

2016 Farmers' Market Annual Report

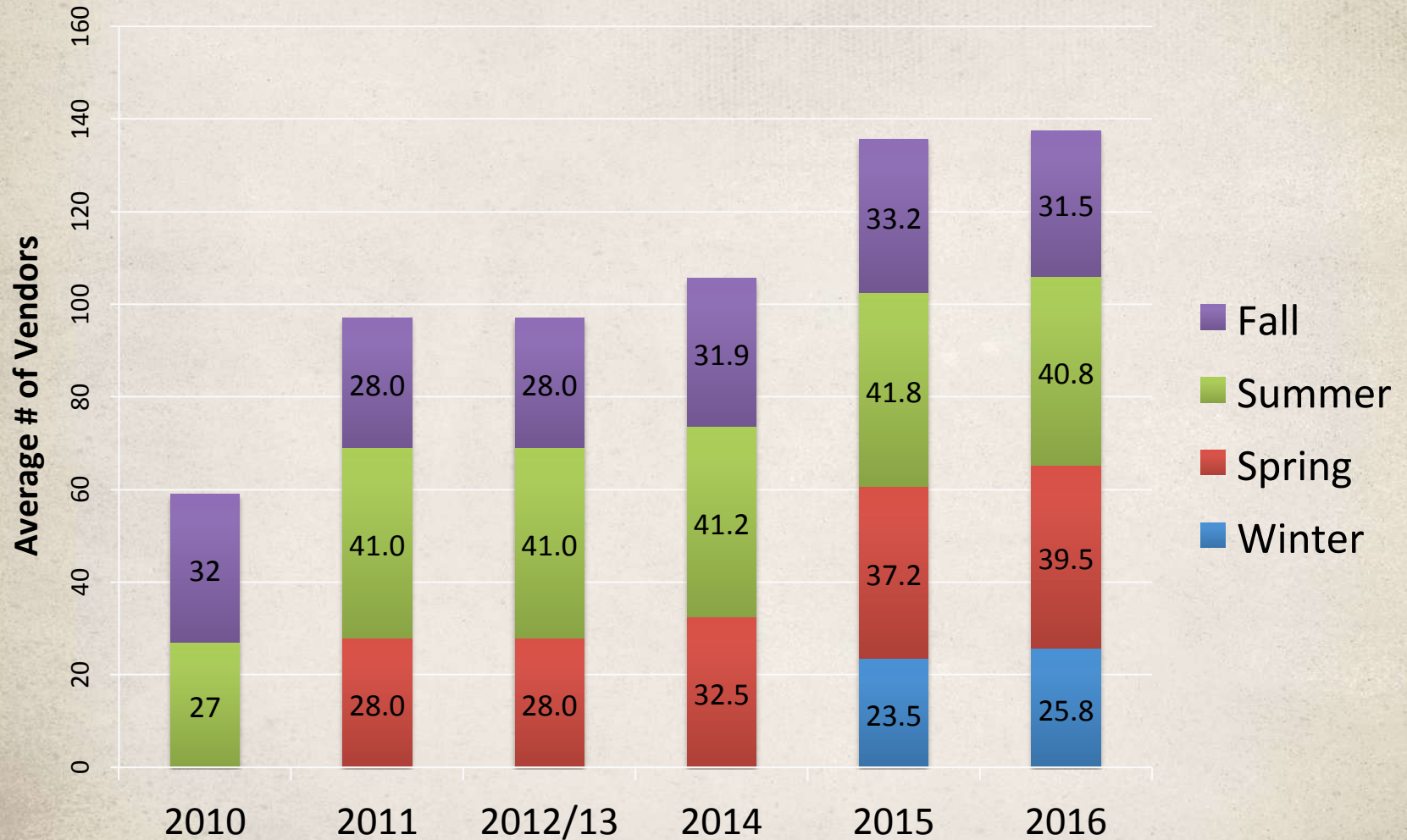


Nutrition Coupon Program

- \$4,521 redeemed coupons
- 94% redemption
- Have program for 2017 + 2018 seasons!



