



**GeRmaN**  
**COAsT**  
**FaRmERS**  
**MaRKeT**

# Objective of the German Coast Farmers' Market

To provide a market for a wide range of fresh vegetables, fruits, poultry, meats, seafood, dairy or poultry products, flowers and other value-added items in the parish of St. Charles, as well as a community gathering place and tourist destination by:

- Providing a place for small family farms to sell their goods directly to consumers
- Assisting new entrepreneurs who sell food and farm-related products which make use of locally-grown produce
- Educating consumer about local farming, heritage, and healthy seasonal eating
- Providing a forum for building a sense of community

# GERMAN COAST FARMERS' MARKET

90,040

WEBSITE VISITORS

358,289

PATRON COUNT

\$2.4 MILLION

VENDOR SALES

# Market Data

Market Comparisons	2014		2015		2016	
	East Bank/West Bank		East Bank/West Bank		East Bank/West Bank	
Patron Count	19,240	8,718	18,950	7,566	19,054	7,022
Vendor Sales	\$140,800	\$41,112	\$162,676	\$28,894	\$166,726	\$32,562
Per Capita Spending	\$ 7.32	\$ 4.72	\$ 8.58	\$ 3.82	\$ 8.75	\$ 4.94

# 2017

## January -June

Market Comparison	East Bank 1 <sup>st</sup> Quarter/ 2 <sup>nd</sup> Quarter	West Bank 1 <sup>st</sup> Quarter/ 2 <sup>nd</sup> Quarter
Patron Count	3,426 / 5,993	2,573 / 1,984
Vendor Sales	\$36,024 / \$44,119	\$12,021 / \$9,245
Per Capita Spending	\$10.51 / \$ 7.36	\$4.67 / \$ 4.66

# Ormond Plantation



# Winnwood Shopping Center



# Market Staffing

## Market Site Coordinator





# Contract services

Market newsletter, website and publicity



# Contract Services

## Bookkeeping



# Volunteers

Over 1,205 hours were provided last year in the market booth, board management, program development, volunteer scheduling, and marketing.

$$\$7.25 \times 1,205 = \$8,736.25$$

# Grants

\*

\$7,600----2017

United Way

St. Charles Women's Club

St. Charles Public Schools Foundation

River Region Arts & Humanities Council

# Seedling Cards



# Book Sales





# Booth rentals





# Programs and Activities



Guess what's for dinner--





**GeRmaN**  
**COAsT**  
**FaRmERS**  
**MaRKeT**

I'm a

*Gesunde Kinder*

Translation: Healthy Kid







Pop Up Performance  
A Performance Art Experience

Who: Jake Gold, Musician  
Musical Entertainer

When: May 13

Where: German Coast  
Farmers Market







# Oktoberfest



# Community Outreach



# Market Website

ACTIVITY	2010	2011	2012	2013	2014	2015	2016
Website Visitor Count	34,635	46,102	54,225	62,438	71,675	80,403	88,112
Unique Visitors to Website	6052	7696	6179	6012	7122	6,832	5,755
Active E-newsletter Subscribers	2009	1975	2049	2164	2206	2,182	2,274
Facebook Fan "Likes"	201	575	873	1272	1628	1925	2,199
Patron Surveys Completed	304	344	189	260	311	269	227



# Vendors

- East Bank Saturday Market  
20 vendors (including crafters)  
Averaging 16 vendors/Market
- West Bank Wednesday Market  
3-4 vendors (for past 1 ½ years)
- \* New vendors are increasing while total vendor number remains stagnant.

# Surplus

• 2014	\$54,557.31
• 2016	<u>\$43,209.28</u>
	11,348.03

\*\*Money used for trailer upkeep,

electrical updating, salaries, and supplies

\*\*Market can operate 3-4 years with surplus to supplement budget subsidy reductions

# GCFM Board Members

Ann Montgomery

Carmen Johnson

Terry Holmes

Carla Hampton

Patty Stohlman

Donna Nassar

Jerri Bush