



## 2022 STATISTICS

<b><u>Season went from June 2 – October 27:</u></b>	22 total market days
Max vendors:	11 vendors per week
Average number of vendors each week:	7 per week
<b><u>Vendor breakdown</u></b>	
Seasonal vendors	6
Daily vendors	15
# Community Vendors:	19

**Total Food Assistance Dollars received by vendors at SLFM:** \$ 16438

WIC Project FRESH:	\$425
Senior Project FRESH:	\$1160
SNAP:	\$7021
Double Up Food Bucks:	\$4908
Prescription for Health:	\$2924

**Total SLFM CASH Tokens received by vendors:** \$450

**TOTAL EXTRA SALES FOR OUR VENDORS:** \$16888

**Events:**

- National Farmers Market Week
- Trick or Treat at the Market
- 3 Food Safety/Cooking Demonstrations
- 2 Canning/Food Preservation Demonstrations

**Visitor Counts:** Average 171 visitors per market day (Estimate 3762 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): Huntington Bank, Middle of the Mitten, McLaren Health Plan (NFMW Sponsor)	\$1500
*Silver Sponsors (\$250 level): Tom & Mary Reed, VFW Post 3055, Garr Tool, Rent Rite	\$1000
*Bronze Sponsors (\$100 level): Greg & Tresha Mikek, Green Stone Farm Credit, Rhonda M Clark PC , Anderson Custom Carpeting, E&S Graphics, Blue Shamrock Pub, St. Louis Schools,	\$ 700

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*Event Sponsors (Trick or Treat): Mom & Dads, Flegal Tech Repair, Smith Family Funeral Homes	\$200
*Music at the Market: Highland Blush and PRAC	\$1100
<b>TOTAL Sponsorships and Donations:</b>	<b>\$7500</b>

### Sales Revenue:

Total 2021 Sales revenue reported by vendors was **\$47,435**

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

### 2022 Market Income:

Sponsorships and Donations:	\$7500
<u>Vendor Fees:</u>	<u>\$1986</u>
TOTAL INCOME	\$9486

### Market Expenses:

Funds were used for: advertising, insurance, rental of a porta-potty and hand wash station, memberships, office supplies, printing, postage, events, prizes, education/conferences, pay market staff, pay musicians.

### Promotion:

- \*Radio advertising, social media advertising, brochures/flyers, health fairs
- \* 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
- \* Assistant Market Manager: Mikie O'Brien
- \*Advisory Committee:

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Phil Hansen – St. Louis DDA  
Sara Bonacci – Gratiot Area Chamber of Commerce  
Jerry May – MSU Extension  
Dorothy Trgina – St. Louis Parks & Rec  
Shada Biabani – community member  
Cathy Yourchock – Commission on Aging  
Rachel Molands – Child Advocacy  
Jennifer McKittrick – St. Louis Public School

- \* Food Assistance: Alma College interns
- \* Market Volunteer – Dorothy Trgina
- \* Face painting – Angela Teege

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