



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

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-Jan.-Sept. 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.

$$\$7.25 \times 1117 = \$8,098.25$$

Grants

\$4,500.00

St. Charles Women's Club

*

River Region Art and Humanities

*

United Way

Seedling Cards



Book Sales



Booth rentals



Programs and Activities





GeRmaN
COAsT
FaRmERS
MaRKeT

I'm a

Gesunde Kinder

Translation: Healthy Kid







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.

Surplus

| | |
|--------|--------------------|
| • 2014 | \$54,557.31 |
| • 2016 | <u>\$43,180.40</u> |
| | \$11,376.91 |

- **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