

Objective of the German Coast Farmers' Market

To provide a market for a wide range of fresh vegetables fruits, poultry, meals, 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 East Bank/West Bank		2015 East Bank/West Bank		2016 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 st Quarter/ 2 nd Quarter	West Bank 1 st Quarter/ 2 nd 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 x 1,205 = \$8,736.25

Grants

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\$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



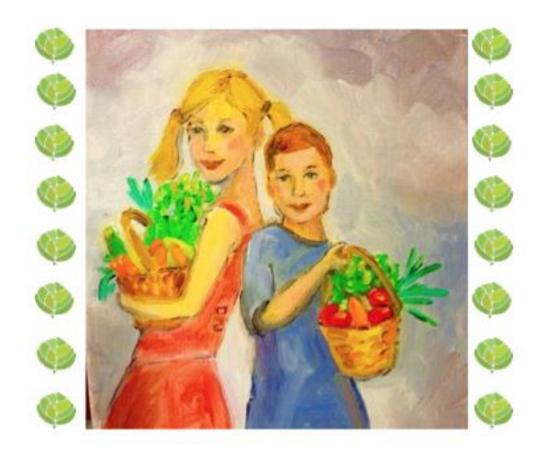
Programs and Activities



Guess what's for dinner--















Oktoberfest



Community Outreach



Market Website

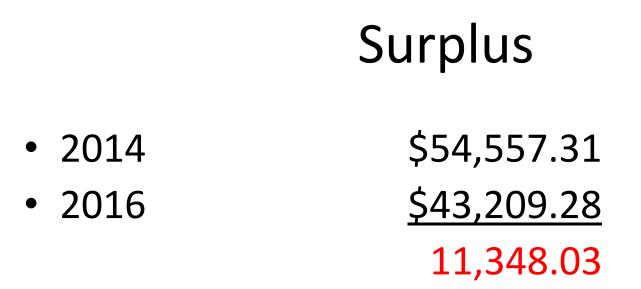
ACTIVITY	2010	2011	2012	2013	2014	2015	2016
Website Visitor Count	34,635	46,102	54,225	62,438	71,675	80,403	88,112
Unique Visitors to Website	6052	7696	6179	6012	7122	6,832	5,755
Active E- newsletter Subscribers	2009	1975	2049	2164	2206	2,182	2,274
Facebook Fan "Likes"	201	575	873	1272	1628	1925	2,199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

2018 Budget

- Projected Revenue \$31,850.00 (through grants, seedling cards, SCP subsidy, book sales, vendor membership and booth rental fees)
- Projected Expenditures \$47,331.00
 (Salaries for Site Coordinator, Bookkeeper, PR Coordinator, Legal Services, Facility Maintenance, Insurance, Licenses, Permits, Supplies, Equipment, Marketing, Promotions, Utilities)

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.



**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