

Farmers Market Manager Report for 10/20/2022 Meeting

by Charlie Reed

Market News:

Everything's running smoothly with no incidents to report. Back up to 45+ vendors a week. Nikki's support during set-up has been invaluable. No significant vendor complaints or issues outside of weather. Just need to get out of the heat!

Master Gardeners Plant Sale:

I checked in with them a few times and they seemed happily busy.

Saturday market:

As of 10/14, we have eight vendors signed up, including two farmers and one rancher, and most importantly, Fran's Pies.

Already reported in *DSCN*; working with Lisa on Social Media posts and an update on city website to go out week of 10/17.

Musician Pay:

With budget increase from \$1000 to \$3000, I've begun paying musicians \$50/market instead of \$25. Would still like to find music sponsor(s) to bump that to \$100+.

Speaking of Sponsors:

Lisa's been very busy, but should have final updates made to sponsorship page on web site by 10/20. We need volunteer(s) to actively seek sponsors, as passive approach has not been effective.

Upcoming:

10/26 – Halloween Market (ghost hunt, face painting by Sophie Cardineau)

11/4 – Empty Bowls Soup Cooking event at DSRP Ranch House

11/5 – First Saturday market!

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

Average customer attendance has boosted with return to afternoon hours, though temps in the 90's have kept those numbers down from what we were seeing in Spring.

Social Media:

- Instagram followers up to 2,707 (+74 over last month).
- Facebook followers at 6,600 (+80)
- Newsletter subscribers: 1,730 (+41)

Market Bag Sales

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

FY 2023: 4 bags @ \$40

Let's discuss offering other items.

DSFM Sales Data						
Market Date	9.07	9.14	9.21	9.28	10.05	10.12
Vendors	39	37	45	41	48	47
Vendors Reporting	37	35	42	37	47	44
Total Sales	16,070.00	15,605.00	21,053.00	17,528.00	20,351.00	19,526.00
Average per Vendor	434.32	445.86	501.26	473.73	433.00	443.77
Farmers	2,635.00	2,842.00	3,906.00	2,698.00	2677.00	3184.00
Ranchers	5,116.00	4,562.00	5,396.00	4,131.00	4050.00	5870.00
Crafts	100.00	570.00	650.00	700.00	365.00	375.00
Foods	8,219.00	7,631.00	11,101.00	9,999.00	13,259.00	10,097.00
Baker	1,370.00	1,330.00	2,103.00	1,073.00	1595.00	1167.00
Beverage	1,456.00	1,460.00	2,218.00	2,860.00	3017.00	2320.00
Value Add	4,693.00	4,141.00	5,980.00	5,266.00	7,847.00	5,610.00
Pet	700.00	700.00	800.00	800.00	800.00	1,000.00
Visitors	325	335	465	415	500	450
Sales per Capita	\$49.45	\$46.58	\$45.28	\$42.24	\$40.70	\$43.39
Temperature	90	85	98	89	92	94
Skies	Sunny	PC	Sunny	Sunny	Sunny	Sunny
Humidity (low=1,med=2,high=3)	3	2	1	1	1	1
Winds (15 mph+)						
Music	B. Slaughter	A. Dormont	J. Rivers	J. Kirk	B. Slaughter	A. Dormont
Time/Venue Note	9am	9am	3pm	3pm		

Totals and Averages by Month (FY'22)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY 2022
# Markets	4	4	5	4	4	5	4	4	5	4	5	4	52
# Markets Counted	4	3	4	3	3	4	4	2	5	4	4	4	44
Vendors	165	134	183	154	113	220	182	185	230	161	177	164	2068
Vendors Reporting	165	124	179	117	92	172	178	93	227	131	134	151	1763
Total Sales	\$76,769	\$59,596	\$78,920	\$47,366	\$41,824	\$92,611	\$88,941	\$39,354	\$103,695	\$52,552	\$56,024	\$70,256	\$807,908
Avg. per Market	\$19,192	\$19,865	\$19,730	\$15,789	\$13,941	\$23,153	\$22,235	\$19,677	\$20,739	\$13,138	\$14,006	\$17,564	\$18,362
Average per Vendor	\$465.27	\$480.61	\$440.89	\$404.84	\$454.61	\$538.44	\$499.67	\$423.16	\$456.81	\$401.16	\$418.09	\$465.27	\$458.26
Vendors per Market	41	34	37	39	28	44	46	46	46	40	35	41	40
Customers	2250	1425	1750	1375	970	2257	1987	1848	2153	1327	1470	1540	20,352
Per Market	563	475	438	344	323	564	497	462	431	332	294	385	391
Sales per Customer	\$34.12	\$41.82	\$45.10	\$43.06	\$43.06	\$41.03	\$44.76	\$43.62	\$48.16	\$39.60	\$45.71	\$45.62	n/a