

Farmers Market Manager Report for 11/17/2022 Meeting

by Charlie Reed

Wednesday Market News:

Everything's running smoothly with no incidents to report. Holding steady with 40+ vendors per week.

Saturday Market:

17 vendors for opening market 11/5. 255 customers. Alex Dormont on guitar. Average customer spend was only \$25, but vendors held steady at \$400/each. Vendor mood was ecstatic and customers thanked me for opening a weekend market.

11/12 market cold and windy. 79 customers came out to shop from 11 vendors. Based on this, moving Saturday markets from 9-12 to 10-1.

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

Averaged 48 vendors per market in October, which is the highest for a month that we've counted. Customers for the month averaged 500 per market – still down +/-30% from this time last year – and though customer spend remains high, total sales have dipped slightly, with vendors earning \$30 less per market than last year and \$60 less than September.

Pound House, Founders, and the Triangle

Brenda DeWitt with the Pound House has confirmed that the grounds will be reseeded and off-limits through at least the end of the year. With the electrical limitations of the Pool Pavilion, as well as anticipated decrease in vendor attendance in winter months, I'd like to consider moving the market to the Triangle for January and February.

Social Media:

- Instagram followers up to 2,772 (+65 over last month).
- Facebook followers at 6,652 (+52)
- Newsletter subscribers: 1,770 (+40)

Market Bag Sales

FY 2023: 11 bags @ \$110

DSFM Sales Data							
Market Date	10.05	10.12	10.19	10.26	11.02	11.05	11.09
Vendors	48	47	48	49	47	17	43
Vendors Reporting	47	44	47	46	46	16	41
Total Sales	20,351.00	19,526.00	20,417.00	19,293.00	18,427.00	6,353.00	16,840.00
Average per Vendor	433.00	443.77	434.40	419.41	400.59	397.06	410.73
Farmers	2,677.00	3,184.00	2,887.00	2,306.00	2,853.00	1,247.00	3,006.00
Ranchers	4,050.00	5,870.00	5,596.00	4,355.00	4,265.00	1,140.00	4,753.00
Crafts	365.00	375.00	975.00	704.00	460.00	1,553.00	491.00
Foods	13,259.00	10,097.00	10,959.00	11,928.00	10,849.00	2,413.00	8,590.00
Baker	1,595.00	1,167.00	2,300.00	1,830.00	2,402.00	616.00	1,562.00
Beverage	3,017.00	2,320.00	2,102.00	2,566.00	1,904.00	1,182.00	1,457.00
Value Add	7,847.00	5,610.00	5,857.00	6,632.00	5,143.00	615.00	4,271.00
Pet	800.00	1,000.00	700.00	900.00	1,400.00	0.00	1,300.00
Visitors	500	450	500	550	450	255	400
Sales per Capita	\$40.70	\$43.39	\$40.83	\$35.08	\$40.95	\$24.91	\$42.10