



## 2021 STATISTICS

<b><u>Season went from June 3 – October 28:</u></b>	22 total market days
Max vendors:	8 vendors per week
Average number of vendors each week:	6 per week

### **Vendor breakdown**

Seasonal vendors	4
Daily vendors	7
# Community Vendors:	4

**Total Food Assistance Dollars received by vendors at SLFM:** \$ 16,294

WIC Project FRESH:	\$465
Senior Project FRESH:	\$838
SNAP:	\$6295
Double Up Food Bucks:	\$4930
Prescription for Health:	\$3766

**Total SLFM CASH Tokens received by vendors:** \$40

**TOTAL EXTRA SALES FOR OUR VENDORS:** \$16,334

### **Events:**

- National Farmers Market Week
- Trick or Treat at the Market

**Visitor Counts:** Average 99 visitors per market day (Estimate 2178 total for the season)

### **Market Sponsors and Donations:**

* Platinum Sponsor (\$1000 level): Commercial Bank, MidMichigan Health	\$2000
* James Vyskocil donation	\$1000
*Gold Sponsors (\$500 level): TCF Bank, Jer-Den Plastics, Blue Shamrock Pub	\$1500
*Silver Sponsors (\$250 level): Pat's Auto, Alma Chrysler, St. Louis Schools, VFW Post 3055, Garr Tool, Edward Jones, Rent Rite, Middle of the Mitten	\$2000
*Bronze Sponsors (\$100 level): Greg & Tresha Mikek, The Clover Patch, Green Stone Farm Credit, Rhonda M Clark PC, Anderson Custom Carpeting	\$ 500
*Event Sponsors (Pumpkin Carver): Middle of the Mitten	\$ 200
*Donations: Jerry May	\$ 108
<b>TOTAL Sponsorships and Donations:</b>	<b>\$7308</b>

*The mission of the St. Louis Farmers Market is to create a diverse and thriving market place for local farmers and crafters to sell their goods. We strive to help local businesses & entrepreneurs through promotion and partnerships; to increase community access to healthy foods; to promote healthy activities; and to be a positive and fun place in the community that customers enjoy visiting again and again.*



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### Sales Revenue:

Total 2021 Sales revenue reported by vendors was **\$37,523**

**Product Mix:** Produce, Value-Added (cottage foods, honey), Crafts, Meat/Eggs

### 2021 Market Income:

Sponsorships and Donations:	\$7308
Vendor Fees:	\$1493
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TOTAL INCOME	\$8801

### Market Expenses:

Funds were used for: Various covid-19 supplies, advertising, insurance, storage shed, rental of a porta-potty and hand wash station, tokens, memberships, office supplies, printing, and postage, events, customer survey prizes, and education/conferences.

### Promotion:

- \*Radio advertising, social media advertising, brochures/flyers, billboard on US 127.
- \* Memberships in Taste the Local Difference, MIFMA, Michigan Agritourism Association and Gratiot Area Chamber of Commerce.
- \*Outreach was done at Mobile Food Distributions, Gratiot Collaborative Council, Health Fairs, Campgrounds, Office of Human Services, Schools, Doctors Offices.
- \*Gratiot Area Chamber of Commerce: Promoted through online newsletter and Facebook.
- \* St. Louis DDA – Promoted through newsletters, radio, and Facebook.
- \* City of St. Louis – Promoted through city utility bills, online newsletters, and Facebook.
- \* The Market posted to their Facebook and Instagram accounts, yard signs were put out each market day, and flyers were distributed in town and at schools.
- \* Press releases were sent to Gratiot County Herald

### Volunteers:

- \* Market Manager: Linda Bader
- \*Advisory Committee:
  - Phil Hansen – St. Louis DDA
  - Brendan Kelley – Gratiot Area Chamber of Commerce
  - Jerry May – MSU Extension
  - Dorothy Trgina – St. Louis Parks & Rec
  - Shada Biabani – community member
  - Cathy Yourchock – Commission on Aging

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Rachel Molands – Child Advocacy

Jennifer McKittrick – St. Louis Public Schools

\* Food Assistance: Alma College interns and Penny Ventline

\* Market Volunteer – Dorothy Trgina, Grant Bebow, Mike O’Brian, Alma College Interns

\*Face painting – Angela Teege

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