

*The Farm*  
JACKSON HOLE  
— 1914 —

THE MILLER  
HOUSE  
&  
THE QUINN HILL  
FOUNDATION





# THE VISION

## A PERMANENT HOME FOR LOCAL FOOD, EDUCATION AND COMMUNITY

Jackson has always valued local food, strong relationships, and stewardship of place. Yet today, there is still no permanent, year-round home for local food.

Enter **The Farm Jackson Hole**. Rooted in historic preservation, 211 E. Broadway, the Miller House, was preserved for a singular purpose: to create lasting infrastructure that supports local farmers and ranchers year-round and ensures reliable access to nourishing, locally produced food. Built on decades of local food leadership, market growth initiatives, and strategic investment in year-round production, The Farm Jackson Hole transforms what has worked seasonally into a permanent, community-serving hub.

The Farm Jackson Hole will ensure that local food, local farmers, and community connection have a permanent place in Jackson today and for generations to come.

# WHY THIS MATTERS

## A CLEAR GAP. A READY COMMUNITY. A ONCE-IN-A-LIFETIME OPPORTUNITY

Without permanent local food infrastructure, progress remains fragile.

- **Local dollars leave the community** - A permanent market keeps food spending local and strengthens the local economy.
- **Reliance on distant supply chains** - Local food systems offer greater stability and security.
- **Food access gaps are growing** - Hole Food Rescue saw a 15% increase in program utilization in 2024.
- **Transportation and environmental costs are high** - Local sourcing reduces emissions and long-distance transport costs.
- **Community connection depends on place** - A permanent market serves as a social anchor, supports “Main Street” vitality, and strengthens Jackson’s sense of place.

**The Farm JH provides the missing foundation.**



# LEADERSHIP COMMITMENT: QUINN HILL FOUNDATION

The Quinn Hill Foundation is the lead sponsor and steward of this project.

Rooted in a long-standing commitment to historic preservation and community stewardship, the Foundation acquired and preserved the Miller House with the explicit intention of creating The Farm Shop Jackson Hole, a permanent home for local food in the heart of town.

This leadership builds on a proven track record of strengthening Jackson's local food system, including:

- Investment in greenhouse infrastructure at **Haderlie Farms**, enabling year-round local produce
- Support of **Slow Food in the Tetons** winter markets and farm stand initiatives
- Led the first Teton County local food access program during the COVID-19 pandemic, ensuring families could afford healthy local food while sustaining local farmers during market closures
- Long-term leadership with the **Jackson Hole Farmers Market**, including market expansion, farm to market grants, and children's education

Because of this commitment, the most significant barrier -- **property acquisition and preservation** -- has already been addressed. This campaign focuses on activation and impact.



# THE FARM SHOP JACKSON HOLE



## MORE THAN A MARKET – AN ANCHOR FOR LOCAL FOOD

The Farm Shop Jackson Hole is the public-facing heart of The Farm Jackson Hole and a critical piece of year-round infrastructure for local farmers and producers.

- A year-round local food market
- An aggregation point for local and regional producers
- A stable, predictable sales channel that supports farm viability
- A place for food education with a direct connection to farmers, ranchers, and local producers

This project moves Jackson from “food from nowhere,” anonymous, distant supply chains, to “foods from somewhere,” local, resilient and rooted in community.

RENDERING OF MILLER HOUSE MARKET SPACE

# THE FARM SHOP JACKSON HOLE

## BUILT ON PROVEN DEMAND, NOT A NEW IDEA

- **A decade of demonstrated execution** – Ten+ years supporting farmers through seasonal markets, regional growth, and targeted infrastructure.
- **Sustained growth across seasons** – Winter and summer markets have expanded year after year in vendors and total sales.
- **Clear demand beyond the growing season** – Community participation consistently exceeds what seasonal models alone can serve.
- **Farmer trust confirms economic viability** – Strong repeat participation signals reliable income and long-term confidence.
- **Seasonal success, stabilized year-round** – The Farm Shop converts seasonal high seasons into predictable revenue and supports real farm planning.



RENDERING OF MILLER HOUSE MARKET SPACE

# A COMMUNITY EDUCATION HUB

## CHILDREN'S PROGRAMMING & COMMUNITY EDUCATION

The Farm Jackson Hole will serve as a place where learning about food, farming, and stewardship is woven into everyday community life.

Our goals include:

- **Hands-on food education for children** - Connecting young people to where food comes from and who grows it
- **Producer-led learning opportunities** - Allowing farmers and ranchers to share knowledge directly with the community
- **Seasonal and year-round educational programming** - Building food literacy beyond market days
- **Inclusive community education** - Ensuring families of all ages have access to meaningful, place-based learning

By grounding education in local food and real relationships, The Farm JH helps foster lifelong connections between children, farmers, and the land that sustains Jackson.



RENDERING OF MILLER HOUSE CLASSROOM SPACE



## IMPACT

With a permanent home, The Farm Jackson Hole will:

- Serve more local farmers annually
- Expand food access during winter months
- Anchor the local food economy for decades
- Support healthy food access for seniors and families
- Reduce reliance on long-distance food systems



# INVESTMENT

**TOTAL CAMPAIGN GOAL: \$1,000,000**

This campaign builds on the leadership investment already made to preserve the Miller House and focuses on activating the space to deliver long-term community benefit.

Funds raised will support:

- Buildout and interior improvements
- Equipment, refrigeration, and aggregation infrastructure
- Startup costs and a 3-5 year operating runway
- Program expansion and staffing

This is a phased, responsible campaign aligned with organizational capacity.

# SUSTAINABILITY

The Farm Jackson Hole is designed to sustain itself through:

- Earned revenue from market sales
- Programming and events
- Sponsorships and partnerships
- Ongoing donor and foundation support

Prudent cost controls and phased growth ensure long-term resilience.



# CAMPAIGN GIVING LEVELS

## EVERY GIFT HELPS KEEP FOOD LOCAL

- Founders \$100,000+
- Stewards \$50,000 - \$99,999
- Cultivators \$10,000 - \$49,999
- Neighbors \$5,000 - \$9,999

## OUR ASK

This campaign invites you to help bring a permanent, year-round local food market to life in the heart of Jackson.

The Miller House has been preserved. The vision is clear. What remains is the work of activating this space so it can serve farmers, families, and the broader community every day of the year. Your support will:

- Equip the Farm Shop as a fully functioning year-round local food market
- Provide critical infrastructure that stabilizes income for local farmers and ranchers
- Expand access to locally produced food beyond seasonal market days
- Sustain education, food access, and community programming over the long term

Together, we can ensure that local food, local farmers, and community connection have a permanent place in Jackson.





# *The Farm*

JACKSON HOLE  
— 1914 —

## CONTACT US



714-420-2716



[Shelby@theFarmJH.com](mailto:Shelby@theFarmJH.com)



211 East Broadway  
Jackson, WY. 83001



@TheFarmJH

