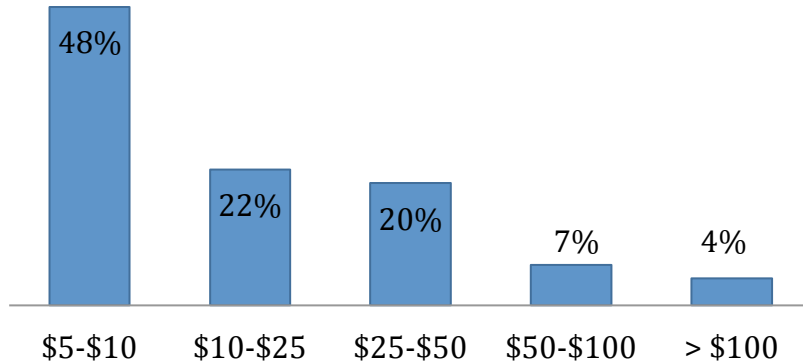


Downtown Farmers Market Profile

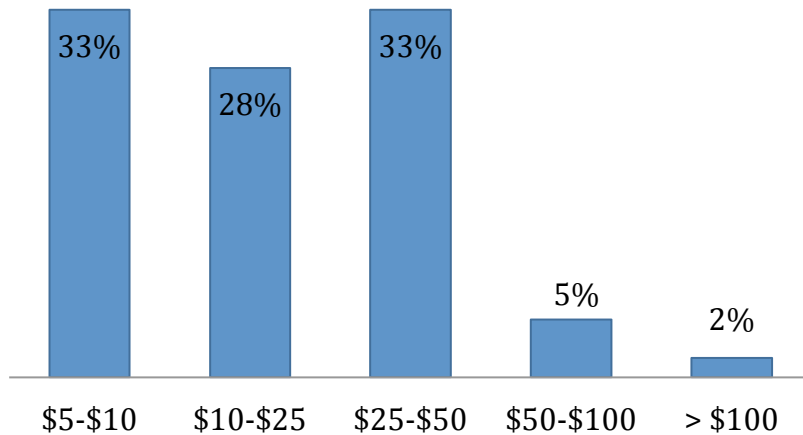
Thursdays, 2pm-6pm | June to October | Est. 2016

Economic Profile

How much additional \$ shoppers anticipate spending in the area per market



How much \$ shoppers anticipate spending per market



* Shoppers spend on average \$11.35/week at this market

Vendor Sales Summary

Total Season Sales
\$346,204.15

Avg Total Per Market
\$15,736.55

Avg All Vendors:
\$555.86

Organic Farm
Avg: \$753 | High: \$1400

Conventional Farm:
Avg: \$545 | High: \$1575

Meat/Seafood:
Avg: \$706 | High: \$1580

Prepared Food:
Avg: \$381 | High: \$2300

Bread:
Avg: \$1,037 | High: \$1489

Alcohol:
Avg: \$509 | High: \$1120

Craft:
Avg: \$297 | High: \$920

Food Trucks:
Avg: \$322 | High: \$562

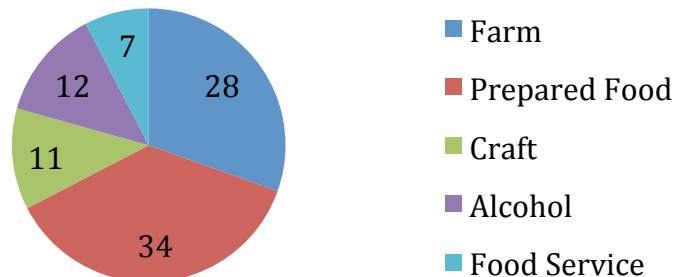
*Summary of market sales are generated through the collection of vendor reports. They are averages only – individual vendor sales vary greatly.

Vendor Profile

Weekly Profile

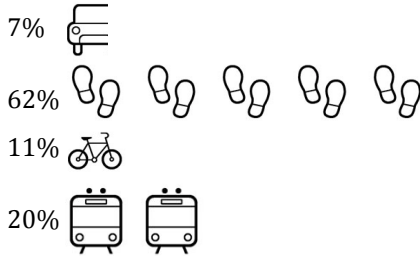
Avg # vendors per week: 28
 # of craft: 2
 # of prepared food: 7
 # of farm: 15
 # of alcohol: 2
 # of food service: 2

Total Approved Vendors: 95



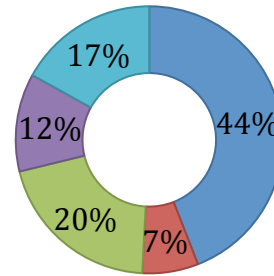
Shopper Profile

How do they get to the market?



*62% shoppers walk downtown

How often do they shop downtown?



- First time
- Approx 1-2 times a year
- Approx 1-2x month
- Approx 2-3x month
- Approx every week

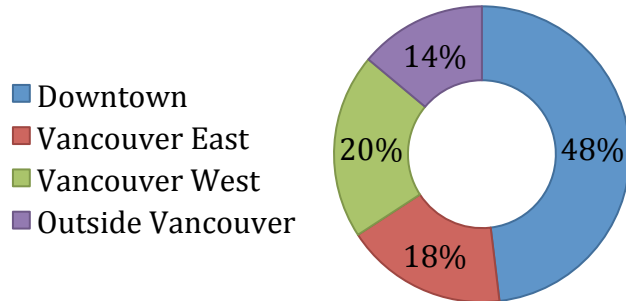
of shoppers/season

30,807

avg # of shoppers/wk

1,400

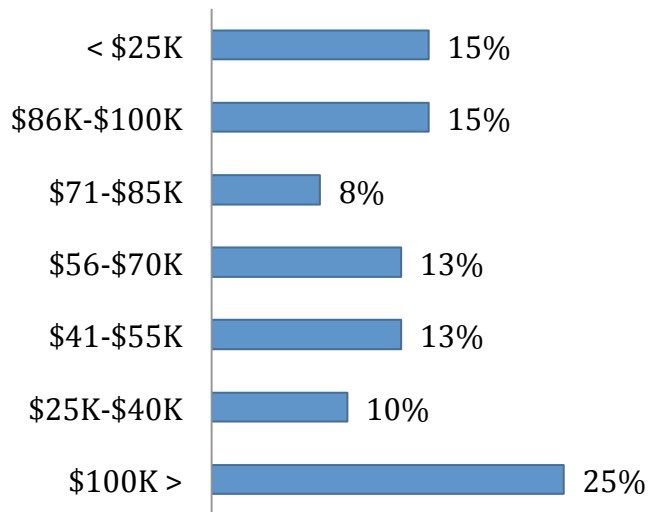
Where do they come from?



Top 3 Factors Downtown shoppers take into consideration when buying a product

**Local
Quality
Price**

What is their annual household income?



*Over 60% of downtown shoppers have a household income of more than \$56,000 per year

Why do shoppers choose this market?

