



PORT TOWNSEND
Farmers Market

2008 Year End Annual Vendor Meeting

Market Manager's Report

What have we done for you lately?

Total Market Sales

Saturday & Wednesday Combined					
Total Vendor Sales	2006	2007	2008		2007 to 2008
Grower	318,307	297,967	416,008		28%
Processor	182,976	198,913	204,703		3%
Food	50,948	57,824	71,447		19%
Crafter	75,836	102,732	101,060		-2%
Misc	4,154	5,130	10,295		50%
Total Vendor Sales	632,222	662,566	803,512		18%

Sales topped three quarter of a million dollars this year!

Why did Market Sales Grow?

- The markets drew nearly 50,000 shoppers
- 90 Vendor participated this year *(Approximately the same number as last year so that ain't why...)*
- Vendors participated more consistently *(Now that's something!)*
 - 47% of vendors attended over 20 of the 45 markets this year
 - Only 37% of vendors did the same last year

Wednesday Market Report

Total Vendor Sales				
	2006	2007	2008	2007 to 2008
Grower	53,913	48,807	71,053	46%
Processor	11,078	13,069	23,664	81%
Food	1,913	5,086	6,362	25%
Crafter	120	552	-	n/a
Misc (Youth)	-	556	376	-32%
Total Vendor Sales	67,024	68,070	101,455	49%

Sales topped \$100,000 this year with the biggest percentage jump ever...49%

How were the Wednesday Vendor's Sales?

Average Daily Sales (all vendors by vendor type)	
Farm	\$320
Processor	\$483
Food	\$212
Misc (youth)	\$ 47

Overall average sales were \$328, a 1% decrease over 2007

Returning Vendors How many saw their average daily sales increase or decrease?		
# of vendors whose sales increased	8	57%
# of vendors whose sales decreased	6	43%
Total returning vendors	14	

What Worked for Wednesdays?

- More shoppers! ... an average of 492 per day
 - Added weekly cooking demos that helped draw shoppers – Thanks Arran!
 - Average purchase per shopper was \$8.64
- More vendors!... an average of 19 per day
 - ... The number has nearly doubled since 2003
- Vendors attended more consistently
 - Thus, shoppers knew what they could expect to find
- New products were available at the market:
 - Fish, Beef, Chicken, & Cheese added this year

Saturday Market Report

Total Vendor Sales				
	2006	2007	2008	
Grower	250,587	231,441	309,059	34%
Processor	171,898	185,844	181,040	-3%
Food	49,036	52,739	65,085	23%
Crafter	72,943	97,128	101,060	4%
Misc	4,154	4,574	9,919	117%
Total Vendor Sales	565,198	594,497	702,058	18%

Sales topped \$700,000 this year with an 18% increase over last year!

How were the Saturday Vendor's Sales?

Average Daily Sales

(all vendors by vendor type)

Farm	\$601
Processor	\$573
Food	\$417
Crafter	\$267
Misc	\$187

Overall average sales were \$474, a 5% increase over 2007

Returning Vendors

How many saw their average daily sales increase or decrease?

# of vendors whose sales increased	48	80%
# of vendors whose sales decreased	12	20%
Total returning vendors	60	

How Many Shopped on Saturday?

Saturday Market Shoppers	
Total Shoppers	41,851
Avg # of shoppers/day	1,443
Avg purchase per shopper	\$ 16.78

How Many Sold on Saturday?

- 86 vendors sold at the Saturday Market this year
- The market had an average of 51 vendors/market day
 - Up from an average of 20 vendors seven years ago... oh how the market's grown!
- The market site was completely full throughout August

Increasing Access to Food

- EBT Food Stamp tokens: \$1,470 redeemed, an 84% increase over 2007
- WIC & Senior Checks: The WIC office reports more clients redeemed their checks at the Market this year
 - Thanks to the WIC picnic hosted by the Market, OlyCap, & Dept of Health and sponsored by Kitsap Bank & Uptown Nutrition
- Donated nearly every week to the Food Bank thanks to grower's donations.
- Added two handicap parking spaces at the Saturday Market site
- Hank Walker hosted a bike repair and corral on Saturday's too!

How We Promoted the Market

- Annual Market Events
 - Opening day celebrations
 - Strawberry Festival
 - Pumpkin Festival
- Weekly Music – *Thanks to Matt Sircely!*
- New Market Events this Year
 - Bike to Market Day
 - Farmers Market Week
 - Art Show next to Wednesday Market site
- Kid's activities the 1st Saturday of each month – *Thanks to Lisa Doray!*
- Cooking Demos every Wednesday – *Thanks to Arran Stark and all the vendors who donated*

Continuing to Get the Word Out

- Weekly A-boards around town
- Market posters & rack cards
- Market banner at Memorial Field and pole banners downtown
- Reader board announcements at Visitor Center
- Market ads with merchandise coupon
- Market website

Articles about the Market

- Twelve articles in the local papers
 - Often with photos and on the front page of the Marketplace section of *The Leader* or Our Peninsula section of the *PDN*.
 - Occasional appearances on the paper's front page
 - Thanks to Matt Sircely
- Articles in the Co-op Commons newsletter every other month
 - Thanks to the Food Co-op and Matt Sircely
- **NEW:** Periodic market announcements in the
 - City of PT utility newsletter
 - Main Street e-newsletter
 - Uptown Nutrition e-newsletter

More NEW Marketing this Year

- Market e-Newsletter sent to over 300 shoppers each week
 - Thanks to our intern, Gabe Kime
- Occasional recipe cards for the “Featured Veggie of the week”
 - Thanks to Arianne Bertucci of Serendipity Farm
- Wednesday Market flyers to main street businesses to shop the market after work
- Saturday Market flyers to Food Co-op reminding shoppers market continues until Nov 22.
- Father’s Day Gift Idea cards and “Did you know...?” product/vendor education cards
- Presentation to the PT Rotary Club and attending WSU & Main Street functions periodically
- Market Table at Earth Day

Thank You Market Volunteers!

We couldn't have done it without you

- Gabe Kim, Market Intern extraordinaire
- Leila Grace, Office helper & Market booth
- Core Market Day Volunteers
 - Helping with 10 or more markets this year
- Non-profit Volunteers
 - Community groups provide set up & take down volunteers on their market day
 - Fourteen groups participated on a rotating schedule—special thanks to Bob Ferris of gatheringplace
 - These groups fill holes in the market site, helping our vendors stay in their same spots while keeping the market looking full

Market Income & Fundraising

Keeping vendor stall fees low

- Overall Market Income up 9% over last year
- Market Vendor Fees
 - Up 15% due to more consistent attendance & higher sales
- Market Merchandise
 - De-emphasized this year, sales down 19%

Market Fundraising

- Strawberry Festival
 - Raised \$900 towards purchase of 3 market canopies
- Harvest Dinner
 - Raised nearly \$10,000 for the market
 - Brought in 46 new market supporters
 - Sponsored over 20 farmers