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Market at Homestead Park launches

Indigo Crandell, 21, (left) and her sister Sami Crandell, 18, stand in their booth for Sad Donkey Coffee at The Market at Homestead Park on Saturday morning (June 12). Their main location for the coffee shop is 102 N.E. Second Ave. in Williston. It is open from 6:30 a.m. to 3 p.m. Monday through Saturday and from 8 a.m. to noon on Sunday. *Photo By Jeff M. Hardison © June 12, 2021 at 8:11 p.m.*



Story and Photos
By Jeff M. Hardison ©
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WILLISTON – The Market at Homestead Park launched with a temporary offering and a taste of grace and style Saturday (June 12) in Williston.



Homestead Tiny House Enterprises Business Manager Heidi Showalter (left) and Tiny House Enterprises Sales Associate Katie Hollenshead stand in the honey booth at The Market. Vendors, such as the honey seller, brought their products and placed them for sale, however vendors were not present in their booths Saturday morning. Sales were completed, though, and the providers of goods received their payments.

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The second day of the two-day event is set for tomorrow (Sunday, June 13).

Developers Matt Crandell and Kevin West, who are co-founders of Homestead Tiny House Co., with support from Homestead Tiny Enterprises LLC partners Chase Crandell, Indigo Crandell, Sami Crandell and Zac Crandell, Matt's children, are bringing Homestead Park into existence. Of course, demolition, waste removal and construction crews are involved in this lengthy process as well.

Zac Crandell is only 12 years old, but his father Matt Crandell said he wants all four children to learn about business by participating hands-on with the experience of owning and operating ventures. That is why Matt Crandell made the four siblings equal partners in Homestead Tiny Enterprises LLC of Dunnellon, he said. Matt Crandell is the registered agent of this venture, though, according to records.

This view of the former Winn-Dixie Shopping Center in Williston, on SR 121 near Northeast 50th Street, shows where The Market at Homestead Park will be located when it is built as a permanent structure. The Market was under a tent Saturday and Sunday to show people the high quality of items that are planned for the day when it becomes regularly active.



In this graphic representation, provided via email by Kevin West, the future scene of The Market and Sad Donkey Coffee at Homestead Park is planned to look like this.

Once the scene of a thriving Winn-Dixie and other retail outlets, which then fell into a deep abyss of slum and blight,

Homestead Park is the future development that is currently being built.

West said the first part of this multiuse facility will be The Market. It will include 15 spots for vendors in an open-air setting. On Saturday and Sunday there were samples of the types of quality the developers want for that part of Homestead Park.

Every vendor will be screened to assure they provide buyers with the highest quality of items. On

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Saturday, there were of artworks, plants, clothes and jewelry in a boutique setting, locally harvested honey, homemade jerky, locally grown produce, furniture and coffee from Sad Donkey Coffee.



Visitors entering The Market see two Homestead Tiny Houses on display at either side of the entrance. The houses on wheels are for people to walk through and discuss which colors and other options they want as they are built for them. These range in the \$62,950 to \$67,950 range. Tiny Houses are built on trailers and remain on those wheels.

While the Homestead Park venture is set for the future, there are a couple of enterprises active in Williston already.

Homestead Tiny House Resort is a bed and breakfast in Williston in the area of Northeast First Avenue and Second Street. People can rent a tiny house to stay in there.

The Sad Donkey Coffee Shop is run by Indigo and Sami Crandell, although all four Crandell siblings founded it. Sami told how it got its name.

When she came down to Ocala from the Atlanta area, Sami would compete in eventing horse competitions. Eventing is an equestrian event where a single horse and rider combine and compete against other equestrians across the three disciplines of dressage, cross-country, and show jumping.

Sami said her horse was big, gray and it had long ears. She said it looked sad, and that is why her family called it "Sad Donkey" even though it was a horse. The horse's real name was Theo.

Sami sold Theo to another rider some time ago, however the Sad Donkey name was the winner for the coffee shop's name.

This is the front of one of the two tiny houses brought to the event. The two windows at the top are for viewing out of the lofts of the structure, which can be reached by the stairs inside.



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Vii Tanner, Homestead Tiny House production manager, stands next to one of the tiny houses brought for display. He stands five-foot, 11-inches tall to put the house in perspective for size.

Walking up the indoor stairs to the master loft, this is the view. There is not enough room for a 5-foot, 10-inch tall man to stand up, but a person can get onto the bed on their knees.



Kevin West, co-founder and product director of Homestead Tiny House Co., stand next to a couple of artistic renderings of the future Homestead Park. The picture at the left shows the temporary scenario for The Market. The picture at the right shows one of the resting places in the park, where people can relax between dining and entertainment. At the southern end of the property now is the planned area for the more permanent location for The Market.

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Matt Crandell, co-founder of Homestead Tiny House Co., speaks to people as he stands in one of the booths where an artist showed her works.



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Visitors look at art



Art waits to be viewed.

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High quality beef jerky waits for buyers. Matt Crandell tried the spicy version, and it was spicy.



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Beautiful plants are ready to be purchased.



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Victor Suarez, owner of the Arepa-Burger Venezuelan Cuisine food truck, stands near his mobile kitchen.

As for the tiny houses, there were two brought from the manufacturing shops in Alpharetta, Georgia, on Friday. Both showed they are completely functional as a tiny house.

Homestead Tiny House Co-Founder Kevin West, who co-founded the company with Matt Crandell, towed one of the tiny houses on display in Williston with a Ford F-250. Homestead Tiny House



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Production Manager Vii Tanner towed the other one to the site from where they were built – Alpharetta, Georgia.

Tiny houses stay on the trailers on which they are built. The ones on display on Saturday and Sunday are 24 feet long, 8 feet wide and 13 feet tall. They weigh 11,000 pounds, Tanner said. There is no Commercial Driver License required to tow them.

West departed from Alpharetta a bit after Tanner and had to travel through some wet and windy weather. The two men made their drives in about six and eight hours respectively.

So far, Tanner said, Homestead Tiny House Co. has sold 40 or so of the tiny houses. Right now, there are another 20-plus under construction. They range in price between \$62,950 and \$67,950 each.

These tiny houses have full kitchens and full bathrooms, with hot running water. They have lofts where people walk up a ladder to sleep on a mattress. They are built very sturdily, Tanner said. They are built like a tiny house. They can be parked at many different places, including at an RV resort. They are all equipped with standard RV hookups, he said.

As for The Market at Homestead Park, the showing on Saturday was under a tent. When the venue is built in its permanent location, it will be on the southern end of the property that is on the west side of State Road 121 near 50th Street – across from Williston Crossings RV Resort.

As the tiny-themed multiuse Heritage Park development grows, it is planned to include a concert hall, high-end eateries – including a steakhouse – and retail outlets. There was music on tap Saturday evening as the program continued into the night.

As Matt Crandell spoke to the Williston City Council on Tuesday (June 8), he shared a vision of a place where people could go for hours of enjoyment in a relaxed, safe, friendly environment, where they could enjoy shopping, live entertainment and good food. Likewise, he mentioned that in the summer heat, sometimes the evening and night are the better times of the day for enjoying outdoor activities.

While the completed version of this vision is a few years out from being fully constructed, the sample provided of The Market under the tent offered a taste of what is to come as The Market at Heritage Park becomes a more permanent fixture.