

Farmers Market Manager Report for 1/16/2025 Meeting

by Charlie Reed

Last Month's Market News:

- Two weeks cancelled (12/25 and 1/1)
- Averaged **46** vendors/market
- **383** customers/market
- Total sales per market: **\$21,547**
- Average per vendor: **\$559.59**

Sales

12/18 set the new high for total market sales in my time here.

Vendor Issues:

Due to various reasons, three vendors expressed that they would not be returning to market: Tamale Addiction (declining sales); Tapio Foods (new business model); Song I-cing (no reason given). Additionally, Carb Queen had missed several markets in Nov-Dec due to issues with childcare, and she expressed that she would not be attending regularly anymore. I will chat with her when availability lines up.

Art Market (Saturdays):

In recap of fall Art Markets, met with DSAL to start planning for spring. Booth fees will be reduced to entice more artists (and more customers). The two markets held in November and December both had enough visitors to make the artists very happy, with the strongest hours being 10am-2pm.

Social Media:

- Instagram followers: 4,871 (+71)
- Facebook followers: 7,869 (+22)
- Newsletter subscribers: 2,297 (+23)

Revenues, December 2024

| GLCode/Desc | GLNet |
|--|---------|
| 201-403-43005: FARMERSMARKET- Vendor Booths | \$4,374 |
| 201-403-43006: FARMERSMARKET- Vendor Application | \$30 |
| 201-403-44000: FARMERSMARKET- Sponsorships | \$100 |
| 201-403-46005: FARMERSMARKET- Merchandise | \$118 |
| Totals for GL Codes | \$4,622 |

Revenues, 2024 YTD

| GLCode/Desc | GLNet |
|---|----------|
| 201-403-43005: FARMERSMARKET- Vendor Booths | \$15,257 |
| 201-403-43006: FARMERSMARKET- Vendor Application | \$240 |
| 201-403-43035: FARMERSMARKET- 2023 Membership Fee | \$520 |
| 201-403-44000: FARMERSMARKET- Sponsorships | \$400 |
| 201-403-46005: FARMERSMARKET- Merchandise | \$208 |
| Totals for GL Codes | \$16,625 |

| Market Date | 12.04 | 12.11 | 12.18 |
|------------------------------------|------------|------------|----------------|
| Market | 1 | 1 | 1 |
| Market Counted | 1 | 1 | 1 |
| Vendors | 39 | 50 | 48 |
| Vendors Reporting | 39 | 48 | 47 |
| Total Sales | 18,279.00 | 20,500.00 | 25,861.00 |
| Average per Vendor | 468.69 | 427.08 | 550.23 |
| Farmers | 1,740.00 | 2,765.00 | 2,347.00 |
| #V | 4.0 | 6.0 | 5.0 |
| Sales/V | 435.00 | 460.83 | 469.40 |
| Ranchers | 5,099.00 | 5,533.00 | 6,749.00 |
| #V | 7.0 | 8.0 | 8.0 |
| Sales/V | 728.43 | 691.63 | 843.63 |
| Crafts | 1,090.00 | 788.00 | 2,734.00 |
| #V | 6.0 | 6.0 | 5.0 |
| Sales/V | 181.67 | 131.33 | 546.80 |
| Foods - Ttl Bake/Bev/VA/Pet | 10,350 | 11,414 | 14,031 |
| #V | 22.0 | 28.0 | 29.0 |
| Sales/V | 470.45 | 407.64 | 483.83 |
| Baker | 2,212.00 | 1,005.00 | 1,391.00 |
| #V | 5.0 | 3.0 | 4.0 |
| Sales/V | 442.40 | 335.00 | 347.75 |
| Beverage | 1,412.00 | 2,006.00 | 2,104.00 |
| #V | 5 | 6 | 5 |
| Sales/V | 282.40 | 334.33 | 420.80 |
| Value Add | 5,026.00 | 6,843.00 | 7,965.00 |
| #V | 11.0 | 17.0 | 18.0 |
| Sales/V | 456.91 | 402.53 | 442.50 |
| Pet | 1,700.00 | 1,560.00 | 2,571.00 |
| #V | 1 | 2 | 2 |
| Sales/V | 1,700.00 | 780.00 | 1,285.50 |
| Visitors | 375 | 425 | 350 |
| Sales per Capita | \$48.74 | \$48.24 | \$73.89 |
| Temperature | 62 | 65 | 62 |
| Skies | Misty | Sunny | Sunny |
| Humidity (low=1,med=2,high=3) | 2 | 1 | 1 |
| Winds (15 mph+) | | | |
| Music | n/a | A. Dormont | S. Bourbonnais |

