the main street.

Number in the database: 87

Area number: 4

### General information (only if existing or planned)

<b>Country name:</b>	SLOVAKIA	
<b>Region:</b>	Eastern Slovakia	
<b>City :</b>	Prešov	
<b>Public organisation responsible</b>	<b>In national language</b>	
	<b>In English</b>	Prešov City Hall
<b>Department (if any)</b>		
<b>Address:</b>	Hlavná 73, Prešov	
<b>www:</b>	<a href="https://www.presov.sk/kultura-a-sport/farmarske-trhy-1.html">https://www.presov.sk/kultura-a-sport/farmarske-trhy-1.html</a>	
<b>Public organisation representative:</b>	Andrea Turčanová	

### Idea description

<b>Title:</b>	Farm street - 2 days festival in the main street
<b>Idea objective</b>	<p>The goal is to help to sell the products directly from producers to consumers during a 2-day festival taking place in the city's main street. The purpose was to support distribution of products from manufacturers, growers, farmers in one place using the scale effect connected with the festival, when participants are much more open for spending money buying gifts, consuming local food and other.</p> <p>In original implementation, there were many local companies such as brewery ŠARIŠ, engineering companies - SPINEA, TOMARK, GEMOR that were promoting products, services, etc. as well as informing local community about their employment possibilities.</p>
<b>Sharing process (max 1000 characters)</b>	<p>The sharing model of organization of the festival requires:</p> <ol style="list-style-type: none"> <li>1. The preparatory space and infrastructure to arrange the space in the main street.</li> <li>2. Proper selection of producers representing various kinds of products (e.g. chilli products, paprika, chilli spreads, vegetables without salt etc.) to avoid an unnecessary competition.</li> <li>3. The preparation of accompanying program to guarantee a good atmosphere of the event.</li> <li>4. Invitation of visitors and good marketing in social media - very important step for successful markets with a truly local flavour.</li> <li>5. The samples in the form of representations and products from renowned companies which are representative in the region.</li> </ol> <p>The initiative should be prepared with care for details, what requires involvement of many public institutions from the City (and their resources).</p>
<b>Restrictions/rules (law, skills, time, other)</b>	<p>List of key success criteria's consist of following points:</p> <ol style="list-style-type: none"> <li>1. good organizational team;</li> <li>2. well defined and described preparation phase;</li> <li>3. proper area (street) for the event;</li> <li>4. organisational facilities (including public cooperation);</li> <li>5. well defined goal with special attention on SMEs and inhabitants – they need to meet on the event!</li> </ol>

<b>Procedures (if applicable)</b>	Implementation require a lot of procedures dedicated to initiate almost each element of the event. Detailed list with description is place-specific and should be defined in the preparation phase.
<b>Costs for public institutions (if applicable)</b>	Costs of organizing the markets like a service (according to applicable procedures).
<b>Expected result (if possible)</b>	Implemented regular street festival promoting local business.