

CITY OF DEXTER, MI FARMERS MARKET 2019

The farmers market, located at 3233 Alpine, runs from May through October on Saturdays from 8am-1pm and Tuesdays 2pm-6pm. This year that amounted to 26 Saturdays and 25 Tuesdays.



Late Spring: May and June

- ✓ Average Attendance: Sat — 519, Tues — 89
- ✓ We saw an increase in attendance during other downtown events; Garden Club Flower Sale (5/18) and Big Truck Day at the DDL (6/22).
- ✓ Average Number of Vendors: Sat — 12, Tues - 5
- ✓ Products Available: head and leaf lettuce, honey, radishes, sunflower shoots, pea shoots, flower and veggie plants, salsa and chips, pasta, eggs, asparagus, spinach, strawberries, homemade baked goods and handcrafted art work and home goods.
- ✓ Events: Opening Day (5/4), Mother's Day Flower Pot Painting (5/11), Father's Day Apron Painting (6/15)
- ✓ Musicians: Southern Echoes, Ed Young, Full Circles, Turner Luce.
- ✓ Highlights: Every Sat — free concert and Bike Medic free bike repair, started regular treasure hunt event for kids.



Mid Summer: July and August

- ✓ Average Attendance: Sat — 724, Tues — 103
- ✓ We saw an increase in attendance during Dexter Daze (8/10)
- ✓ Average Number of Vendors: Sat — 15, Tues - 6
- ✓ Products Available: pasture raised chicken, eggs, fresh cut flowers and perennials, mushrooms, breads and pastries, honey, maple syrup, art, housewares, jewelry, blueberries, basil, kohlrabi, Amara, veggie plants, garlic powder, summer squashes, potatoes, green beans, onions, carrots, kale, mizuna, zucchini, cookies, pies, popcorn, olive oil, and granola.
- ✓ Events: Market Basket Giveaway (8/10), Chalk the Block Jr (8/10), Manager's Birthday (8/13)
- ✓ Musicians: Ed Young, Julie Zhou, Southern Echoes, MacDonald Bros
- ✓ Highlights: Began accepting SNAP benefits and secured Double Up Food Bucks grant, started Tasty Tuesday hot food dinner market with Classic Pizza



Early Fall: September and October

- ✓ Average Attendance: Sat — 482, Tues — 112
- ✓ Average Number of Vendors: Sat — 12, Tues - 7
- ✓ Products Available: pasture raised chicken, eggs, fresh cut flowers and perennials, mushrooms, breads and pastries, honey, maple syrup, art, house wares, jewelry, blueberries, basil, kohlrabi, Amara, veggie plants, garlic powder, summer squashes, potatoes, green beans, onions, carrots, kale, Mizuna, raspberries, zucchini, cookies, pies, popcorn, dried beans olive oil, and granola.
- ✓ Events: Pumpkin Painting (10/19), Dog Costume Contest (10/26)
- ✓ Musicians: Ed Young, Julie Zhou, Southern Echoes, MacDonald Bros
- ✓ Highlights: Began meetings for new logo, received matched gift certificate for costume prize from Wolfe Pet Grooming Studio, Attended Farm to Table Dinner at Gordon Hall, Signed up for free Food Safety webinar from MIFMA (11/16)



2019 IN NUMBERS

- ✓ Overall Attendance: Sat – 12,726+ Tues – 2,130+
- ✓ Vendor Fees Collected: \$3100 (Fees for vendors are \$10 per day for Sat - \$140 for the season, \$5 per day for Tues - \$50 for the season)
- ✓ Total Vendors: 37
- ✓ Vendor Survey Results: (12 respondents)
 - ✓ 7 Produce vendors income range: Sat \$200-950
Tues \$25-220
 - ✓ 4 Prepared Food vendors income range: Sat \$40-400
Tues \$30-280
 - ✓ 1 Craft/Artisan income Range: Tues \$0-250
 - ✓ Comments: “I love there is a structure for the market”; “More customers this year.”; “Wish the location were easier for customers to find.”; “More advertising!”; “We have a hard time making money at Tuesday market.”; “We love the community, our customers are our friends!”
- ✓ Customer Survey Results: (26 respondents)
 - ✓ Residence: Dexter 20, Pinckney 3, Chelsea 2, Other 2
 - ✓ Years Attending: 1st year 4, 1-3 yrs 6, 3-5yrs 4, 5-10 yrs 8, 10+ yrs 4
 - ✓ Average Money Spent: \$10 ,13 \$20 8, \$40 2, \$60+ 2
 - ✓ Comments: “We love to talk to the vendors!”; “More locally raised meat”; “We love the kids activities and bands”; “Wish all vendors took credit cards”; “Coffee on Saturdays, more food trucks”; “Advertise to draw Ann Arbor tourists.”; “More vendors, love the activities, great year!”; “We are so thankful for the Bike Medic!”; “Thank you City Council for all you’re doing to make Dexter positive!”;



LOOKING TOWARD THE FUTURE.....

- ✓ We will be choosing a new logo by the end of the month for a fresh, new look and to cultivate our own unique market identity.
- ✓ We are booking lots of new health and community based activities, events, bands and speakers over the next couple of months. Look for Summer Camp Sign Up, Realtor Meet and Greet, a Dietician Speaker, plus all of our great musicians, carefully chosen for ambience.
- ✓ We will be seeking local restaurants to participate in Tasty Tuesday hot food nights.
- ✓ We will also be seeking local businesses interested in sponsorship, in order to advertise, pay performers and buy contest prizes.
- ✓ New applications will be released this week for this season's vendors and performers.
- ✓ Market Manager, Dana Queen will be attending MiFMA Market Manager Training offered to learn professional expertise in her position.