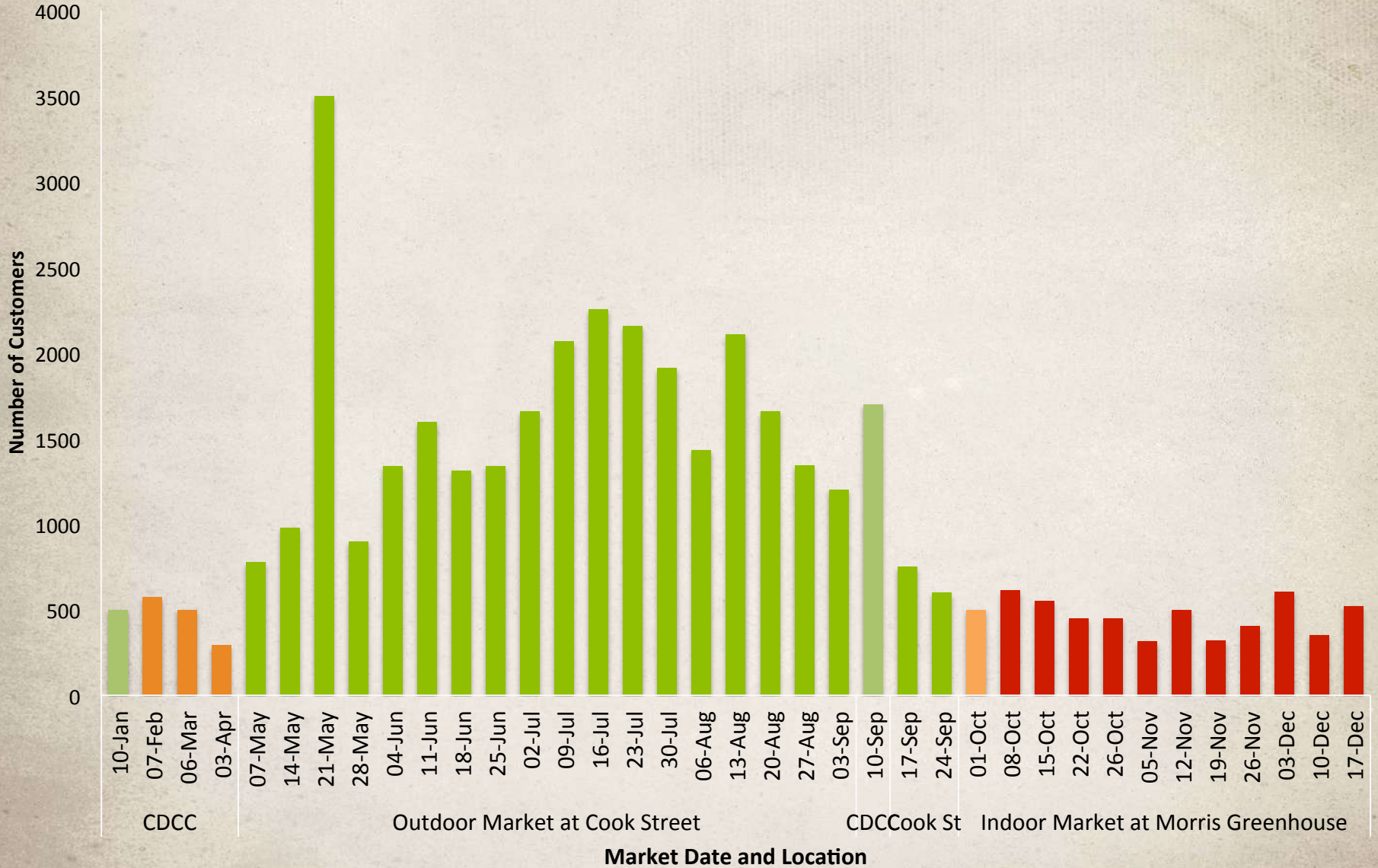
Average # of Vendors per Season



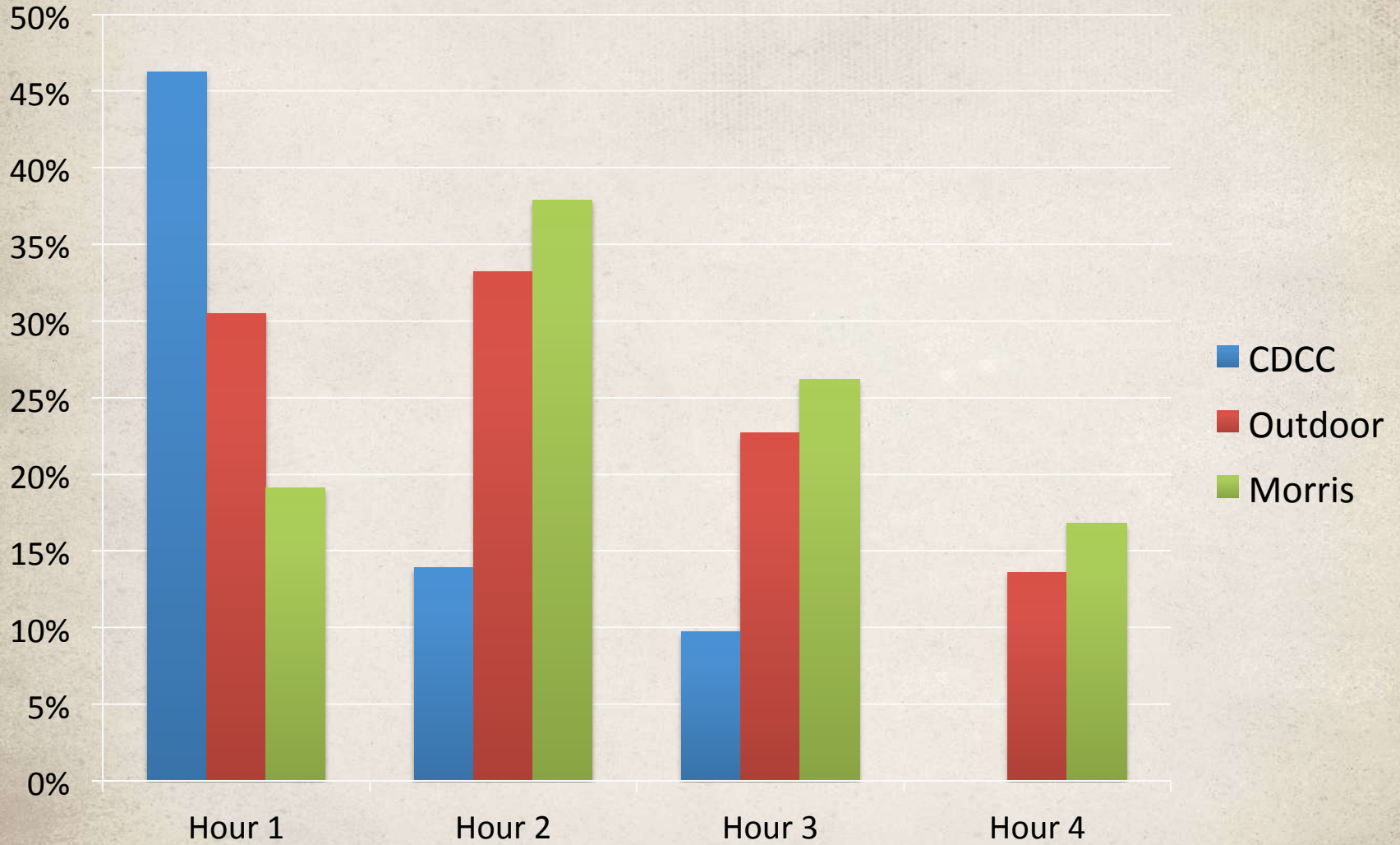
2016 Rapid Market Survey

- Estimated annual customers: 40,000+
- Estimated gross vendor sales: \$1,005,805
(2012 \$733,000)
- Estimated annual economic impact: \$2.13M
(2012 \$1.72 million)
- 37% growth over 4 years!

