

Farmers Market Manager Report for 04/27/2023 Meeting

by Charlie Reed

March Market News:

- Five markets
- Averaged 47 vendors/market (+6 over Feb) (+3 over Mar. 2022)
- 453 customers/market (+150 over Feb) (-110 from Mar. 2022)
- Total sales per market: \$18,657 (+4,600 over Feb) (-\$5,000 from Mar. 2022)
- Average per vendor: \$420 (+65 over Feb) (-\$110 from Mar. 2022)

Numbers have increased with improved weather but are still down from a year ago.

Saturday Market:

Getting 6-10 vendors per market and seeing 50-75 customers per market. Most vendors are content with the sales they're making. Still charging \$10 for booth spots on Saturdays to incentivize registration. This barely covers the musician fee; Jerry Kirk has volunteered his services for no payment.

Market Events:

Kids Stand-Up Comedy event on March 23rd was a success that will be repeated.

Vendor Issues:

- Hi-Fi Mycology left the market (and Buda's FM) in mid-April, citing increased costs and decreased profits (they lost their long-time vendor and the new one failed to connect similarly).
- Evan's Soft Serve's generator is too intrusive in certain market layouts. However, they do provide electricity for at least one neighboring vendor. We'll likely need to move them out of the market toward the pool side.

Grounds Issues:

Customer foot traffic has compacted the soil, preventing grass growth. To ease this, we will adjust layouts week-over-week and limit vehicle access to certain areas. This caused some vendor discontent in the first week, which will continue as we continue to shift market layout for hotter summer days.

Social Media:

- Instagram followers up to 3,089 (+70 over last month).
- Facebook followers at 6,848 (+54)
- Newsletter subscribers: 1,841 (+19)

Marketing/Community Outreach

Rack cards have been printed. 2,500 will be distributed in swag bags at Founders Day. We'll have 2,500 to distribute in other ways, including to realtors, hotels, neighborhood organizations, and local shops who agree to hold.

Have not been able to connect with sales at Community Impact (two weeks of tennis), and it looks like we'll miss their April deadline, but I've requested specific details on process and costs for inserts in their May issue.

Market Bag Sales/Merchandise

FY 2022 Final Sales Totals: 70 bags @ \$789

FY 2023: 30 bags @ \$300

Let's discuss offering other items... Johnna and Stephanie designing stickers as hand-outs at events, and we'll follow with designs for sale.

DSFM Sales Data					
Market Date	3.01	3.08	3.15	3.22	3.29
Vendors	46	49	43	48	49
Vendors Reporting	44	48	41	45	45
Total Sales	17,477.00	17,861.00	18,419.00	18,876.00	20,654.00
Average per Vendor	397.20	372.10	449.24	419.47	458.98
Farmers	1,860.00	2,823.00	2,168.00	2,344.00	2,605.00
Ranchers	3,463.00	3,167.00	3,109.00	4,815.00	4,515.00
Crafts	850.00	532.00	857.00	594.00	460.00
Foods	11,304.00	11,339.00	12,285.00	11,123.00	13,074.00
Baker	2,050.00	1,652.00	1,672.00	1,443.00	1,755.00
Beverage	2,067.00	2,475.00	2,631.00	1,600.00	2,605.00
Value Add	5,847.00	5,650.00	6,804.00	6,424.00	6,470.00
Pet	1,340.00	1,562.00	1,178.00	1,656.00	2,244.00
Visitors	415	450	450	450	500
Sales per Capita	\$42.11	\$39.69	\$40.93	\$41.95	\$41.31
Temperature	80	83	75	75	70
Skies	Cloudy	Cloudy	Sunny/Cloudy	Cloudy	Cloudy
Humidity (low=1,med=2,high=3)	2	2	2	2	1
Winds (15 mph+)			15	15	
Music	B. Slaughter	A. Dormont	J. Rivers	J. Kirk	J. Rivers

Totals and Averages by Month (FY'23)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '23
# Markets	4	5	4	4	3	5	3						28
# Markets Counted	4	5	4	4	3	5	3						28
Vendors	192	205	157	153	122	234	143						1206
Vendors Reporting	184	194	153	146	118	222	135						1152
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$93,287	\$54,846						\$451,722
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,657	\$18,282	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$16,133
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$356.93	\$420.21	\$406.27	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$392.12
Vendors per Market	48	41	39	38	41	47	48	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	43
Customers	2000	1615	1250	1390	915	2265	1360						10,795
Per Market	500	323	313	348	305	453	453	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	386
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.19	\$40.33	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	n/a

