



2016 STATISTICS

<u>Season went from June 2 – October 27:</u>	22 total market days
Number of vendors (range):	6 – 13 vendors per week
Average number of vendors each week:	10 per week
Largest number of stalls in one day:	17 stalls (July 7 th)

Vendor breakdown (some sold from more than one category)

Seasonal vendors	7
Daily vendors	26
# Non-profit Vendors:	6
United Methodist Church – Water 4 Flint Campaign	
Joe Scholtz Memorial Fishing Derby – Info and Sign up	
Church of God – Supper Club Info	
MSU Extension – Market Tours, Health Food Education, Food Assistance Education	
Farm Service Agency – Distributed Farm Program Info, and gave out temporary tattoos for NFMW	
American Legion Auxiliary - Cookies-in-a-jar fundraiser for Veteran’s Programs.	
# Vendors who sold Art/Craft Items	15
# Vendors who sold Produce	8
# Vendors who sold Baked Goods/Jams (cottage food)	7
# Vendors who sold Flowers/Plants	6
# Vendors who sold Honey/Maple Syrup	4
# Vendors who sold Prepared Foods	2
# Vendors who sold Meat/Eggs	1

Total Food Assistance Dollars turned in through SLFM: \$398

WIC Project FRESH (7 vendors):	\$300
Senior Project FRESH (6 vendors):	\$98

Entertainment:

- SLHS Steel drum Band (opening day, June 2)n
- Steve Lawhorne – steel drum (June 30, August 11)
- Bob Crist – piano (July 21, August 25)
- Jan Caputo – viola (June 23)
- Gratiot String Association Student Group (August 4)
- Mt. Pleasant School of Rock – various bands (September 15)
- Scott Korth – pumpkin decorating and guitar (October 27)
- Angela Tegge – face painting (October 27)

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Events:

Tyler Benson Book signing (July 28)
 National Farmers Market Week – temporary tattoos (August 11)
 Old US 127 Motor Tour (August 25)
 MSU Extension Market Tours (August 25)
 Michigan Apple Crunch Day (October 13)
 Trick-or-Treating at the Market (October 27)

Estimated Visitor Counts: Average 319 visitors per market day

June 2	366	(opening day, steel drum band)
June 23	372	
July 21	168	(Bob Crist played piano)
August 11	384	(National Farmers Market Week)
September 8	246	
September 22	378	

Sponsors and Donations:

*Middle of the Mitten Association: Start-up costs	\$1500
*Gold Sponsors (\$500 level): Chemical Bank and Granger	\$1000
*Silver Sponsors (\$250 level): GLD Management and Garr Tool	\$ 500
*Bronze Sponsors (\$100 level): Crumbaugh Legacy, Mt. Pleasant Rental Center, Pat's Auto, VFW Ladies Auxiliary, Ithaca Animal Hospital, Schnepf Health Center, Reichard Insurance Company, Christians Caring for Community, St. Louis Garden Club (Tom & Mary Reed)	\$ 900
Friend of the Market- Anonymous Donation:	\$ 500
TOTAL Sponsorship:	\$3900

*In-Kind Donations:

Peter's Hardware (orange cones \$150 value)	
Tractor Supply (\$40 discount on wagons)	
Sam's Club (\$50 gift card used toward table and chair)	
Next Level Graphics & Design (\$100 discount on banners/signs),	
Middle of the Mitten Asso. (\$300 for MIFMA Market Manager Training)	
TOTAL value of In-Kind Donations:	\$1140

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Results of Customer Surveys:

June 9, 2016

34 customer surveys were completed. Over 70% of those surveyed purchased Produce, the next highest item was Baked Goods. 65% of those surveyed said that having Local Products at the market was the most important to them, the next most important was having a wide variety of products to choose from. Almost 80% of those surveyed lived in St. Louis, but 7 communities were represented. The top three items that those surveyed wanted to see more of at the market were: more vendors, more variety of produce (more produce), and more crafts.

October 13, 2016

45 customer surveys were completed. 67% of those surveyed purchased Produce, the next most frequent item was Baked Goods. In this survey, Local Products were most important, with Wide Variety of Products and Price a close 2nd and 3rd. 60% of those surveyed lived in St. Louis, with 12 communities represented. The top 2 items that those surveyed wanted to see more of at the market were: More flowers/plants and more crafts. (omitted Pizza and Soap responses because those vendors were absent on this day)

Vendor Survey:

18 of 39 surveys were completed (46%)

Mission Statement Questions:

	<u>Strongly Agree or Agree</u>
The farmers market provides access to health foods.	100%
The farmers market is a positive and fun place in the community.	100%
The farmers market feels welcoming to all people.	100%
The farmers market was promoted adequately in the community.	94%
Customers can reliably find what they are looking for at the market.	89%
Buying & selling at the market has a positive impact on the local economy.	83%
The market provides valuable connections to other community activities.	78%
The farmers market promotes healthy activities.	72%

Top 3 ways in which participation at this market has added value to your farm/business:

- #1 Access to new customers (82%)
- #2 Building customer relationships (53%)
- #3 Sales volume/income (47%)

Revenue:

11 vendors reported combined revenue of \$10,175 for the 2016 season.

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2016 Market Income:

Donations/Sponsorships:	\$3900
Vendor Fees	\$2190
<u>Water/Gatorade Sales</u>	<u>\$ 90</u>
TOTAL INCOME	\$6180

These funds were used for: Storage shed, 2 wagons, canopy, table, chair, tablecloth, yard signs, banners, first aid kit, garbage cans and bags, megaphone, picnic table and umbrella, outdoor speaker, storage tub, broom, rental of a porta-potty and hand wash station, postage, apples for Michigan Apple Crunch Day, temporary tattoos for National Farmers Market Week, dinnerware and beverages for End of Season Celebration, and other misc. supplies.

Partners and Promotion:

- * Gratiot Area Chamber of Commerce: Financial home base of the market (bank account). Responsible for reimbursing food assistance dollars to vendors. Promoted the market through Chamber online newsletter and Facebook.
- * St. Louis DDA – Phil Hansen helped immensely with organizing and getting the city and local businesses on board, plus promotion through newsletters, radio, newspaper and Facebook.
- * City of St. Louis – City Hall parking lot, storage shed in the lot, monthly advisory committee meetings. Promoted the market through city utility bills, newsletters, and Facebook.
- * St Louis Police Department – Safety plan and helped keeping cars out of market area.
- * The Market created a Facebook page and an Instagram account, yard signs were put out each market day, and flyers were distributed in town and at schools.
- * St. Louis Public Schools promoted the market on their digital sign.
- * St. Louis United Methodist Church promoted the market in their newsletters.

Volunteers:

- * Advisory Committee: Phil Hansen, Terri Bentley, Carmen Fisher, Jerry May, Scott Brand, Kristi Teall, Dorothy Trgina, Scott Morrow.
- * Intern: Serenity Skillman
- * Evan Goodell – St. Louis NHS
- * Shada Biabani-Kanine – Farmers Market Logo

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