

Farmers Market Manager Report for 6/16/2022 Meeting

by Charlie Reed

Vendor News:

New Vendors (Approved in May):

- 3D Fabrications
- Space Cow Bakery
- Lakeway Botanicals
- Oli Tea Company
- La Salumeria
- Mazi Bakery

Provisional Vendors:

- Freshly Made (Acai Bowls) – *highly recommended by vendors*
- Heavenly Angel Kisses (Candles)
- Golden Pineapple (1st market 5/25)
- Orobianco Creamery (can't commit due to lingering staffing issues)
- Hill Country Shaved Ice (desserts plus unannounced comfort foods)
- Mill and Refill (flours) (1st market 6/15)
- Cool Breeze BBQ (1st market 5/25)

Market News:

May/June has seen a drop in sales and customer attendance, though vendor participation has remained strong through 6/8, averaging 45-50 per market.

Because of unseasonable heat, for the 6/15 market we're moving to the back area beneath the trees a few weeks earlier than planned. This will also address Pound House concerns of involving more of the house itself. Customers have noticeably not been spending time in the sun, huddling in the shade behind the musician and leaving the market quickly.

On the recommendation of Kathleen (EIEIO), I okay'd the purchase of a sprinkler for 6/8, which provided immediate relief to more than a few customers and vendors.

Incidents:

Heated interactions with Wow vendor and Goatilicious vendor regarding placements being moved (6/1). Both resolved nicely.

Summer Surveys

After hearing comments on operating hours from customers and vendors, I ran two surveys to get insights. The customer survey had five questions, while the vendor survey had one.

Customer Survey Results:

Q1: Please give your preference for market summer hours (June - September).

Answered: 60 Skipped: 0

ANSWER CHOICES	RESPONSES	
3pm-6pm (keep it the way it is!)	33.33%	20
9am-1pm	28.33%	17
10am-2pm	11.67%	7
4pm-7pm	26.67%	16
TOTAL		60

Q2: Please rate your satisfaction with the market's current location at the Pound House

Answered: 59 Skipped: 1

ANSWER CHOICES	RESPONSES	
Happy	76.27%	45
Neither happy nor unhappy	23.73%	14
Unhappy	0%	0
TOTAL		59

Q's 3-5:

See attachment – DSFM Customer Survey - Summer Hours - Q's 3-5

Vendor Survey Results

Q1: Please rank your preference for DSFM's summer hours (June - September):

Answered: 38 Skipped: 0

	1	2	3	4	TOTAL	WEIGHTED AVERAGE
4pm-7pm	31.58% 12	28.95% 11	23.68% 9	15.79% 6	38	2.76
3pm-6pm (current)	21.05% 8	34.21% 13	23.68% 9	21.05% 8	38	2.55
10am-2pm	13.16% 5	26.32% 10	44.74% 17	15.79% 6	38	2.37
9am-1pm	34.21% 13	10.53% 4	7.89% 3	47.37% 18	38	2.32

Powered by  SurveyMonkey

Vendor & Customer Attendance, Total Sales, and Avg Sales (data below):

After averaging more than 500 customers per market in March/April, we've dipped to counts averaging 462 in May and 412 so far in June. We're still seeing 45-50 vendors per market, but with average customer spend remaining in its normal \$40 range, average vendor sales have decreased more than \$100 since March. The crafts category has been hardest hit, while prepared foods have also fallen in June.

Social Media:

- Instagram followers up to 2,426 (+61 over last month).
- Facebook Likes up to 5,432 (+38)

Newsletter:

1. Subscribers: 1,521 (+46)
2. Open Rate 54% (industry avg. 20%)

Market Bag Sales

Overall sales are @ \$339.

DSFM Sales Data				
Market Date	5.18	5.25	6.01	6.08
Vendors	45	50	48	47
Vendors Reporting	45	48	47	45
Total Sales	17,267.00	20,937.00	20,480.00	17,757.00
Average per Vendor	383.71	436.19	435.74	394.60
Farmers	1,739.00	2,862.00	1,870.00	2,885.00
Ranchers	4,344.00	4,221.00	7,412.00	3,739.00
Crafts	948.00	1,897.00	1,370.00	1,192.00
Foods	10,236.00	11,957.00	9,828.00	9,941.00
Baker	2,136.00	1,099.00	1,954.00	1,951.00
Beverage	1,902.00	2,871.00	1,982.00	2,095.00
Value Add	5,448.00	7,587.00	4,992.00	4,995.00
Pet	750.00	400.00	900.00	900.00
Visitors	413	525	365	458
Sales per Capita	\$41.81	\$39.88	\$56.11	\$38.77
Temperature	98	80	98	101
Skies	Sunny	Sunny	PC	Sunny
Humidity (low=1,med=2,high=3)	2	1	3	1
Winds (15 mph+)	15			
Music	J. Rivers	J. Kirk	B.Slaughter	A. Dormont

Totals and Averages by Month (FY'22)									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
# Markets	4	4 (3)	5 (4)	4 (3)	4 (3)	5 (4)	4	4 (2)	2
Vendors	165	134	183	154	113	220	182	185	95
Vendors Reporting	165	124	179	117	92	172	178	93	92
Total Sales	\$76,769	\$59,596	\$78,920	\$47,366	\$41,824	\$92,611	\$88,941	\$39,354	\$39,137
Avg. per Market	\$19,192	\$19,865	\$19,730	\$15,789	\$13,941	\$23,153	\$22,235	\$19,677	\$19,569
Average per Vendor	\$465.27	\$480.61	\$440.89	\$404.84	\$454.61	\$538.44	\$499.67	\$423.16	\$425.40
Customers	2250	1425	1750	1375	970	2257	1987	1848	823
Per Market	563	475	438	344	323	564	497	462	412
Sales per Customer	\$34.12	\$41.82	\$45.10	\$43.06	\$43.06	\$41.03	\$44.76	\$43.62	\$47.55