

# Farmers Market Manager Report for 8/19/2021 Board Meeting

## by Charles Reed

### Vendor News:

New: Kim's Farmacy, Lindsay's Apothecary, Vista Brewing

Provisional: Crescent City Flavors;

Welcome Back: Hello Bread (not seen since 2019)

### Vendor Market Attendance, Total Sales, and Avg Sales:

Date:	Vendors	Total Sales	Sales per Vendor	Customers	Spend per Customer
July 14	43	\$16,436	\$382.23	564	\$29.14
July 21	35	\$15,489	\$442.54	509	\$30.43
July 28	41	\$16,610	\$405.12	517	\$32.13
August 4	34	\$15,071	\$443.26	503	\$29.96

**Inferences:** With average spending per visitor remaining constant (indicates budget spending) despite the number of vendors, data would seem to agree with vendors who have said that more vendors = lower sales.

**Follow up on last report:** Vendors are no longer pushing back on giving sales numbers at the end of each market. Compliance has been 100%.

### Market News:

1. As predicted, there has been a summer drop in vendor attendance, particularly in farmers, whose seasons are coming to an end. The loss of JBG, which is hopefully temporary, has created a shortage of produce options for customers, which has led to a complaint on a Facebook message board. Charlie has asked vendors for recommendations for additional growers.
2. As of 8/9, DSFM remains #1 in TX and SW region in FM Coalition contest. We did drop to 2<sup>nd</sup> briefly on 8/7, so all help in spreading word is appreciated.
3. 7/7/2021 incident regarding upset early customer: Report(s) attached. Result: Charlie and Johnna will now wear PCS shirts and name badge indicating role with market.
4. 8/4/2021 incident regarding rock wall damage: Report attached. Vendor is working with City to assess damages and provide payment.
5. Complaint to City from customer upset by use of fire ant suppression powder at 7/7 market, as a danger to people and pets. As a result, Charlie will no longer spread ant control in walking and seating corridors, but will mark mounds with flags.
6. The city sold the pick-up truck used to transport market materials. Charlie has been using his personal vehicle to transport. City purchased a new truck, but it's a flatbed. Charlie will continue using his own until side rails are constructed and installed on the new truck. However, this does not allow transport of rocking chairs.
7. The 8/4 market was a celebration of National Farmers Market Week. We held two contests (dog show & spirit of the market for kids under 12) and one drawing. Select vendors donated items as prize giveaways. The amount of excitement generated was...palpable.

**Social Media:**

1. Instagram averaging +100 followers per month. Engagement increasing as customers and vendors tag the market and we share their posts as we see them.
2. Facebook at almost 5k followers (+36 last month). Average post reaches +/-1,000 and sees 50-100 engagements.

**Newsletter:**

1. Subscribers: 1,150 (+30 last month)
2. Open Rate 36-42% (industry avg. 20%); Click Rate 11% (industry average 2.5%).
3. Response from customers has remained positive.
4. More emphasis on Vendors
5. First "Community Voice" guest column in 8/10 newsletter.