

Farmers Market Manager Report for 8/18/2022 Meeting

by Charlie Reed

Market News:

I received a call from a vendor in San Antonio who said smaller markets down there are lucky to see vendor average sales of \$50-75 because customer counts have dropped so much.

Johnna and I purchased materials for signs. 290 sign is painted; we're adding more to it this week to include a plank with hours, and to add location specifics. Rt. 12 sign will be up for August 17 market as well. Some customers and vendors mentioned that they saw the sign on 290 at August 10 market.



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

Average customer attendance remains down, with the market seeing 385/275/265 over the last three markets. Total sales have ranged from \$12k-16k over the last three weeks – on par with last summer, thanks in part to a slight increase in average customer spend. Vendors per market has dipped to around 40, also on par with last summer. Average vendor sales slightly under \$400. Collecting end-of-market numbers has become inconsistent, as many vendors are away from their booths as customers disappear while market winds down.

One of my unofficial metrics for market health is the time of market that Fran's Pies sells out. Unfortunately, she left August 10 market with at least 10 unsold.

Vendor Lateness, Call-Outs, and Registration Issues

At August 3 market, we had a rash of late vendors and many showing up without having registered. This resulted in several turn-aways without refunds and a firmer stance at August 10 market.

Switch from ActiveNet to CivicRec (on-line registration system)

Tested new system with three vendors (Fran, Jinx, Salumeria) in preparation for full roll-out before August 17 market. They reported that it's easy to set-up and reserve.

Social Media:

- Instagram followers up to 2,566 (+31 over last month).
- Facebook Likes up to 5,598 (+42)
- Newsletter subscribers: 1,647 (+58)

Regular Media:

A reporter with *Hays Free Press* showed up to August 3 market. His [article](#) ran August 10.

Market Bag Sales

Overall sales are \$629. Johnna linked new CivicRec system, which makes POS credit card sales possible, which should help drive sales.

DSFM Sales Data			
Market Date	7.27	8.03	8.10
Vendors	43	40	33
Vendors Reporting	41	0	32
Total Sales	16,162.00	0.00	12,356.00
Average per Vendor	394.20	#DIV/0!	386.13
Farmers	2,752.00		2,407.00
Ranchers	4,099.00		3,030.00
Crafts	1,029.00		450.00
Foods	8,282.00	0.00	6,469.00
Baker	1,331.00		1,633.00
Beverage	1,621.00		1,339.00
Value Add	4,601.00		2,604.00
Pet	729.00		893.00
Visitors	385	275	265
Sales per Capita	\$41.98	\$0.00	\$46.63
Temperature	88	90	85
Skies	Sunny	Sunny	Sunny
Humidity (low=1,med=2,high=3)	1	1	2
Winds (15 mph+)			
Music	J. Kirk	B. Slaughter	A. Dormont
Income			
Market Bags Sold	7	1	4
Market Bags Cost	10	10	10
Market Bags Sales	70	10	40

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	2		45
# Markets Counted	4	3	4	3	3	4	4	2	5	4	1		37
Vendors	165	134	183	154	113	220	182	185	230	161	73		2109
Vendors Reporting	165	124	179	117	92	172	178	93	227	131	32		1510
Total Sales	\$76,769	\$59,596	\$78,920	\$47,366	\$41,824	\$92,611	\$88,941	\$39,354	\$103,695	\$52,552	\$12,356		\$693,984
Avg. per Market	\$19,192	\$19,865	\$19,730	\$15,789	\$13,941	\$23,153	\$22,235	\$19,677	\$20,739	\$13,138	\$12,356	#DIV/0!	\$18,756
Avg. per Vendor	\$465.27	\$480.61	\$440.89	\$404.84	\$454.61	\$538.44	\$499.67	\$423.16	\$456.81	\$401.16	\$386.13		\$459.59
Customers	2250	1425	1750	1375	970	2257	1987	1848	2153	1327	540		17342
Per Market	563	475	438	344	323	564	497	462	431	332	270		495
Sales per Customer	\$34.12	\$41.82	\$45.10	\$43.06	\$43.06	\$41.03	\$44.76	\$43.62	\$48.16	\$39.60	\$45.76	#DIV/0!	n/a