

SHORELINE FARMERS MARKET ASSOCIATION

Shoreline Farmers Market

2013 Season Report

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2013 Season in Review

The 2013 Shoreline Farmers Market taught us a lot of things. We were fresh off of an exciting 2012 inaugural season that produced tremendous sales for our vendors, an excited community, and a new energy at City Hall. Not to mention the beautiful weather - after a couple of damp early markets, the 2012 market was consistently sunny and beautiful the rest of the summer.



We started 2013 with great energy and support from the community and a diverse & expanded vendor selection (25-32 vendors in the first 5 weeks) that displayed great market diversity. Early sales and attendance were up, the weather was nice, and we were off to a great start.

We experienced a bit of a sophomore slump during the second half of the season. While many of our anchor vendors were still selling at a strong pace, many of our smaller vendors and artisans could not keep pace with shrinking crowds. We have learned that this is how it goes in the world of farmers markets. We are up against forces out of our control such as weather and product availability.

A few examples of this are; our Shellfish vendor had to drop out after the 3rd market due to an illness in the family, our Cheese vendor lost a large amount of cheese to a blight and the remaining cheese was allocated to more established markets, our wine vendor, at points in the season, could not keep up with demand and didn't have enough wine to bring to market, another vendor broke through into the Whole Foods scene and had to scale back at the markets they attended.

These are a few variables that we did not encounter in season one. Losing these vendors and many of the craft vendors who subsequently dropped out due to dwindling crowds depleted our market variety, thus depleting the crowds even further.

Seasonal events in Shoreline, Seattle and Edmonds also contributed to noticeably slower market days. These events, such as NW SolarFest and Celebrate Shoreline are predictable and we will be able to plan on them being more complimentary in the future. Events in Seattle and Edmonds will always be going on as well and as long as the community considers our market a must visit destination on summer weekends, they should not be much of a factor.

The Shoreline Farmers Market Association has some recommendations we are working on to get the wheels turning in the right direction for 2014. We look forward to working with the City of Shoreline and other partners in 2014 to present a fun and attractive market for our whole community to enjoy!

Positive Trends

- We noticed a demographic shift in 2013 compared to 2012. The crowds were younger; many of them had young children - which speaks to the current climate in Shoreline of affordable housing and rental options for young families. This trend should continue which bodes well for the market as it is a fun place to bring friends and young families.
- Our Supplemental Nutritional Assistance Program – “SNAP Match” was a nice success. While we anticipate the demand to rise in the future for programs like this, in 2013 we accomplished our goal of giving low income individuals and families increased access to healthy foods and positive community events. We matched customers 106 times at \$10 each and overall, our SNAP sales were up 400% from 2012.
- Early crowds and sales were booming compared to 2012. Although we lost a little bit of that momentum, we saw the possibility of how the market could be with the right energy directed toward events and promotions, week in and week out.
- Social Media really seemed to work for the market this year as we allocated more funds for advertising online and noticed a difference early on.

Room for Improvement

- We need more staff. This will be to assist our Market Manager on market days as well as take on an administration, outreach and marketing role. We do not currently have the funds to support this role but will explore opportunities with the City of Shoreline and through Sponsorship efforts.
- In 2012 we relied heavily on events and promotions to draw crowds to the market. This was a weak point in 2013 and will need to be improved upon in 2014 and beyond.
- Our way-finding has to be improved. Although City Hall is a Landmark in Shoreline, we have gotten tremendous feedback from the community that the market is difficult to find. This can be addressed with better signage and possibly moving the market location altogether.
- Although our current location has all the facilities, parking and centrality of a good market – it lacks in visibility, which is weighted heavily in this equation and may need to be considered moving forward. Midvale Ave just in front of City Hall has been mentioned multiple times by market goers and should at least be explored.

