



## 2017 STATISTICS

<b><u>Season went from May 4 – October 26:</u></b>	26 total market days
Number of vendors (range):	7 – 14 vendors per week
Average number of vendors each week:	11 per week
Largest number of stalls in one day:	17 stalls (8/10 & 8/24)
<b><u>Vendor breakdown (some sold from more than one category)</u></b>	
Seasonal vendors (full and ½ season)	11
Daily vendors	22
# Non-profit Vendors:	8
MSU Extension – Canning Demonstrations	
MidMichigan Health – Community Health Information and Cooking Demonstrations	
Farm Service Agency – Farm Program Information	
American Legion Auxiliary - Cookies-in-a-jar fundraiser for Veteran’s Programs.	
St. Louis FFA – sold flower baskets	
Child Advocacy/Substance Abuse Coalition – Rx Drop Box	
Pine River Arts Council – Sold Lucky MacDuck tickets	
CMU Medical School – Cardiovascular Health Information and Survey	
# Vendors who sold Art/Craft Items	13
# Vendors who sold Produce	13
# Vendors who sold Baked Goods/Jams (cottage food)	9
# Vendors who sold Flowers/Plants	4
# Vendors who sold Honey/Maple Syrup	3
# Vendors who sold Prepared Foods	3
# Vendors who sold Meat/Eggs	3
<b><u>Total Food Assistance Dollars received by vendors at SLFM:</u></b>	\$2650
WIC Project FRESH:	\$170
Senior Project FRESH:	\$300
SNAP:	\$1232
Double Up Food Bucks:	\$948 → FREE food for our customers
<b><u>Total SLFM Credit/Debit Tokens received by vendors:</u></b>	\$670
<b><u>TOTAL EXTRA SALES FOR OUR VENDORS:</u></b>	<b>\$3320</b>

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### Entertainment: (14 dates throughout the season)

Giles Country  
 St. Louis High School Steel Band  
 Bob Crist  
 The Etceteras  
 Gratiot String Association  
 Sweet Adelines  
 Broken Glass String Band  
 Third Coast Steel  
 School of Rock  
 Tinkers Folly

### Events:

4 Cooking Demonstrations  
 2 Canning Demonstrations  
 2 Prescription Drop Box  
 National Farmers Market Week  
 Old US 127 Motor Tour  
 Trick-or-Treating at the Market

### Visitor Counts: Average 259 visitors per market day

Starting July 13<sup>th</sup> all customers were counted each market day for much more accurate results. 2016 season averaged 316 customers per market day. Not comparable because 2016 customers were estimated by counting for ten-minute intervals each hour (over estimates the count).

### Sponsors and Donations:

*Gold Sponsors (\$500 level): Chemical Bank & MidMichigan Health	\$1000
*Silver Sponsors (\$250 level): St. Louis VFW #3055, Garr Tool, Rent Rite River View Place Apartments, Middle of the Mitten Association	\$1250
*Bronze Sponsors (\$100 level): Crumbaugh Legacy, Tom & Mary Reed, Reichard Insurance, Anderson Custom Carpet, John & Laurie Cresswell, Child Advocacy, Christians Caring For Community, Pat's Auto	\$800
TOTAL Sponsorship:	\$3050

#### \*In-Kind Donations:

Peter's Hardware (orange cones and handicap signs)  
 Next Level Graphics & Design (discount on banners/signs),  
 St. Louis DDA (radio ads)  
 City of St. Louis (use of meeting rooms and parking lot)  
 WQBX – discount on radio ads

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St. Louis Police Department – donated trick or treat bags  
 Gratiot Area Chamber of Commerce – Kept the bank account and reimbursed vendors for food assistance.

### **Results of Customer Surveys:** 100 unique surveys completed throughout the season

*Customer Location:* 67% St. Louis, 13% Alma, 5% Breckenridge, %15 other  
*Additional Shopping in St. Louis?* 60% Yes  
*Average dollars spent in additional shopping?* \$29  
*How often do you visit the market?* 40% Weekly, 28% Monthly, 19% First Time, 8% Every other month, 5% once a year.  
*Items purchased:* 62% Produce, 14% Value-Added & Prepared Food, 11% Meat, 6% Crafts, 3% Plants/Flowers, 3% Eggs

### **\$46,748 in additional shopping by Farmers Market Customers**

259 shoppers/market x 60% did additional shopping in St. Louis x 40% visited weekly (26 weeks)  
 62 shoppers for 26 weeks did additional shopping of \$29 = \$46,748

### **Vendor Survey:**

10 surveys were completed.

Mission Statement Questions:	<u>Strongly Agree or Agree</u>
The farmers market increases access to health foods in our community	100%
The farmers market is a positive and fun place in the community.	100%
The farmers market feels welcoming to all people.	100%
Buying & selling at the market has a positive impact on the local economy.	100%
The farmers market promotes healthy activities.	100%
The farmers market was promoted adequately in the community.	90%
Customers can reliably find what they are looking for at the market.	90%
The market provides valuable connections to other community activities.	80%

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

- #1 Access to new customers
- #2 Building customer relationships
- #3 Sales volume/income

### **Sales Revenue:**

Total 2017 Sales revenue reported by vendors was **\$35,462** (89% reporting)

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### Product Mix:

- 36% Value-Added (Baked goods, jams, etc)
- 28% Produce
- 16% Crafts
- 11% Meat/Eggs
- 7 % Prepared Food (hot food vendor)
- 2% Flowers

### 2017 Market Income:

Sponsorships:	\$3050
Vendor Fees	<u>\$2821</u>
TOTAL INCOME	\$5871

### Market Expenses:

Funds were used for: Storage shed, canopy, table, chair, signs, rental of a porta-potty and hand wash station, SNAP & CR/DB tokens, MIFMA membership, postage, temporary tattoos, candy and supplies for Trick-or-Treat at the Market, musical events, advertising, customer survey prizes, dinnerware and beverages for End of Season Celebration, and other misc. supplies.

### Promotion:

- \* Gratiot Area Chamber of Commerce: Promoted the market through Chamber online newsletter and Facebook.
- \* St. Louis DDA – Phil Hansen helped immensely with promotion through newsletters, radio, newspaper and Facebook.
- \* City of St. Louis – Promoted the market through city utility bills, 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.
- \* Gratiot County Herald featured the market 3 different times throughout the season.
- \* St. Louis Public Schools promoted the market on their digital sign and in newsletters.
- \* St. Louis United Methodist Church promoted the market in their newsletters.

### Volunteers:

- \* Market Manager: Linda Bader
  
- \* Advisory Committee:
  - Phil Hansen – St. Louis DDA
  - Terri Bentley – St. Louis First United Methodist Church
  - Carmen Fisher – Fisher Farms (vendor representative)
  - Jerry May – MSU Extension
  - Kristi Teall – St. Louis Public Schools
  - Dorothy Trgina – St. Louis Parks & Rec (community member)

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Scott Morrow – Peter’s Hardware (downtown business)

Taryn Blanshen – Gratiot Area Chamber of Commerce

\* Food Assistance: Lillian Windsor, St. Louis High School

\* Customer counts: Cathy Wellman

\* Market Volunteer – Shelby Hansen, St. Louis High School

\* Trick or Treat Activities – Lauren Sherwood, Desarae Campbell, Juliana Findley – St. Louis High School

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