

Filling your Wallet Sessions 1 and 2

Think of your market as a business

What are the resources for your farmers market

Vendor Fees 40% of operating costs

Sponsors Business 20% of Operating costs

In Kind Volunteers 40% of Operating costs

Grants

Partnerships

Doanations

Events

Members/Friends Groups

Vendor Fees

\$25/week w/canopy \$250/season

\$30/week \$580/season

\$20/week \$450 with 10% discount for season

\$22/week \$500/season

Sliding scale based on sales

\$50 reg fee (Melrose applys to first week)

Perceived value of market?

How is it determined?

Need to know how much each vendor is going to make.

What is Foot traffic? Use as a selling point to attract new vendors

Survey vendors for year over year sales increase/decrease

Consider how well known and established your market is

Pay attention to vendors

Oppurtunitys for vendors to hook up with schools local business etc

Bring vendors to the table to be decision makers

Different vendor fees each season

Market Manager salary \$20-25 per hour Full or Part time

How do you use volunteers?

Do SNAP Benefits at market

Filing paperwork or administrative

Volunteers as management team, no mkt manager

Assistance at the market

Board is volunteer corp

**Get retired baby boomers

How do you use contributions and events?

Kids vending day

Doggie parade

Board policy on acceptable sponsors

Make volunteers wear sponsor t-shirts

Ask for donation and give back via SNAP

Restaurant feature farm items sold

Write grants ask board

One event local food for SNAP at hospital

Sponsorship offering \$1000 can come and table

Publicize sponsors but 0 presence

Session #2

Vendor fees cover 5-30% of costs

\$200/22 weeks \$15/week

\$18/day \$30/day

Season

\$250/17 weeks

Sponsors: Banks, Hospitals, universities, Funereal homes

\$500-\$1500

Community good and advertising

Budget Expenses and sources of income

