

# EASTERN INGHAM FARMERS MARKET

FEBRUARY 9, 2021



# **THANK YOU ROTARY!**

You have been one of our strongest supporters and have really helped the Market get on its feet through the transition from the City to a fledgling non-profit initiative and help it have the capacity to move forward and grow!

# SOWING GROWTH

- When the 501c(3) nonprofit Sowing Growth was incorporated in April of 2018 and assumed operation of the Williamston City Market, the Market had grown from the original 8 vendors to dozens of seasonal/daily vendors.
- While the location of the Market has remained in Williamston, it was renamed “Eastern Ingham Farmers Market” to intentionally reflect Sowing Growth’s expanded mission and vision for the Market.

# BACKGROUND

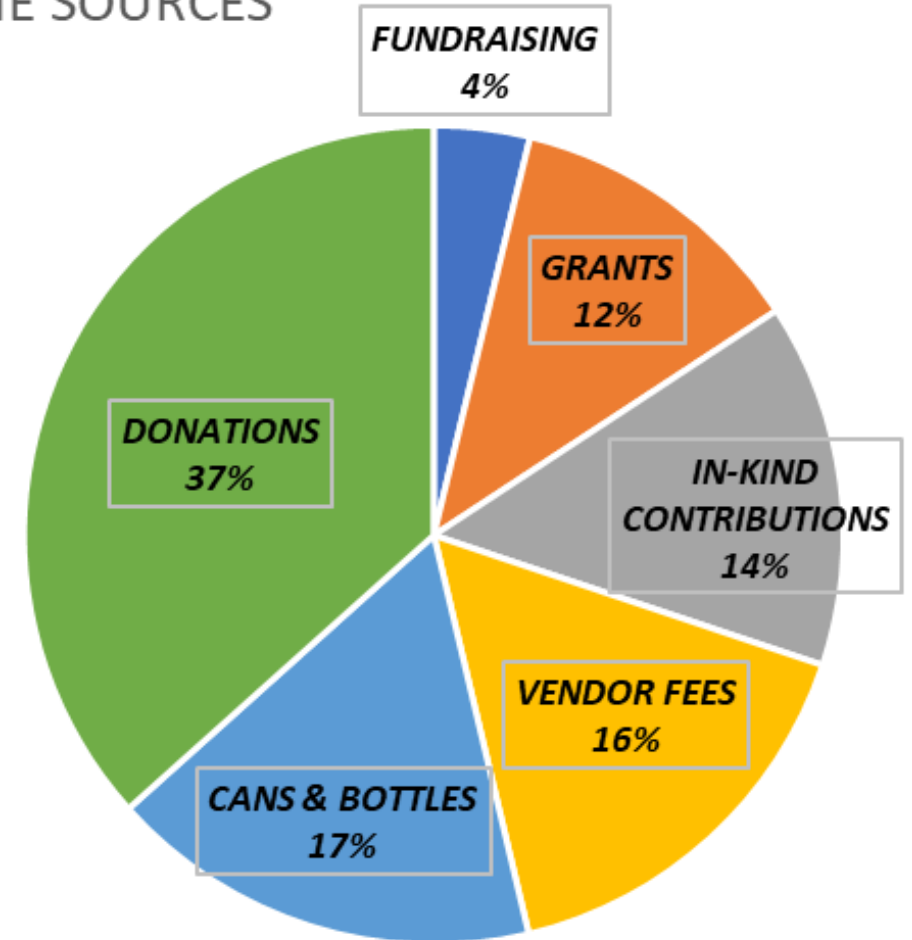
- Began around 2008 with the formation of the Williamston City Market operated initially by the of the Downtown Development Authority and then by the City of Williamston.
- An open-air market located adjacent to McCormick Park – welcomes farmers, food, craft & artisan vendors
- The Market welcomes dogs, and prior to Covid-19, weekly musicians and children's activities and native animal education programs as well as POP Club (children's food education program).
- We also hope to add a regular community artist booth this year.
- The Market receives strong community and volunteer support – 22 volunteers in 2020!

