

Farmers Market Manager Report for 11/16/2023 Meeting

by Charlie Reed

Market News:

- Averaged **37** vendors/market (+4 from September) (-11 from October 2022)
- **338** customers/market (+60 from September) (-160 from October 2022)
- Total sales per market: **\$13,957** (+1,700 from September) (-6,000 from October 2022)
- Average per vendor: **\$390** (-2 from September) (-40 from October 2022)

Vendor Issues:

Everyone seems happy!

Social Media:

- Instagram followers: 3,461 (+44 over last month).
- Facebook followers: 7,147 (+24)
- Newsletter subscribers: 1,993 (+13)
 - Much positive response to increased recipes in the newsletter – from customers and vendors. If you make something from market items, please consider writing a recipe and taking some photos of ingredients and finished piece.

Volunteers & Events:

Met with a few volunteers to brainstorm events for market days. Here's what they came up with:

- **November 15th** – Rock Snake! We'll supply the rocks and paints, but we'll need lots of little graphic designers to help decorate.
- **November 22nd** – Recipe Traditions – share your family Thanksgiving recipes with the community and keep your traditions alive. [Send to Charlie](#) by 11/19 to be featured in the newsletter and be entered in a drawing for \$25 to spend at market.
- **November 29th** – Cookbook Drop and Swap at market.
- **December 6th** – Pet Parade!
- **December 13th** – Gift Wrapping.
- **December 20th** – Community Caroling.

