Farmers Market Manager Report for 10/15/2026 Meeting

by Charlie Reed, *prepared 10/01*

September Recap:

- Averaged **37** vendors/market
- **297** customers/market
- Total sales per market: **$18,505**
- Average per vendor: **$495**

September 2025:

- Averaged **50** vendors/market
- **331** customers/market
- Total sales per market: **$22,202**
- Average per vendor: **$460**

FY 2026:

- Markets: **51**
- Averaged **42** vendors/market
- **322** customers/market
- Total sales per market: **$19,820**
- Average per vendor: **$495**

FY 2025:

- Markets: **50**
- Averaged **43** vendors/market
- **424** customers/market
- Total sales per market: **$21,241**
- Average per vendor: **$518**

Social Media:

- Instagram followers: 6,871 (+67)
- Facebook followers: 8,944 (+41)
- Newsletter subscribers: 2,392 (-21; purged recipients with blocked emails)

Market Happenings:

- Quiet. A little too quiet.
- Due to other engagements, the 10/21 market will need to move to DSRP's north side. This coincides with the Master Gardeners plant sale and "Unplug Texas" events, which the Parks Department will be joining market for activities.
- In its last week, the market passed $1 million in sales for the 2nd straight year.
- Sales decrease over last month has to be tied to gas prices.

Numbers…

GL Code/Desc	August	FY2026 (CivicRec)	FY26 Budgeted
Vendor Booths	$5,491	$68,189	$63,000
Vendor Application	$80	$1,770	$1,400
Sponsorships	$50	$550	$1,000
Merch	$0	$195	$500
Totals for GL Codes	$5,621	$70,704	$65,900
Facility Fee:		$4,723	$5,000

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '26
# Markets	5	4	3	4	4	4	5	4	4	5	4	5	51
# Markets Counted	5	4	3	4	4	4	5	4	4	5	4	5	51
Vendors	234	161	132	133	163	175	198	175	183	209	168	197	2128
Vendors Reporting	221	155	131	133	154	169	191	169	177	198	156	187	2041
Total Sales	$98,985	$73,559	$68,767	$69,204	$79,588	$80,719	$90,762	$86,664	$87,156	$100,405	$82,498	$92,524	$1,010,831
Avg. per Market	**$19,797**	**$18,390**	**$22,922**	**$17,301**	**$19,897**	**$20,180**	**$18,152**	**$21,666**	**$21,789**	**$20,081**	**$20,625**	**$18,505**	**$19,820**
Average per Vendor	**$448**	**$475**	**$525**	**$520**	**$517**	**$478**	**$475**	**$513**	**$492**	**$507**	**$529**	**$495**	**$495**
Vendors per Market	**44**	**39**	**44**	**33**	**39**	**42**	**38**	**42**	**44**	**40**	**39**	**37**	**42**
Customers	1490	1175	920	990	1200	1170	1450	1700	1590	1800	1435	1485	16,405
Per Market	298	294	307	248	300	293	290	425	398	360	359	297	322
Sales per Customer	**$66.43**	**$62.60**	**$74.75**	**$69.90**	**$66.32**	**$68.99**	**$62.59**	**$50.98**	**$54.82**	**$55.78**	**$57.49**	**$62.31**	**$61.62**

DSFM Sales Data								
Market Date	**9.02**	**9.09**	**9.16**	**9.23**	**9.30**	**Y-Total**	**Y-Avg**	**Share**
Market	**1**	**1**	**1**	**1**	**1**	**51**		**100%**
Market Counted	**1**	**1**	**1**	**1**	**1**	**51**		**100%**
Vendors	33	39	47	41	37	2,125	42	
Vendors Reporting	31	37	45	39	35	2,038	40	
Total Sales	$19,833	$19,111	$18,579	$17,440	$17,561	$1,011,036	$19,824	
Average per Vendor	**$640**	$517	$413	$447	$502	$496		
Farmers	3,606.00	2,152.00	2,048.00	2,205.00	3,144.00	126,588	2,482	**12.52%**
#V	5.0	4.0	4.0	5.0	5.0	222.0	4.4	**10.89%**
Sales/V	721.20	538.00	512.00	441.00	628.80	570		
Ranchers	7,842.00	6,597.00	4,699.00	5,660.00	4,993.00	295,015	5,785	**29.18%**
#V	9.0	6.0	7.0	7.0	6.0	354.0	6.9	**17.37%**
Sales/V	871.33	1,099.50	671.29	808.57	832.17	833		
Crafts	711.00	515.00	1,246.00	1,411.00	950.00	60,734	1,191	**6.01%**
#V	2.0	5.0	7.0	8.0	5.0	306.0	6.0	**15.01%**
Sales/V	355.50	103.00	178.00	176.38	190.00	198		
Foods - Bake/Bev/VA/Pet	7,674	9,847	10,586	8,164	8,474	528,699	10,367	**52.29%**
#V	15.0	21.0	27.0	20.0	19.0	1140.0	22.4	**55.94%**
Sales/V	511.60	468.90	392.07	408.20	446.00	464		
Baker	2,532.00	2,606.00	3,673.00	2,082.00	2,405.00	140,509	2,755	**13.90%**
#V	5.0	5.0	8.0	5.0	5.0	343.0	6.7	**16.83%**
Sales/V	506.40	521.20	459.13	416.40	481.00	410		
Beverage	935.00	2,215.00	1,635.00	1,414.00	1,465.00	74,933	1,469	**7.41%**
#V	2	5	5	5	5	194	4	**9.52%**
Sales/V	467.50	443.00	327.00	282.80	293.00	386		
Value Add	2,907.00	4,026.00	3,578.00	3,268.00	3,004.00	226,377	4,439	**22.39%**
#V	7.0	10.0	13.0	9.0	8.0	571.0	11.2	**28.02%**
Sales/V	415.29	402.60	275.23	363.11	375.50	396		
Pet	1,300.00	1,000.00	1,700.00	1,400.00	1,600.00	86,880	1,704	**8.59%**
#V	1	1	1	1	1	51	1	**2.50%**
Sales/V	1,300.00	1,000.00	1,700.00	1,400.00	1,600.00	1,704		
Visitors	**315**	**305**	**300**	**290**	**275**	**16,405**	**322**	
Sales per Capita	$62.96	$62.66	$61.93	$60.14	$63.86	**$61.63**		
Temperature	101	98	98	97	91	**4314**	**84.59**	