# MARKET STATS

- We have been averaging 16 - 20 vendors and about 410 visitors per week over the last 2 years – 2020 we had 38 different vendors
- In 2020 the Market had nearly 9,000 visitors and estimated sales upward of \$80,000 in gross sales (75% of vendors reporting) so perhaps the actual may be closer to \$100,000 in annual gross sales
- The Market participates in the following food assistance programs: SNAP, DUFB, WIC Project Fresh & Senior Project Fresh. We also offer a token program for credit & debit cards – Redeeming \$2,105 in food assistance in 2020
- Data collection: anonymous vendor sales, market ratings, and customer counts weekly and seek to collect customer preference and demographic information as well.

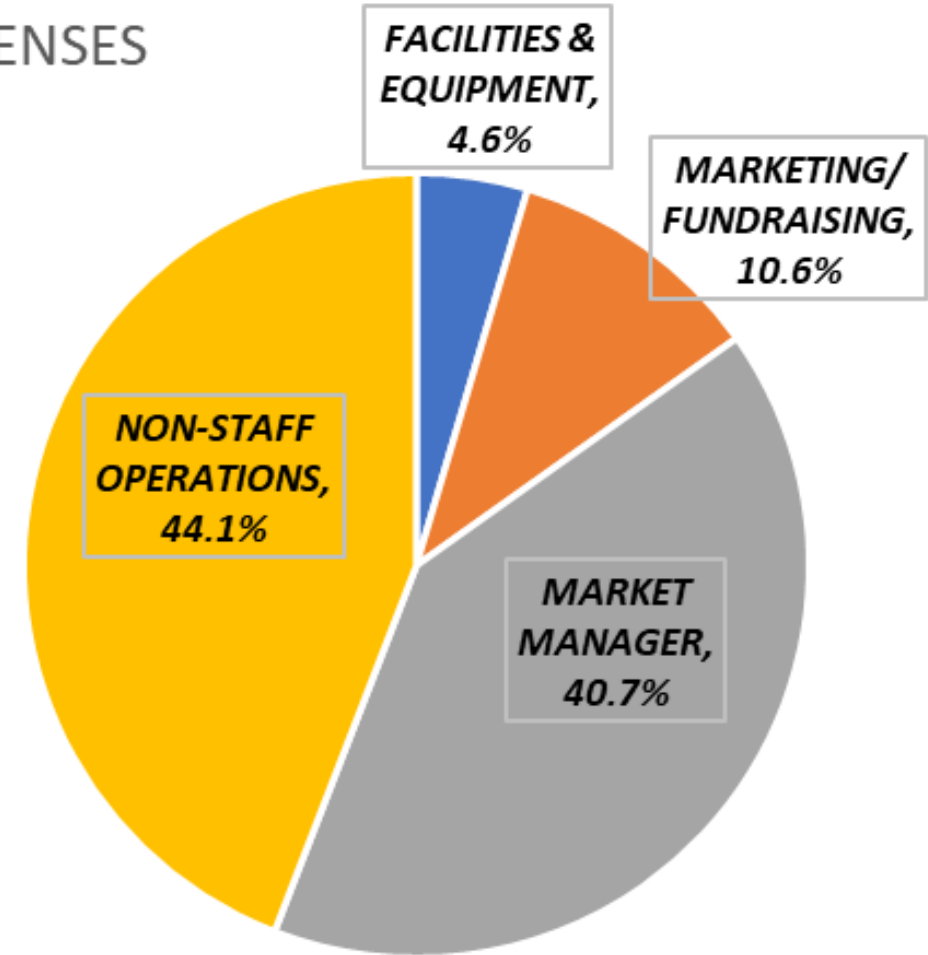
# MARKET INCOME

2020 INCOME SOURCES



# MARKET EXPENSES

## 2020 EXPENSES



# MARKET ECONOMICS

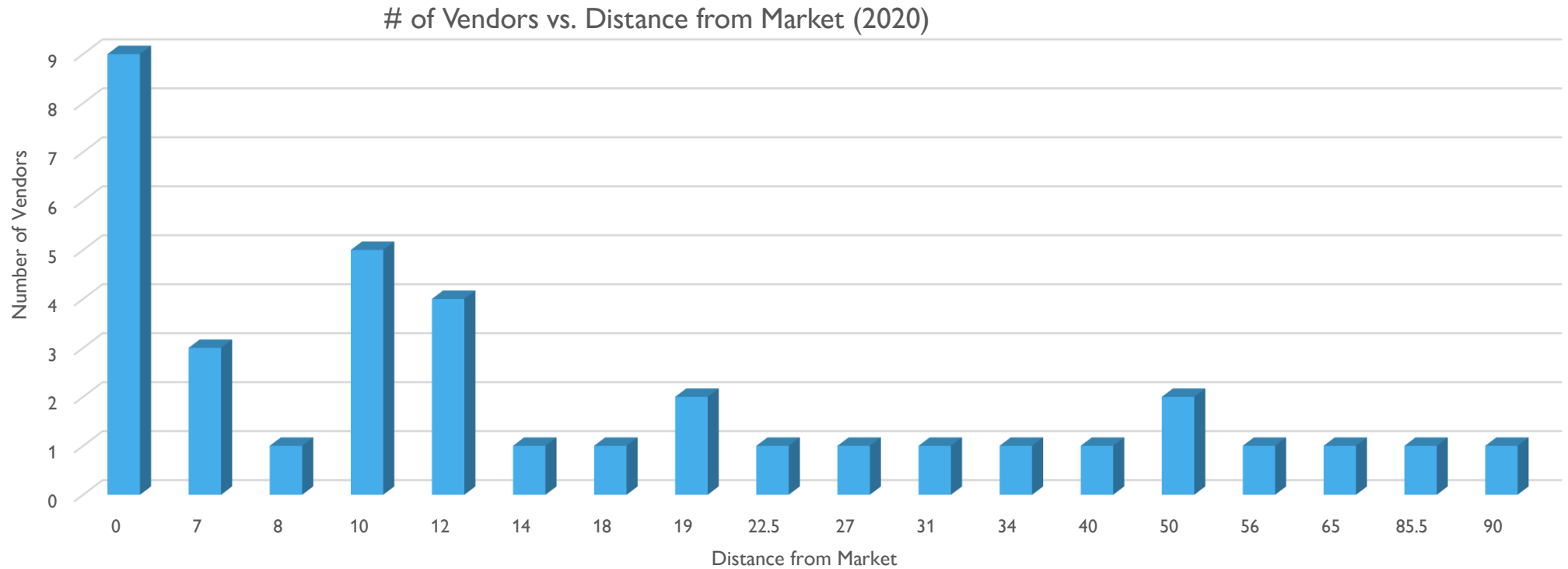
- Economic Impact: Research indicates markets have off market economic impacts - the \$80,000 (or possibly \$100,000) in vendor sales can have an additional 50% (\$40 - \$50,000) in sales near the Market but due to the Market
- Approximately 16,000 people live in the surrounding townships and the City spending some \$9.5 million on food for home consumption in the 5 months the market is open (based on national consumer data) – currently the market captures <1% of this
- Is 2% possible? (Market sales of \$180-\$200K)?



# WHO DO WE SERVE: CUSTOMERS

- ~ 16,000 People within 10 miles of Market
- **Facebook** – 2,250 followers – 85% women 62% between 25 – 54 yrs old., 655 (~1/3 Williamston)
- Many people walk to the Market
- NEXT – Want to collect demographic data on customers – where from, spending etc, what is missing from the Market etc

# WHO DO WE SERVE: VENDORS



# 2020 SUMMARY: MANY SUCCESSSES

- Ran a safe & successful Market during a pandemic
- Increased our volunteer base of the Market
- Expanded the variety and diversity of fundraising efforts
- Established a pre-ordering system on the Market website
- Improved communications with the community and the City
- Created a more welcoming and defined Market space

# GOING FORWARD - 2021

- More vendors – more diversity of products
- Hope to be able to have in-person education and community activities – but may have to wait until 2022 – as well as music, food demos etc
- Stronger on-line purchasing
- Demographic data collection (if safe) – on-line surveys?
- Continued `effort toward sustainability of Market