

Farmers Market Manager Report for 2/15/2024 Meeting

by Charlie Reed

January Market News:

- Averaged **32** vendors/market (-3 from December) (-6 from January 2023)
 - *Lowest since February 2022*
- **323** customers/market (+17 from December) (-25 from January 2023)
- Total sales per market: **\$14,086** (+2,026 from December) (-290 from January 2023)
- Average per vendor: **\$449** (+105 from December) (+56 from January 2023)

Vendor Issues:

Everyone seems happy.

Spring Venue Change:

In discussions to return to Pound House. Betty would like for us to return sooner rather than later, but I want to ensure we are aligned with their needs and expectations, and have asked her to invite me to one of her board meetings to discuss the opportunity in detail. For now, we will be indoors at DSRP through what looks like April, with a return to Founders entirely hinging on Skate Park time frame.

The rain-day parking lot market was a successful experiment, with positive response from vendors and customers. It wasn't 98 degrees, and we'll need electricity and bathrooms available to make it work. Betty noticed and would like to incorporate that site into theirs, with them providing electricity and restrooms, though with a bit of a walk. As a reminder, there are no afternoon parking lot farmers markets in Central Texas...for good reason.

Social Media:

- Instagram followers: 3,661 (+104 over October 2023).
- Facebook followers: 7,345 (+148)
- Newsletter subscribers: 2,061 (+28)

