

# Farmers Market Manager Report for 5/16/2024 Meeting

by Charlie Reed

## **Last Month's Market News:**

- Averaged **42** vendors/market
- **449** customers/market
- Total sales per market: **\$20,042**
- Average per vendor: **\$496**

## **Summer Hours:**

Vendors and customers are asking when we will return to summer hours. As there hasn't been discussion on this topic, PCS has set 6/12 as a move to morning hours. School is out 5/30.

## **Return to Founders:**

Despite construction of sidewalks scheduled for completion by Memorial Day, the market can not return to the field we've been on for the last two years, so we'll be returning to the North parking lot. (We had an experimental market there in January that went very well.) Skate Park construction is tentatively set to end in July/August. That will be a good time to return to the north parking lot with morning hours.

## **Alternate Locations:**

Olivia Bernard (on Parks Commission) has suggested DSISD grounds at the end of Mercer as an option for a market location. It has ample room and parking, though is also lacking in electricity, bathrooms, and running water. Additionally, a number of visitors have suggested off-city locations including Twisted X Brewery and Jester King.

## **Customer Feedback on DSRP:**

Not much feedback, other than one regular customer saying the market has "no soul" now, but he came back the next week and was more forgiving.

## **Musician Pay:**

Without a pay increase, Bob Slaughter is no longer with the market. If anyone knows a musician who will work for \$10/hour, please have them apply.

## **Social Media:**

- Instagram followers: 4,000 (+42)
- Facebook followers: 7,588 (+67)
- Newsletter subscribers: 2,116 (+17)

<b>DSFM Sales Data</b>							
<b>Market Date</b>	<b>3.06</b>	<b>3.13</b>	<b>3.20</b>	<b>3.27</b>	<b>Y-Total</b>	<b>Y-Avg</b>	<b>Share</b>
<b>Market</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>26</b>		
Vendors	51	42	51	43	<b>1,012</b>	<b>39</b>	
Vendors Reporting	49	41	50	42	<b>995</b>	<b>38</b>	100%
Total Sales	22,266.00	20,963.00	21,980.00	18,303.00	<b>411,611</b>	<b>15,831</b>	100%
Average per Vendor	454.41	511.29	439.60	435.79	<b>413.68</b>		
<b>Farmers</b>	<b>1,711.00</b>	<b>2,697.00</b>	<b>2,399.00</b>	<b>1,915.00</b>	<b>41,632</b>	<b>1,601</b>	
#V	5.0	7.0	7.0	6.0	<b>138.0</b>	<b>5.3</b>	<b>13.87%</b>
Sales/V	342.20	385.29	342.71	319.17	<b>302</b>		<b>10.11%</b>
<b>Ranchers</b>	<b>6,016.00</b>	<b>4,337.00</b>	<b>6,444.00</b>	<b>5,796.00</b>	<b>116,849</b>	<b>4,494</b>	
#V	10.0	7.0	10.0	9.0	<b>210.0</b>	<b>8.1</b>	<b>21.11%</b>
Sales/V	601.60	619.57	644.40	644.00	<b>556</b>		<b>28.39%</b>
<b>Crafts</b>	<b>1,281.00</b>	<b>1,549.00</b>	<b>1,005.00</b>	<b>737.00</b>	<b>23,692</b>	<b>911</b>	
#V	7.0	4.0	6.0	4.0	<b>109.0</b>	<b>4.2</b>	<b>10.95%</b>
Sales/V	183.00	387.25	167.50	184.25	<b>217</b>		<b>5.76%</b>
<b>Foods - Ttl Bake/Bev/VA/Pet</b>	<b>13,258.00</b>	<b>12,380.00</b>	<b>12,132.00</b>	<b>9,855.00</b>	<b>229,438</b>	<b>8,825</b>	
#V	27.0	23.0	27.0	23.0	<b>538.0</b>	<b>20.7</b>	<b>54.07%</b>
Sales/V	491.04	538.26	449.33	428.48	<b>426</b>		<b>55.74%</b>
<b>Baker</b>	<b>2,879.00</b>	<b>2,508.00</b>	<b>2,971.00</b>	<b>2,471.00</b>	<b>42,393</b>	<b>1,631</b>	
#V	6.0	4.0	6.0	6.0	<b>92.0</b>	<b>3.5</b>	<b>9.25%</b>
Sales/V	479.83	627.00	495.17	411.83	<b>461</b>		<b>10.30%</b>
<b>Beverage</b>	<b>1,851.00</b>	<b>1,992.00</b>	<b>1,170.00</b>	<b>450.00</b>	<b>33,195</b>	<b>1,277</b>	
#V	4	4	4	3	<b>93</b>	<b>4</b>	<b>9.30%</b>
Sales/V	462.75	498.00	292.50	150.00	<b>359</b>		<b>8.06%</b>
<b>Value Add</b>	<b>6,481.00</b>	<b>6,280.00</b>	<b>5,926.00</b>	<b>4,734.00</b>	<b>113,209</b>	<b>4,354</b>	
#V	15.0	14.0	15.0	13.0	<b>311.5</b>	<b>12.0</b>	<b>31.31%</b>
Sales/V	432.07	448.57	395.07	364.15	<b>363</b>		<b>27.50%</b>
<b>Pet</b>	<b>2,047.00</b>	<b>1,600.00</b>	<b>2,065.00</b>	<b>2,200.00</b>	<b>40,641</b>	<b>1,563</b>	
#V	2	1	2	1	<b>42</b>	<b>2</b>	<b>4.22%</b>
Sales/V	1,023.50	1,600.00	1,032.50	2,200.00	<b>968</b>		<b>9.87%</b>
<b>Visitors</b>	<b>475</b>	<b>520</b>	<b>550</b>	<b>300</b>	<b>9,620</b>	<b>370</b>	
Sales per Capita	\$46.88	\$40.31	\$39.96	\$61.01	<b>\$42.79</b>		
Temperature	84	86	69	75	<b>1790</b>	<b>68.85</b>	
Skies	Sunny	Sunny	Cloudy	T-Storm			
Humidity (low=1,med=2,high=3)	1	2	2	3			
Winds (15 mph+)							
Music	B. Slaughter	A. Dormont	S. Bourbonnais	J. Kirk			

<b>Totals and Averages by Month (FY'24)</b>													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '24
# Markets	4	5	4	5	4	4	4	5	4	5	4	4	52
# Markets Counted	4	5	4	5	4	4	3	2					31
Vendors	146	205	141	158	174	187	169	91					1271
Vendors Reporting	143	203	140	157	169	182	121	85					1200
Total Sales	\$55,827	\$75,627	\$48,239	\$70,428	\$77,978	\$83,512	\$60,126	\$36,199					\$507,936
Avg. per Market	\$13,957	\$15,125	\$12,060	\$14,086	\$19,495	\$20,878	\$20,042	\$18,100	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$16,385
Average per Vendor	\$390.40	\$372.55	\$344.56	\$448.59	\$461.41	\$458.86	\$496.91	\$425.87	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$423.28
Vendors per Market	37	41	35	32	44	47	42	18	0	0	0	0	24
Customers	1350	1725	1225	1615	1860	1845	1795	825					12,240
Per Market	338	345	306	323	465	461	449	165	0	0	0	0	235
Sales per Customer	\$41.35	\$43.84	\$39.38	\$43.61	\$41.92	\$45.26	\$33.50	\$43.88	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$41.50