

Farmers Market Manager Report for 03/30/2023 Meeting

by Charlie Reed

February Market News:

- Averaged 41 vendors/market.
- 305 customers/market
- Total sales per market: \$14,039
- Average per vendor: \$357

While all of these numbers are down from January, each week since the February 1 ice storm saw an increase in visitors, sales, and vendors – a pattern that has continued into March.

Saturday Market:

Cancelled 3/18 market due to cold/rain, as well as low vendor registration. I reduced vendor registration fee to \$10 for 3/25.

Sponsors:

Gouri spoke with local Real Estate Group (Beem Team) about sponsorship. Laura has signed off on custom agreement, as has Beem Team. Michelle will speak with Laura 3/27 to finalize and determine if agreement needs Council approval. *Nobody is ever allowed to go on vacation again.*

Social Media:

- Instagram followers up to 3,015 (+114 over last month).
- Facebook followers at 6,794 (+74)
- Newsletter subscribers: 1,822 (+18) (I deleted about 30 old addresses)

Marketing/Community Outreach

Marketing subcommittee met twice in Feb/Mar, identifying ad opportunities. We'll do a Spring insert in *Community Impact* and 1/6 page ad in *Edible Austin* in the fall. Stephanie will present mock-ups of new rack card design, to be printed for Community Impact, as well as hand-outs at Founders Day.

Market Bag Sales

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

FY 2023: 30 bags @ \$300

Let's discuss offering other items... Johnna and Stephanie designing stickers as hand-outs at events, and we'll follow with designs for sale.

