

# Farmers Market Manager Report for 2/20/2025 Meeting

by Charlie Reed

## Last Month's Market News:

- One week cancelled (1/1)
- Averaged **26** vendors/market
- **306** customers/market
- Total sales per market: **\$13,424**
- Average per vendor: **\$521.33**

## Sales

Weather and a relocation (1/22) directly impacted both vendor and customer attendance (see table in vendor issues).

## Vendor Issues:

Everyone seems happy. Maybe it has to do with a sharp increase in average vendor sales.

	January					Year				
	Vendor Avg	Avg. Temp	Avg. Sales /Mkt	Vend. /Mkt	Cust /Mkt	Vendor Avg	Avg. Temp	Avg. Sales /Mkt	Vend. /Mkt	Cust /Mkt
<b>2022</b>	\$405	68	\$15,789	39	344	\$458	81	\$18,362	40	391
<b>2023</b>	\$394	70	\$14,375	38	348	\$406	80	\$15,809	41	367
<b>2024</b>	\$449	56	\$14,086	32	323	\$449	78	\$17,219	40	392
<b>2025</b>	<b>\$521</b>	53	\$13,424	26	306	<b>\$497*</b>	72*	\$19,152*	40*	424*
January Location: 2022 Triangle, 2023-24 Founders, 2025 DSRP										
*=through January										

Despite that increase, there is a stark difference in attendance during market. There is a bubbly crowd from 3:00 to 4:30, when there is a stark drop-off, with the number of customers in the market dropping to fewer than 10, with a mini-rush coming from 5:15-5:45. This pattern has been steady for the last two months, at least. I don't have any theories and would welcome ideas for gaining a steadier flow after 4:30. Johnna and I both agree that the formula we use to calculate customers might need an updating, so we're looking for volunteers to help us get an accurate count.

## Social Media:

- Instagram followers: 5,005 (+134)
  - *Passed 5k on 2/6 – giving \$25 market bucks to that follower*
- Facebook followers: 7,908 (+39)
- Newsletter subscribers: 2,316 (+19)

**Revenues, January, 2025**

GL Codes	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$3,622
201-403-43006: FARMERSMARKET- Vendor Application	\$60
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$80
201-403-46005: FARMERSMARKET- Merchandise	\$25
Totals for GL Codes	\$3,787

**Revenues, 2024 YTD**

GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$18,879
201-403-43006: FARMERSMARKET- Vendor Application	\$300
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$600
201-403-44000: FARMERSMARKET- Sponsorships	\$400
201-403-46005: FARMERSMARKET- Merchandise	\$233
Totals for GL Codes	\$20,412

