# 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.

<b>DSFM Sales Data</b>	Cancelled				
Market Date	2.01	2.08	2.15	2.22	
Vendors	0	34	44	44	
Vendors Reporting	0	34	42	42	
Total Sales	0.00	12,586.00	14,530.00	15,002.00	
Average per Vendor	#DIV/0!	370.18	345.95	357.19	
Farmers	0.00	1,470.00	1,175.00	1,365.00	
Ranchers	0.00	3,293.00	3,065.00	4,434.00	
Crafts	0.00	444.00	626.00	443.00	
Foods	0.00	7,379.00	9,664.00	8,760.00	
Baker	0.00	798.00	1,648.00	1,654.00	
Beverage	0.00	1,855.00	2,062.00	1,945.00	
Value Add	0.00	2,726.00	4,904.00	4,071.00	
Pet	0.00	2,000.00	1,050.00	1,090.00	
Visitors	n/a	265	350	300	
Sales per Capita	#DIV/0!	\$47.49	\$41.51	\$50.01	
Temperature	31	65	75	85	
Skies	Frz. Rain	Clear	PC	Sunny	
Humidity (low=1,med=2,high=3)	3	1	1	1	
Winds (15 mph+)			20	15	
Music	B. Slaughter	A. Dormont	J. Rivers	J. Kirk	
Time/Venue Note	Cancelled due to freezing rain	At DSRP			

Totals and Averages by Month (FY'23)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '23
# Markets	4	5	4	4	3	4							24
# Markets Counted	4	5	4	4	3	4							24
Vendors	192	205	157	153	122	186							1015
Vendors Reporting	184	194	153	146	118	178							973
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$72,633							\$376,222
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,158	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$15,676
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$356.93	\$408.05	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$386.66
Vendors per Market	48	41	39	38	41	47	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	42
Customers	2000	1615	1250	1390	915	1765							8,935
Per Market	500	323	313	348	305	441	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	372
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.15	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	n/a