

Farmers Market Manager Report for 5/15/2025 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **47** vendors/market
- **555** customers/market (highest since March '22)
- Total sales per market: **\$24,110** (highest ever)
- Average per vendor: **\$531** (highest since March '22)

Social Media:

- Instagram followers: 5,385 (+99)
- Facebook followers: 7,969 (+32)
- Newsletter subscribers: 2,341 (-2; we had fewer than normal unsubscribes and I continue to add 5-10 week-over-week, so it must have been a purge by the email system. Email servers will block/unsubscribe on occasion, especially emails with large distribution lists)

Market Happenings:

- The Easter egg hunt 4/16 was a lot of fun, even without Johnna there to coordinate it.
- With Johnna entirely focused on Founders Day, the market was aided by Nikki helping guide vendors during set-up and with assistance from PCS staff for sign set-up and market cleanliness. Merchandise sales completely dropped off and would greatly benefit from a volunteer dedicated full time to that.
- Johnna will be out 5/21. Alex Dormont will dedicate the close of his music set that date to play a few of Nong's favorites (see agenda item for details).

Vendor Issues/Complaints: (Part 1)

Robin with Goatilicious says he would benefit financially by having a drive-up spot, which would allow him to have a bigger cooler of Goat Milk. He does not want to be outside. I asked which Octogenarian rancher he would like me to displace, and he didn't give an answer. We talked about a few other possible approaches (smaller coolers), and hopefully he can go with that.

Numbers:

April Revenues	
201-403-43005: FARMERSMARKET- Vendor Booths	\$6,706
201-403-43006: FARMERSMARKET- Vendor Application	\$150
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$20
201-403-44000: FARMERSMARKET- Sponsorships	\$300
Totals for GL Codes	\$7,176
FY2025 YTD Revenues	
201-403-43005: FARMERSMARKET- Vendor Booths	\$36,042
201-403-43006: FARMERSMARKET- Vendor Application	\$690
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$1,560
201-403-44000: FARMERSMARKET- Sponsorships	\$700
201-403-46005: FARMERSMARKET- Merchandise	\$233
Totals for GL Codes	\$39,225

DSFM Sales Data									
Market Date	4.02	4.09	4.16	4.23	4.30	5.07	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	1	30		
Market Counted	1	1	1	1	1	1	30		
Vendors	48	46	47	44	47	53	1,235	41	
Vendors Reporting	47	45	45	43	45	51	1,198	40	100%
Total Sales	21,280.00	25,699.00	24,883.00	24,979.00	23,708.00	26,318.00	597,984	19,933	100%
Average per Vendor	452.77	571.09	552.96	580.91	526.84	516.04	499.15		
Farmers	3,248.00	2,780.00	2,870.00	3,387.00	3,339.00	3,987.00	68,301	2,277	
#V	6.0	5.0	4.0	5.0	4.0	4.0	124.0	4.1	10.35%
Sales/V	541.33	556.00	717.50	677.40	834.75	996.75	551		11.42%
Ranchers	6,090.00	8,540.00	6,866.00	8,116.00	6,577.00	6,410.00	167,662	5,589	
#V	9.0	9.0	8.0	8.0	8.0	9.0	227.0	7.6	18.95%
Sales/V	676.67	948.89	858.25	1,014.50	822.13	712.22	739		28.04%
Crafts	1,148.00	1,256.00	1,154.00	1,673.00	2,375.00	1,861.00	32,422	1,081	
#V	7.0	4.0	4.0	7.0	8.0	9.0	148.0	4.9	12.35%
Sales/V	164.00	314.00	288.50	239.00	296.88	206.78	219		5.42%
Foods - Bake/Bew/VA/Pet	10,794	13,123	13,993	11,803	11,417	14,060	329,599	10,987	
#V	25.0	27.0	30.0	23.0	27.0	29.0	702.0	23.4	58.60%
Sales/V	431.76	486.04	466.43	513.17	422.85	484.83	470		55.12%
Baker	2,121.00	2,970.00	2,352.00	1,762.00	1,780.00	2,317.00	60,486	2,016	
#V	7.0	8.0	7.0	5.0	6.0	6.0	147.0	4.9	12.27%
Sales/V	303.00	371.25	336.00	352.40	296.67	386.17	411		10.11%
Beverage	2,675.00	2,825.00	2,531.00	2,473.00	1,967.00	2,226.00	55,209	1,840	
#V	6	6	6	5	5	6	140	5	11.69%
Sales/V	445.83	470.83	421.83	494.60	393.40	371.00	394		9.23%
Value Add	3,998.00	5,528.00	6,510.00	5,102.00	5,870.00	7,216.00	159,744	5,325	
#V	11.0	11.0	16.0	11.0	15.0	15.0	370.0	12.3	30.88%
Sales/V	363.45	502.55	406.88	463.82	391.33	481.07	432		26.71%
Pet	2,000.00	1,800.00	2,600.00	2,466.00	1,800.00	2,301.00	54,160	1,805	
#V	1	2	1	2	1	2	45	2	3.76%
Sales/V	2,000.00	900.00	2,600.00	1,233.00	1,800.00	1,150.50	1,204		9.06%
Visitors	525	525	575	600	550	625	13,485	450	
Sales per Capita	\$40.53	\$48.95	\$43.27	\$41.63	\$43.11	\$42.11	\$44.34		
Temperature	88	86	84	86	88	91	2220	74.00	
Skies	PC	Sunny	PC	Cloudy	Hazy	PC			
Humidity (low=1,med=2,high=3)	3	1	3	3	2	2			
Winds (15 mph+)									
Music	L. Torres	J. Kirk	A. Dormont	S. Bourbonnais	J. Kirk	L. Torres			

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	1					30
# Markets Counted	5	4	3	4	4	4	5	1					30
Vendors	222	174	137	103	140	174	233	53					1236
Vendors Reporting	214	167	134	103	136	168	227	51					1200
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$81,170	\$120,549	\$26,318					\$597,984
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$20,293	\$24,110	\$26,318	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$19,933
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$483.15	\$531.05	\$516.04	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$498.32
Vendors per Market	44	44	46	26	35	44	47	53	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	41
Customers	2525	1875	1150	1225	1360	1950	2775	625					13,485
Per Market	505	469	383	306	340	488	555	625	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	450
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$41.63	\$43.44	\$42.11	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$44.34

Vendor Issues/Complaints (Part 2):

Other vendor complaints came from Harin, who was not happy that I could not come to his Easter Dinner, and Kathleen with EIEIO, who is not happy with wind coming through the doors at her booth, which she continues to select, despite having many non-windy options every week.