



2008 Farmer's Market Season Recap

Vendors

- 12 vendors signed in March, up to 24 vendors by mid-July to meet customer demand.
- Vendors report higher sales at Davidson than other markets.
- Anticipate all vendors returning next year.

Customers

- Between 250 – 350 customers per Saturday during peak months of June, July, Aug, Sept.
- Balance of customers and vendors on target; many vendors sold out more than once. Customers were pleased with variety of offerings.

Volunteers

- 200 volunteers and 446 volunteer hours for season; avg. 12 volunteers per day.
- 38 Davidson College student volunteers including a Summer intern.

Programs

- 14 children sold produce at the *Growing Kids* booth
- 10 nonprofit *Community Partners* utilized free tent space for outreach
- 13 professional chefs and the *Locavore 101* Committee cooked on-site
- Local music groups such as the *Lake Norman Jam* played each week

Financial

- Exceeded sponsorship and "Friends of the Market" goals, surpassing total budgeted revenues by \$2000. Expenses on target except for extra tent/tables needed for more vendors (tents and tables were also loaned/donated).
- Ended season with surplus of \$5047.

Sustainability

- DFM recycled or composted 50% of its garbage. Many patrons walked or biked to the market.

Goals for 2009

- Increase socioeconomic diversity of patrons by accepting SNAP (food stamps) and debit forms of payment.
- Add part-time paid market manager. Increase volunteer participation in other areas than set-up
- Maintain high levels of volunteer, customer and vendor satisfaction and participation and continue fiscal responsibility.
- Maintain positive relationships with Town, schools and other community partners.