

Farmers Market Manager Report for 9/18/2025 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **43** vendors/market
- **369** customers/market
- Total sales per market: **\$23,966**
- Average per vendor: **\$571**

Social Media:

- Instagram followers: 5,872 (+45)
- Facebook followers: 8,257 (+77)
- Newsletter subscribers: 2,354 (+6; purged inactives)
 - On user end, more getting moved to spam or blocked (including my personal email!).

Market Happenings:

- Excepting the attached incident report from 8/27 market, everything is running smoothly.

Numbers: Shooting for a Million

Surpassed \$1million in total vendor sales for FY2025 on September 10th.

Yearly total sales (markets counted) (avg \$ per market):

2025: \$996,357 (47) (\$21,199)

2024: \$878,170 (51) (\$17,219)

2023: \$806,249 (51) (\$15,809)

2022: \$807,908 (44) (\$18,362)

2021: \$177,839 (13) (\$13,680) *Only counted July-September*

Vendor Attendance: Customers remain happy with the AC situation and afternoon hours, and vendor attendance reflects that. A few vendors are starting to ask if we'll be staying in that room.

Vendor Attendance – June/July/August/September by year:

2025 (p.m.): 46/40/**43**/47

2024 (a.m.): 39/38/39/40

2023 (a.m.): 43/39/31/33

2022 (p.m. and a.m.): 46/40/35/41

Numbers...

August 2025	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$5,690
201-403-43006: FARMERSMARKET- Vendor Application	\$150
Totals for GL Codes	\$5,840
FY2025	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$59,734
201-403-43006: FARMERSMARKET- Vendor Application	\$1,050
201-403-43035: FARMERSMARKET- 2023 Membership Fe	\$1,580
201-403-44000: FARMERSMARKET- Sponsorships	\$825
201-403-46005: FARMERSMARKET- Merchandise	\$293
Totals for GL Codes	\$68,502

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	4	4	5	4	1	47
# Markets Counted	5	4	3	4	4	4	5	4	4	5	4	1	47
Vendors	222	174	137	103	140	174	233	177	183	213	173	50	1979
Vendors Reporting	214	167	134	103	136	168	227	165	175	202	168	47	1906
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$81,170	\$120,549	\$96,230	\$95,234	\$114,257	\$95,864	\$23,106	\$996,357
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$20,293	\$24,110	\$24,058	\$23,809	\$22,851	\$23,966	\$23,106	\$21,199
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$483.15	\$531.05	\$583.21	\$544.19	\$565.63	\$570.62	\$491.62	\$522.75
Vendors per Market	44	44	46	26	35	44	47	44	46	43	43	50	42
Customers	2525	1875	1150	1225	1360	1950	2775	2200	1625	1705	1475	350	20,215
Per Market	505	469	383	306	340	488	555	550	406	341	369	350	430
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$41.63	\$43.44	\$43.74	\$58.61	\$67.01	\$64.99	\$66.02	\$49.29

DSFM Sales Data							
Market Date	8.06	8.13	8.20	8.27	Y-Total	Y-Avg	Share
Market	1	1	1	1	47		
Market Counted	1	1	1	1	47		
Vendors	42	41	48	42	1,977	42	
Vendors Reporting	41	39	47	41	1,904	41	100%
Total Sales	23,674.00	21,534.00	27,400.00	23,256.00	996,357	21,199	100%
Average per Vendor	577.41	552.15	582.98	567.22	523.30		
Farmers	3,946.00	3,580.00	4,115.00	3,003.00	130,183	2,770	13.07%
#V	5.0	3.0	5.0	3.0	201.0	4.3	10.56%
Sales/V	789.20	1,193.33	823.00	1,001.00	648		
Ranchers	6,135.00	5,331.00	8,419.00	6,687.00	275,442	5,860	27.64%
#V	7.0	7.0	9.0	7.0	364.0	7.7	19.12%
Sales/V	876.43	761.57	935.44	955.29	757		
Crafts	1,680.00	1,368.00	1,394.00	1,014.00	55,912	1,190	5.61%
#V	7.0	3.0	5.0	5.0	230.0	4.9	12.08%
Sales/V	240.00	456.00	278.80	202.80	243		
Foods - Bake/Bev/VA/Pet	11,913	11,255	13,472	12,552	534,820	11,379	53.68%
#V	22.0	26.0	28.0	26.0	1111.0	23.6	58.35%
Sales/V	541.50	432.88	481.14	482.77	481		
Baker	2,574.00	2,535.00	2,841.00	2,338.00	104,085	2,215	10.45%
#V	5.0	6.0	7.0	6.0	249.0	5.3	13.08%
Sales/V	514.80	422.50	405.86	389.67	418		
Beverage	2,191.00	1,807.00	1,897.00	2,060.00	85,556	1,820	8.59%
#V	4	5	5	6	219	5	11.50%
Sales/V	547.75	361.40	379.40	343.33	391		
Value Add	5,188.00	4,913.00	5,834.00	6,554.00	252,015	5,362	25.29%
#V	11.0	14.0	14.0	13.0	576.0	12.3	30.25%
Sales/V	471.64	350.93	416.71	504.15	438		
Pet	1,960.00	2,000.00	2,900.00	1,600.00	93,164	1,982	9.35%
#V	2	1	2	1	67	1	3.52%
Sales/V	980.00	2,000.00	1,450.00	1,600.00	1,391		
Visitors	375	325	400	375	20,215	430	
Sales per Capita	\$63.13	\$66.26	\$68.50	\$62.02	\$49.29		
Temperature	98	97	98	92	3821	81.30	
Skies	Sunny	PC	PC	PC			
Humidity (low=1,med=2,high=3)	1	3	3	2			
Winds (15 mph+)							
Music	n/a	A. Dormont	n/a	J. Kirk			