



2019 STATISTICS

<u>Season went from June 6 – October 31:</u>	22 total market days
Number of vendors (range):	2 – 13 vendors per week
Average number of vendors each week:	9 per week
Largest number of stalls in one day:	20 stalls

Vendor breakdown

Seasonal vendors	6
Daily vendors	11
# Community Vendors:	9
MSU Extension – Canning Demonstrations	
MidMichigan Health – Cooking Demonstrations	
Gratiot-Isabella RESD – Recipes and Nutrition Information	
Farm Service Agency – Farm Program Information	
Child Advocacy/Substance Abuse Coalition – Rx Drop Box	
Pine River Arts Council	
Gratiot Area Personal Needs Pantry	
Dalis to the Rescue	
Ennis Center for Children	

Total Food Assistance Dollars received by vendors at SLFM: \$ 15,179

WIC Project FRESH:	\$1385
Senior Project FRESH:	\$1678
SNAP:	\$2542
Double Up Food Bucks:	\$2296
Prescription for Health:	\$7278

Total SLFM CASH Tokens received by vendors: \$100

TOTAL EXTRA SALES FOR OUR VENDORS: \$15,279

Events:

- 20 Music at the Market events sponsored by **Highland Blush and the Pine River Arts Council**
- 5 Cooking Demonstrations with taste tests
- 1 Canning Demonstration
- 2 Prescription Drop Box
- National Farmers Market Week, Old US 27 Motor Tour, Trick or Treat at the Market

Visitor Counts: Average 248 visitors per market day

All adult visitors were counted every day for a total of 5466

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Market Sponsors and Donations:

* Platinum Sponsor (\$1000 level): Commercial Bank	\$1000
*Gold Sponsors (\$500 level): Chemical Bank, MidMichigan Health, Middle of the Mitten Association	\$1500
*Silver Sponsors (\$250 level): St. Louis VFW #3055 & Auxiliary, Garr Tool, Rent Rite, United Healthcare, Pat's Auto, GLD Management	\$1500
*Bronze Sponsors (\$100 level): Crumbaugh Legacy, Tom & Mary Reed, Anderson Custom Carpet , Flegel Tech Repair, Green Stone Farm Credit Greg & Tresha Mikek	\$ 600
*Event Sponsors (Pumpkin Carver): Frosty Cone, Schnepf Senior Care and Rehab Center, Blue Shamrock Pub, Law Office of Rhonda M. Clark P.C.	\$ 400
*Donations: Jerry May	\$ 400
TOTAL Sponsorships and Donations:	\$5400

*In-Kind Donations:

Next Level Graphics & Design (discount on banners/signs)
 City of St. Louis (printing, use of meeting rooms and parking lot)
 WQBX/WMLM – discount on radio ads
 St. Louis Police Department – donated trick or treat bags and help with keeping parking lot clear
 Gratiot Area Chamber of Commerce donated time to keep the bank account and reimbursed vendors for food assistance.

Sales Revenue:

Total 2019 Sales revenue reported by vendors was **\$48,810**

Product Mix:

42% Produce
 35% Value-Added (cottage foods, honey)
 7% Crafts
 7% Meat/Eggs
 7% Other

2019 Market Income:

Sponsorships and Donations:	\$5400
Vendor Fees:	\$2404
Prescription for Health Administration:	\$1150
TOTAL INCOME	\$8954

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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:

- * Eastern Michigan Council of Governments (EMCOG) Promotional Grant Funds – Increased radio advertising, increased social media advertising, printing of 2019 brochures, billboard on US 127.
- * USDA Rural Development grant promotion funds were used to do professional photography at the market and place an add in the Chamber Community Guide.
- * Outreach was done at Food pantries, Churches, Gratiot Collaborative Council, 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, 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.
- * 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.

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
 - Dorothy Trgina – St. Louis Parks & Rec
 - Caroline Ross – community member
 - Shada Biabani – community member
- * Food Assistance: Lillian Windsor
- * Customer counts: Kathy Wellman
- * Market Volunteer – Dorothy Trgina, Gracelyn Bebow, Mikey O'Brian, Andrew Starry
- * Face painting – Angela Teege
- * Put up and took down yard signs – Gateway House volunteers

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