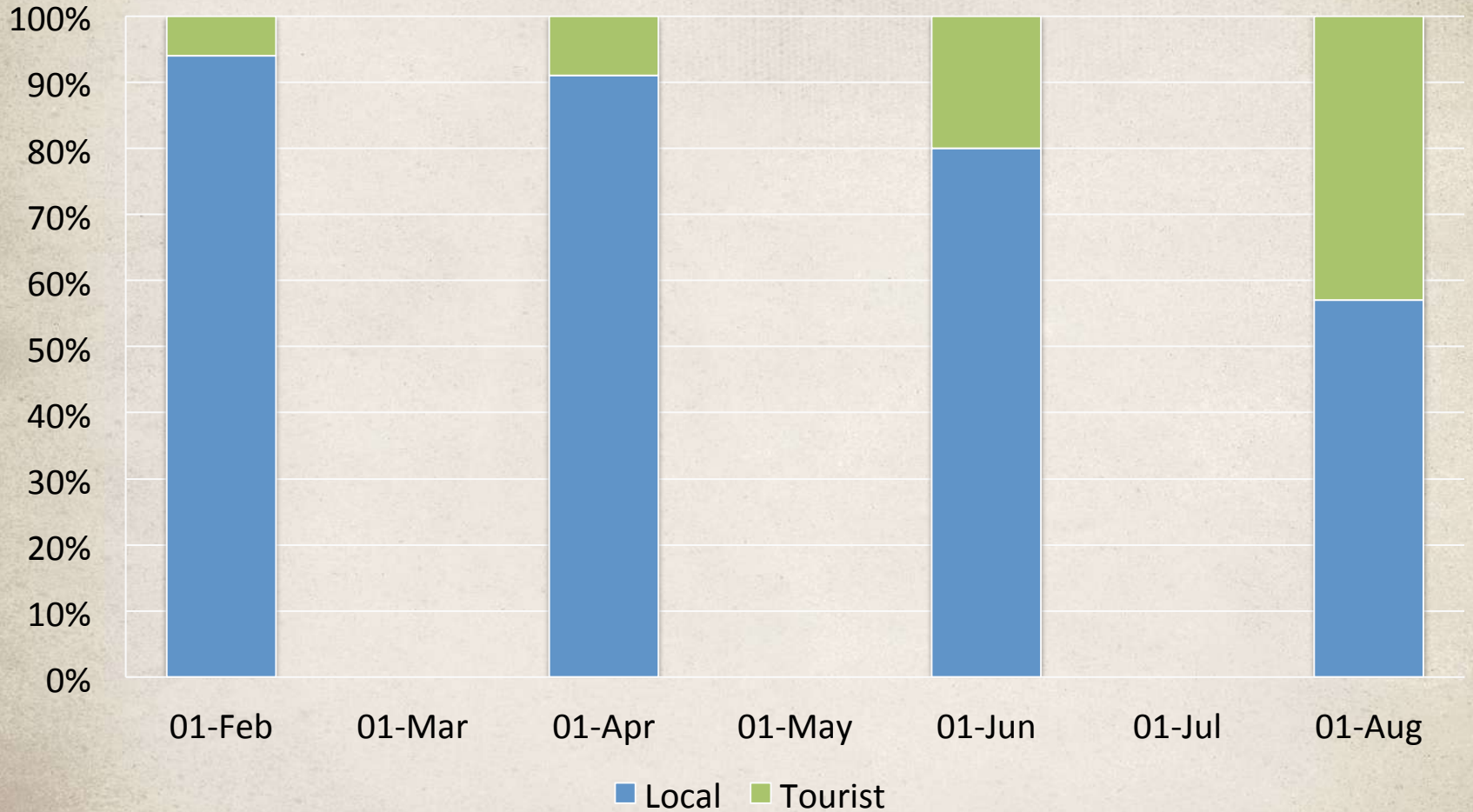
Customer Attendance



Hourly Trends



Local & Tourist Trends



Website & Facebook

- 14,689 page views
- Highest traffic May – Sept
- 1600+ likes on Facebook



The screenshot shows the website for Creston Valley Farmers' Market. At the top left is the logo, which includes a stylized landscape with a sun, mountains, and a river, followed by the text "CRESTON VALLEY Farmers' Market". To the right of the logo is a navigation menu with links for "HOME", "NEWS & EVENTS", "ABOUT", "VENDORS", and "CONTACT US". In the top right corner, there are social media icons for email, Pinterest, RSS, and Facebook. The main content area features a large banner image of wheat stalks hanging from a wooden beam. Overlaid on this image is the text: "FARMERS' MARKET", "Indoors every Saturday,", "Oct 3 thru Dec 19 @ Morris Greenhouse.", and "9am - 1pm.". In the bottom right corner of the banner image, there is a small image of a wooden crate with the Creston Valley logo and the tagline "Growing Together". Below the banner, the text reads: "Weekly indoor market runs Saturdays October 3 thru December 19", "Morris Greenhouse & Garden Centre", and "(1403 Erickson Street, across from the Columbia Brewery)".

Income	2010	2011	2012	2013	2014	2015	2016 (projected)
Market	\$12,270	\$22,879	\$21,577	\$23,515	\$26,302	\$28,741	\$31,333
Grants	\$5,000	\$8,401	\$25,864	\$14,454	\$6,049	\$6,003	\$10,521
Total	\$17,270	\$31,279	\$47,441	\$37,969	\$32,351	\$34,744	\$41,854

Expense	2010	2011	2012	2013	2014	2015	2016 (projected)
Staffing	\$8,611	\$15,014	\$22,210	\$27,081	\$23,161	\$24,444	\$24,890
Rental	\$2,500	\$3,026	\$4,275	\$3,511	\$4,099	\$5,038	\$3,029
Advertising	\$1,838	\$2,602	\$1,781	\$778	\$1,841	\$2,062	\$1,722
Ins. & Mmbr	\$550	\$830	\$750	\$422	\$379	\$379	\$805
Supplies	\$562	\$1,550	\$1,474	\$2,052	\$1,754	\$820	\$1,036
BCFM NC							\$4,521
Other	\$311	\$240	\$13,109	\$1,123	\$1,115	\$1,725	\$2,012
Total	\$14,372	\$23,262	\$43,600	\$34,966	\$32,350	\$34,468	\$38,015

2017 Season

2016-17 FARMERS' MARKET

Oct - Dec 2016

@ Morris Greenhouse.
Saturday mornings.

Oct 1st - Dec 17th.
9am - 1pm.

Jan - March 2017

@ the CDCC - Creston Room.
Sundays. Once a month.

Jan 22nd.
Feb 12th.
Mar 5th.
11am - 2pm.

April - Sept 2017

@ Cook Street.
Saturday mornings.

April 15 + weekly
starting May 6.
9am - 1pm.

