



2018 STATISTICS

<u>Season went from June 6 – October 25:</u>	21 total market days
Number of vendors (range):	6 – 16 vendors per week
Average number of vendors each week:	12 per week
Largest number of stalls in one day:	26 stalls

Vendor breakdown (some sold from more than one category)

Seasonal vendors (full and ½ season)	12
Daily vendors	15
# Non-profit Vendors:	8
MSU Extension – Canning Demonstrations	
MidMichigan Health – Cooking Demonstrations	
Farm Service Agency – Farm Program Information	
8Cap Head Start	
Child Advocacy/Substance Abuse Coalition – Rx Drop Box	
Pine River Arts Council	
Sports Boosters – Apple Pie Orders	
Greater Lansing Food Bank	

Total Food Assistance Dollars received by vendors at SLFM: \$8372

WIC Project FRESH:	\$470
Senior Project FRESH:	\$726
SNAP:	\$2655
Double Up Food Bucks:	\$2058
Prescription for Health:	\$2463

Total SLFM Credit/Debit Tokens received by vendors: \$400

TOTAL EXTRA SALES FOR OUR VENDORS: \$8772

Entertainment: 20 dates throughout the season organized and sponsored by Highland Blush

Events:

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

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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Visitor Counts: Average 235 visitors per market day

All visitors were counted 20 out of 21 market days.

Sponsors and Donations:

*Gold Sponsors (\$500 level): Chemical Bank & MidMichigan Health	\$1000
*Silver Sponsors (\$250 level): St. Louis VFW #3055, Garr Tool, Rent Rite United Healthcare, Pat's Auto, Middle of the Mitten Association	\$1450
*Bronze Sponsors (\$100 level): Crumbaugh Legacy, Tom & Mary Reed, Reichard Insurance, Flegel Tech Repair, Commercial Bank	\$ 500
TOTAL Sponsorship:	\$2950
*Business Sponsorship of Pumpkin Carver – Commercial Bank, Anderson Custom Carpet, Frosty Cone	\$300

*In-Kind Donations:

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/WMLM – discount on radio ads

St. Louis Police Department – donated trick or treat bags

Gratiot Area Chamber of Commerce donated time to keep the bank account and reimbursed vendors for food assistance.

Results of Customer Surveys: 96 unique surveys completed throughout the season

Customer Location: 57% St. Louis, 20% Alma, 4% Breckenridge, 4% Ithaca, %15 other (Shepherd, Sheridan, Vestaburg, Maple Rapids, Elm Hall, Edmore, Merrill, Hemlock, Ann Arbor, Florida)

Additional Shopping in St. Louis? 55% Yes

Average dollars spent at the market: \$15

Average dollars spent at nearby businesses? \$12

How often do you visit the market? 50% Weekly, 16% First Time, 14% Monthly, 11% Every other week, 9% Other (Bi-monthly, rarely, or once a year)

Dollars spent by Farmers Market visitors at nearby businesses = \$16,380

235 shoppers/market x 55% did additional shopping in St. Louis x 50% visited weekly (21 weeks)= 65 shoppers.

65 shoppers for 21 weeks did additional shopping of \$12 = \$16,380

Dollars spent by visitors at the Farmers Market = \$37,170

235 shoppers/market x50% visited weekly = 118 shoppers for 21 weeks spent \$15 = \$37,170

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Vendor Survey:

12 surveys were completed (as of 11/8/18).

How would you rate THIS market compared to other markets you attend based on the following criteria? 36% Better, 37% Same, 9% Worse, 17% N/A

- Number of customers
- Total sales
- Number of food assistance programs
- Events offered
- Ease of application process
- Ease of attending the market
- Overall value to your business

Mission Statement Questions:

Strongly Agree or Agree

The farmers market increases access to health food in our community	100%
Customers can reliably find what they are looking for at the market	100%
The farmers market provides valuable connections to other community activities	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 promotes healthy activities	83%
The farmers market helped my business through its promotional activities	75%
The farmers market is a diverse and thriving marketplace	75%

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 tied with Branding/marketing/image

Sales Revenue:

Total 2018 Sales revenue reported by vendors was **\$39,539**

Product Mix:

- 28.6% Produce
- 28.6% Value-Added (cottage foods, honey)
- 28.6% Crafts
- 3.6% Meat/Eggs
- 10.7% Prepared Food (hot/ready to eat food vendor)

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2018 Market Income:

Sponsorships:	\$2950
Vendor Fees:	<u>\$2814</u>
TOTAL INCOME	\$5764

Market Expenses:

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

Promotion:

- *EMCOG Grant funds provided – New and improved website, New brochures, increased radio advertising, increased social media advertising.
- *Outreach was done at Food pantries, Churches, Gratiot Collaborative Council, Child Advocacy, 8Cap, Health Fairs, Campgrounds, Parades, Housing offices, Commission on Aging, Health Department, Office of Human Services, Schools, and Doctor’s 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, 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 and the Morning Sun newspapers featured the market multiple 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
 - Aaron & Nicole Hadley - Vendor
 - Jerry May – MSU Extension
 - Kristi Teall – St. Louis Public Schools
 - Dorothy Trgina – St. Louis Parks & Rec
 - Caroline Ross – community member
 - Shada Biabani – community member
- * Food Assistance: Lillian Windsor

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- * Customer counts: Kathy Wellman
- * Market Volunteer – Dorothy Trgina, Caroline Ross, Andrew Starry
- * Games – Lauren Sherwood, Desarae Campbell
- * Face painting – Angela Teege and Gracelyn Bebow
- * Built new shed – St. Louis Boy Scout Troop 609
- * Put up and took down yard signs – Gateway House volunteers

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