

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

84,958 WEBSITE VISITORS

344,921 PATRON COUNT

\$2.3 MILLION VENDOR SALES

Market Data

Market Comparisons	2014 East Bank/West Bank		2015 East Bank/West Bank		2016-JanSept. East Bank/West Bank	
Patron Count	19,240	8,718	18,950	7,566	14,003 4,566	
Vendor Sales	\$140,800	\$41,112	\$162,676	\$28,894	\$120,535 \$22,573	
Per Capita Spending	\$ 7.32	\$ 4.72	\$ 8.58	\$ 3.82	\$ 8.61 \$ 4.94	

Ormond Plantation



Winnwood Shopping Center



Market Staffing

Market Site Coordinator



Contract services

Market newsletter, website and publicity



Contract Services

Bookkeeping



Volunteers

Over 1117 hours were provided last year in the market booth, board management, program development, volunteer scheduling, and marketing.

\$7.25 x 1117 = \$8,098.25

Grants \$4,500.00

St. Charles Women's Club

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River Region Art and Humanities

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United Way

Seedling Cards



Book Sales



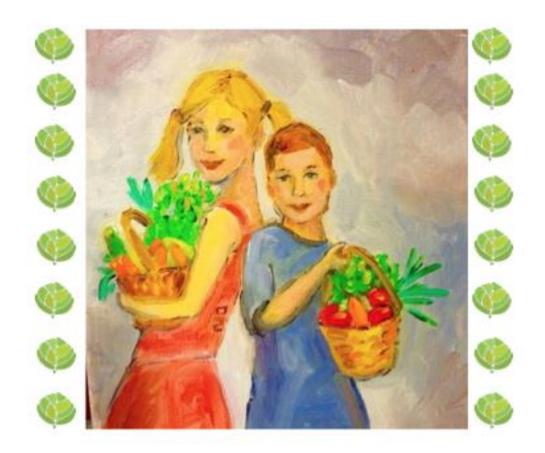
Booth rentals



Programs and Activities











Oktoberfest



Community Outreach



Market Website

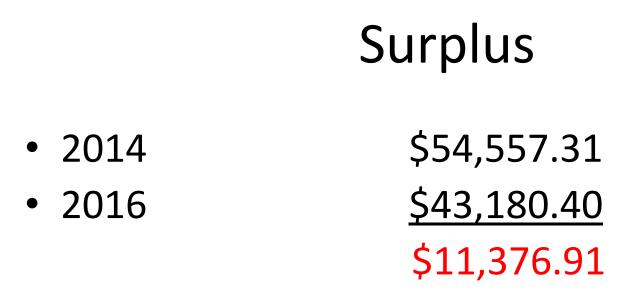
ACTIVITY	2010	2011	2012	2013	2014	2015	9/2016
Website Visitor Count	34,635	46,102	54,225	62,438	71,675	80,403	84,958
Unique Visitors to Website	6052	7696	6179	6012	7122	6,832	4,434
Active E- newsletter Subscribers	2009	1975	2049	2164	2206	2,182	2136
Facebook Fan "Likes"	201	575	873	1272	1628	1925	2193
Patron Surveys Completed	304	344	189	260	311	269	227

2017 Budget

- Projected Revenue \$32,500.00 (through grants, seedling cards, SCP subsidy, book sales, vendor membership and booth rental fees)
- Projected Expenditures \$47,406.00
 (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

Marilyn Richoux Ann Montgomery **Carmen Johnson Terry Holmes** Carla Hampton Patty Stohlman **Donna Nassar** Jerri Bush