

Farmers Market Manager Report for 8/28/2025 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **43** vendors/market; first August above 40
- **341** customers/market
- Total sales per market: **\$22,851**
- Average per vendor: **\$566**

Social Media:

- Instagram followers: 5,827 (+89)
- Facebook followers: 8,180 (+66)
- Newsletter subscribers: 2,348 (-8; purged inactives)

Market Happenings:

- Everything is running smoothly. Thank you to everyone who stepped in while Johnna and I were away and enabled us to have a wonderful vacation.
- The market purchased a hand-crafted pen made by Jimmy Tolly for Michael, the intern who was beyond helpful this summer.

Numbers: Shooting for a Million

Through August 13th, vendors have made \$922.595 in sales. With 6 markets remaining in FY2025, we need to average \$12.901 in sales to break a million.

Yearly total sales (markets counted) (avg \$ per market):

2025: \$922.595 (44) (\$20,968)
2024: \$878,170 (51) (\$17,219)
2023: \$806,249 (51) (\$15,809)
2022: \$807,908 (44) (\$18,362)
2021: \$177,839 (13) (\$13,680) *Only counted July-September*

Vendor Attendance: Customers remain happy with the AC situation and afternoon hours, and vendor attendance reflects that, especially in June. A lot of vendors are taking vacations, though we seem to have lost a few of our soap/body product vendors in July.

Vendor Attendance – June/July/August/September by year:

2025 (p.m.): 46/40/43/**tk**
2024 (a.m.): 39/38/39/40
2023 (a.m.): 43/39/31/33
2022 (p.m. and a.m.): 46/40/35/41

DSRP Facility Fee: Vendors have been paying an added fee for use of the DSRP Event Room with a goal of \$5,000 by September 30th. The total through August 19th is \$4,891.87. The fee will be eliminated in September.

Numbers...

July, 2025	
GL Code/ Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$6,021.29
201-403-43006: FARMERSMARKET- Vendor Application	\$90.00
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$20.00
201-403-46005: FARMERSMARKET- Merchandise	\$20.00
Totals for GL Codes	\$6,151.29
FY2025	
GL Code/ Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$54,044.00
201-403-43006: FARMERSMARKET- Vendor Application	\$900.00
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$1,580.00
201-403-44000: FARMERSMARKET- Sponsorships	\$825.00
201-403-46005: FARMERSMARKET- Merchandise	\$293.00
Totals for GL Codes	\$57,642.00

Totals and Averages by Month (FY'25)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	4	4	4	5	4	4	5	2		44
# Markets Counted	5	4	3	4	4	4	5	4	4	5	2		44
Vendors	222	174	137	103	140	174	233	177	183	213	83		1839
Vendors Reporting	214	167	134	103	136	168	227	165	175	202	80		1771
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$81,170	\$120,549	\$96,230	\$95,234	\$114,257	\$45,208		\$922,595
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$20,293	\$24,110	\$24,058	\$23,809	\$22,851	\$22,604	#DIV/0!	\$20,968
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$483.15	\$531.05	\$583.21	\$544.19	\$565.63	\$565.10	#DIV/0!	\$520.95
Vendors per Market	44	44	46	26	35	44	47	44	46	43	42	#DIV/0!	42
Customers	2525	1875	1150	1225	1360	1950	2775	2200	1625	1705	700		19,090
Per Market	505	469	383	306	340	488	555	550	406	341	350	#DIV/0!	434
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$41.63	\$43.44	\$43.74	\$58.61	\$67.01	\$64.58	#DIV/0!	\$48.33