



UDPDA Incubation Village Market Needs and Assessment

September 3, 2025

About d&b Creative

- Launched June 2020, added consulting services 2023
- Outreach and communications, leadership and organizational development, non-profit board development, conflict resolution, community engagement, grant making

Deliverables

- Kick-off meeting and regular check-ins with ED
- **Review of existing research and collateral materials**
- **Review and compile summaries of data**
- One-on-one interviews with community leaders
- **Outreach and Stakeholder Engagement Plan**
- **Final report**
- Presentations



Interviews with Community Leaders

Interviewees

| | | |
|--|---|----------------------------|
| AHANA | Reimagine Spokane | Spokane Tribe of Indians |
| Nuestras Raices | Terrain | Spokane Workforce |
| Feast World Kitchen | Spokane Handweavers Guild | Northeast Community Center |
| Muslims for Community Action and Support | Spokane Art Salvage | Colleges of Spokane |
| Carl Maxey Center | Spokane Independent Metro Business Alliance (SIMBA) | StartUp Spokane |
| Inland Northwest Business Association (INBA) | Vets Garage | The Community School |
| Asians for Collective Liberation | Pacific Keep, Ukrainian Church | Craft 3 |
| Spectrum Center | Whitworth Continuing Education | Avista Foundation |
| | Manzanita House | Spark Central |

Interview Process

- Scheduling
- Questions/discussion: overview of project; benefits to community, economy, and businesses; barriers/challenges; services; physical space; and opportunities for collaboration
- Coding
- Summary
- Final report

Interview Process – Coding

- Location and building (external)
- Building (internal)
- Services for businesses, makers, and the community
- Business and maker equipment needs
- Challenges to the launch and sustainability of the project
- Benefits to businesses, community, and economy
- Keys to success
- Opportunities for collaboration

Existing Spokane Landscape

| Existing Farmers Markets | Existing Business Incubation Services |
|--|---------------------------------------|
| Scale House Market, Spokane Valley (year-round) | AHANA |
| Spokane Farmers Market, Coeur d'Alene Park | Feast World Kitchen |
| Spokane Valley Farmers Market, CenterPlace Regional Event Center | WSU Pullman Incubator |
| Perry Street Thursday Market | Coeur d'Alene Makers Space |
| Emerson-Garfield Farmers Market | Vets Garage |
| Kendall Yards Night Market | Spark Central |
| Millwood Farmers Market | Art Salvage |
| Fairwood Farmers Market | Northtown Mall |
| Hillyard Farmers Market | Spokane Library |
| Liberty Lake Farmers Market | |
| Wonder Market | |

Needs Assessment

- Funding
- Community building and engagement, including conflict resolution
- Passionate champions
- Organization(s) to lead project
- Economic impact study
- Expectations management – success will not come in the first year
- Expanded view of safety and accessibility

Benefits

- Economic - community and individual businesses
- Social – collaboration, healthy social fabric, care for neighborhood, sense of belonging, support networks
- Sharing culture
- Diversity – owners and types of businesses
- Creativity
- Teaching and learning
- Young people will stay in Spokane

Potential Collaboration

Hub/Satellite for
Spark Central

Satellite for
Spokane Library

Satellite for Feast
chefs

Work with
stakeholders to
advocate for
regulation
changes related to
traditional foods

Fill in gaps from
Terrain



Classes or trainings
from small
business
organizations like
SBDC, SCORE,
SIMBA

Outreach for social
services conducted
by local nonprofit
organizations

Education
collaboration with
Spokane Schools
and Spokane
Colleges

Recommended Next Steps

- Compile next steps from all consultants conducting studies to prioritize and identify any overlaps or connections
- Implement Engagement Plan:
 - Conduct round tables with community leaders
 - Develop a stakeholder project plan
 - Create outreach materials
 - Identify project champions
 - Identify an organization to operate the space
- Conduct an economic impact study
- Develop a communications plan to reach a broader community, including naysayers
- Develop funding plan
- Develop a project work plan
- Develop a matrix to ensure recommendations from community leaders are implemented throughout the project



Thank you!