Stats

Market Expenses

Item	Vendor	Amount	Notes
Staff	SFMA	\$8,100	Annual/Increasing
Marketing	Facebook Ads/Signs	\$3,269	Annual/Increasing
SNAP Event Cost	Patty Pan/Other	\$1,527	Fundraiser
WSFMA Conference	WSFMA	\$1,287	Annual
Entertainment	Multiple	\$1,200	Increasing
SNAP Match Payments	Chase Bank	\$1,060	2013 Program
Supplies/Misc	Various	\$1,025	Annual
Lobby Monitor	COS	\$1,000	Annual
Insurance	WSFMA	\$500	Annual/Increasing
WSFMA Membership	WSFMA	\$350	Annual/Increasing
CHC Membership	Cascade Harvest	\$350	Marketing
Permits	COS	\$150	Annual
Kruckeberg Sponsor	Kruckeberg	\$100	One Time
Total Expenses		\$19,918	

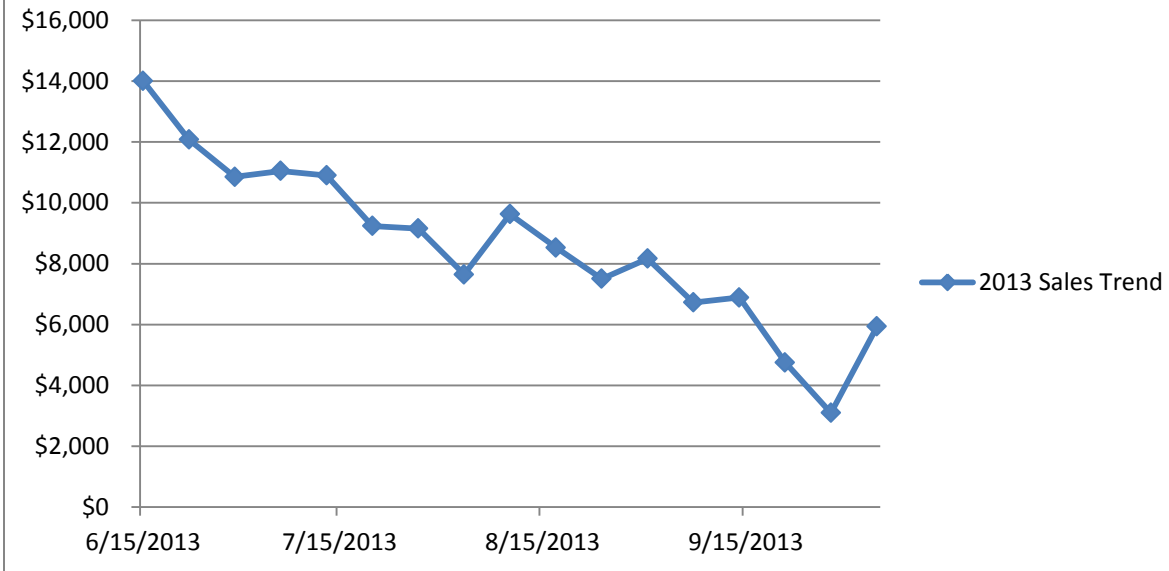
Market Income

Source		Amount	Notes
Vendor Fees	Stall	\$12,591	\$35/stall
COS Contract	COS	\$6,300	Direct Pay for permits and Lobby Monitor
Fundraising	For SNAP Match	\$2,700	SNAP Event
Vendor Fees	Membership	\$1,160	\$40/year
Gross Revenue		\$22,751	
2012 Net Reserve		\$4,218	
2013 Net Reserve		\$2,833	
Net Reserve		\$7,051	

Vendor/SNAP Sales

Sales Stats	Amount	Change from 2012
Average Market Sales	\$8,596	-16%
High Single Day Vendor Sales	\$2,098	-11%
Lowest Single Day Vendor Sales	\$30	-10%
Highest Single Day Total Sales	\$14,003	-2.5%
Lowest Single Day Total Sales	\$3,100	-58%
2013 SNAP Sales	\$2,241	+400%
SNAP Matching Funds	\$1,060	106 Matches
2013 Total Vendor Sales	\$146,140	

2013 Sales Trend





Shoreline Farmers Market

S.N.A.P. Matching Program

Saturdays 10am-3pm June 15th – October 5th
 Shoreline City Hall 17500 Midvale Ave N

This season at the Shoreline Farmers Market – Shoppers using SNAP Benefits are eligible to receive their first \$10 matched at each market this season. Come and meet your local farmers and stretch your dollars further – all in a fun family setting that promotes healthy, active lifestyles, supports local jobs and builds community.

*Program is active while funding lasts **Limit one SNAP Match per family per week
 Visit www.shorelinefarmersmarket.org for more details or follow our Facebook Page

\$10 in SNAP

+ \$10 SNAP MATCH

= \$20 Total



Supplemental Nutrition Assistance Program



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