

Farmers Market Manager Report for 3/17/2022 Meeting

by Charlie Reed

New Fee Schedule Approved:

City Council voted March 1 to approve DSFM's fee schedule changes.

Vendor News:

47 Vendors have paid 2022 Membership fee. Almost all paid after I announced that the fee would increase March 10.

We have reopened the vendor application page. On Monday, March 14, I will announce in an email to the 35+ vendors on an unofficial waiting list. The committee will need to discuss how to approach this number.

Market News:

We are still limiting registration to 42 vendors (+Master Gardeners) at the Triangle.

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

Both vendor and customer attendance have rebounded after a seasonal slowdown.

Pound House Move:

- Johnna and I measured the grounds in the front – there is room for 108 booths.
- “We’re moving” signs printed and displayed at Triangle and on Founders Park Rd.
- “New Home” signs for PH are ordered.
- Aaron Reed with City maintenance has offered use of a large electric message board for three weeks starting 3/16
- I did a ride-along with sign compliance officer to scout locations for signs on 290 and 12. We’ll need to build frames to hold signs. *See location photos below.*
- Met with vendors 3/14 to walk PH grounds and gain feedback. Those who joined were enthusiastic, particularly with having market in tree area.
- 3/23 will be a soft opening; Grand Opening will be 3/30. Seeking volunteers to help with sign placement and vendor direction.
- Met with Susan Kimball to arrange ribbon cutting. Ribbon cutting will take place March 30 at 5pm.

Events:

- 3/2 market featured art activity for kids.
- Karen “Lovie” Lavoie will begin leading Yoga classes 3/23 – this has been cleared with the Pound House committee and DS Legal.

Media:

- Several news outlets (DCN, CI) reported the announcement press release.
- Featured in March/April *Edible Austin*.

Social Media:

- Instagram followers up to 2,200 (+66 over last month).

Newsletter:

1. Subscribers: 1,350 (+25)
2. Open Rate 50% (industry avg. 20%)

Market Bucks and Vendor Payments:

Market Bucks Tracking						
Category	Event Details	Amount	Vendor	Recipient	Date Redeemed	Paid
CoC Welcome Bags		\$5.00	Solaro Estates		2021.10.06	y
Instagram Promo	Eatin' & Sippin' Locally	\$15.00	Momo's Michelada	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$10.00	Go2 Bites	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$15.00	Touta Biscotti	Natali Oriole	2021.11.22	y
Instagram Promo	Lindsay's Apothecary	\$10.00		creatiffly		
CoC Welcome Bags		\$5.00	Not returned	n/a	2022.01.05	
Gift Certificate	Friends	\$25.00	Brenham Kitchens	n/a	2022.03.09	n
	Friends		Hello Bread		2022.03.09	n

DSFM Sales Data				
Market Date	2.16	2.23	3.02	3.09
Vendors	37	13	43	43
Vendors Reporting	35	n/a	40	2
Total Sales	16,040.00	0.00	20,310.00	950.00
Average per Vendor	458.29	n/a	507.75	475.00
Farmers	1,370.00	n/a	720.00	n/a
Ranchers	5,426.00	n/a	6,107.00	n/a
Crafts	990.00	n/a	1,480.00	n/a
Foods	8,254.00	0.00	11,353.00	n/a
Baker	1,149.00	n/a	1,377.00	n/a
Beverage	1,385.00	n/a	3,242.00	n/a
Value Add	4,885.00	n/a	6,084.00	n/a
Pet	835.00	n/a	650.00	950.00
Visitors	400	50	450	250
Sales per Capita	42.19	n/a	45.13	n/a
Temperature	70	30	74	64
Skies	P.Cloudy	Cloudy/Rain	Sunny	Sunny
Humidity (low=1,med=2,high=3)	1	2	2	1
Winds (15 mph+)		20		
Music	J.Rivers	n/a	B. Slaughter	A. Dormont

Totals and Averages by Month						
	October	November	December	January	February	March
# Markets	4	4 (3)	5 (4)	4 (3)	4 (3)	2 (1)
Vendors	165	134	183	154	113	86
Vendors Reporting	165	124	179	117	92	40
Total Sales	\$76,769	\$59,596	\$76,769	\$47,366	\$41,824	\$20,310
Avg. per Market	\$19,192	\$19,865	\$19,192	\$15,788	\$13,941	\$20,310
Average per Vendor	\$465.27	\$480.61	\$428.88	\$404.84	\$454.61	\$507.75
Customers	2250	1425	1750	1375	970	700
Per Market	563	475	438	344	323	350
Sales per Customer	\$34.12	\$41.82	\$43.87	\$43.06	\$43.06	\$45.13

Did not collect sales data:

1/19 - instead of data, sought feedback from vendors.

2/23 - cold market date; closed early, very few customers

3/09 - no volunteers to assist with closing

290 and 12 Market Sign Locations:

290



12

