

Farmers Market Manager Report for 12/21/2023 Meeting

by Charlie Reed

Nov. Market News:

- Averaged **41** vendors/market (+4 from October) (-7 from November 2022)
- **345** customers/market (+7 from October) (-155 from November 2022)
- Total sales per market: **\$15,125** (+1,200 from October) (+800 from November 2022)
- Average per vendor: **\$373** (-17 from October) (+4 from November 2022)

Vendor Issues:

Everyone seems happy!

Spring Venue Change:

Committee met December 7 to discuss alternative location options for Spring 2024, when construction will begin for multiple projects in Founders Park. Options include DSRP (indoors and outdoors), Pound House, and Triangle (with limited capacity). Committee leaned toward DSRP, but will discuss further with Betty with PH.

Social Media:

- Instagram followers: 3,526 (+65 over last month).
- Facebook followers: 7,185 (+38)
- Newsletter subscribers: 2,018 (+25)
 - Much positive response to increased recipes in the newsletter – from customers and vendors. If you make something from market items, please consider writing a recipe and taking some photos of ingredients and finished piece.

Volunteers & Events:

Friends of DS Community Library has invited us back to cater their annual fundraising event, to be held on 2/25/2024. Martha Brown will join us at this month's meeting to discuss.

