

To: DDA
FROM: Buchanan Farmers' Market, Beth Chubb
SUBJECT: Quarterly Report
Date: July 31, 2026

Preparation for the new market season starts in February when Ashley Hanson our paid marketmaster and I go over the vendor forms and names and update our policies and procedures. Our mission is to

- Bring people downtown on Saturday mornings
- Never go over our given budget

Once the vendor forms go out, vendors decide if they want to come weekly, bi-weekly, or monthly. Those wishing to have permanent space reserved for them every Saturday pay the fee up front before the market starts and receive a slight discount. Our weekly fee is \$15 payable when you come. This is a policy we are reconsidering since people fail to call to cancel when they can't come. We like to keep the permanent booths and front lines (or sidewalk in front of the permanent booths) full every Saturday. We have eight farmers and a new bread maker this season.

We started May 2 with a budget of \$10,850 from the City. We had already deposited \$1,850 from the early sign ups. We had spent \$161.28 on our Tracfone for the next 12 months. Advertising in Edible Michiana is \$408 for two issues. We receive 60 free magazines each issue to give to our customers which they really appreciate. We also advertise on the Platemate placemats for \$199.50 twice for the opening of the market and the Berrien County Youth Fair. These placemats are in various Buchanan and Niles restaurants.

We opened with 33 vendors on a cool day with sunshine and a BIG crowd. Free coffee is provided by the market but our coffee vendors have been very generous with supplying the coffee weekly. The market supplies sugar, creamer, cups, backup coffee when not provided by a vendor and garbage bags. We invited the Cousins Maine Lobster Truck to come on May 16 because we had 36 vendors and Sip! Buchanan going on after the market. We weren't provided with a lot of information on the Sip! Buchanan and couldn't answer a lot of the questions we were asked. This goes on frequently as we don't get posters or information about other things going on at the Common. It would really help if we were included in these different events with information to pass out or posters to hang up.

By May 30 we had 38 vendors, warm and sunny market weather and a large variety of produce and crafts. There was a good crowd. We also have a non-profit bake sale weekly. We decided not to re-up for the Sirius Radio and just use the market phone for Pandora which is free.

June saw more vendors and more people as school was out. Great weather and things going on in Buchanan help the market also. We continue to add new vendors weekly and to get more traffic. Stickers for America's Birthday were handed out to kids weekly. June 6

saw a monsoon at the market which caused us to open later. Thirty vendors still showed up and the crowd was good but it got hot & humid fast. The Buchanan Township Firemen added to the festivities.

We had our first market on July 4 and we had a good crowd which came out later in the morning. We had never actually had a market on July 4 before. Vendor numbers were down a little, but everyone said they did fine. July 11 with 44 vendors turned out to be our biggest crowd this season with no extra Common activities. On July 18 the Buchanan Boy Scouts celebrated their 100th birthday with lots of events. We had 32 vendors with Cousins Lobster Food Truck, Grateful Pie Co.'s grill and Wood, Stock and Grill. Setup was going on during the market but the main events were after the market. It was hot with a breeze and smokey.

July 25 was perfect weather and lots of people. The Buchanan Township Fire Department gave away hats and crayons etc. and shaved ice to the kids. Lots of people with 33 vendors. We also had vendors for the evening Common events setting up too early and causing some confusion.

Money turned in to date is as follows:

• May 4	\$3,360
• May 9	945
• May 19	225
• May 27	180
• June 2	225
• June 8	165
• June 13, June 20 and June 27	1,125
• July 6	135
• July 15	330
• July 20	205
• July 27	210
• TOTAL	\$7,105

Our market master earns \$25 per hour for keeping up with the promotions of the market, our website and organizing the vendors on Saturdays. She works 10 hours per week and does a fantastic job. Her approximate salary paid to date is \$3,250. We also have her husband to help put out signs and start our music when needed as a free bonus.