

RICHMOND FARMERS MARKET



2015

RICHMOND FARMERS MARKET

SUMMER SEASON REVIEW

Prepared by
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TABLE OF CONTENTS

Income of the Market	3
Expense of the Market	4
Income/Expenses Notes	4
Quick Figures	4
Special Event: July 4	5
Special Event: September 5	6
Dates to Keep in Mind for 2016	7
Thanks to our Vendors	8

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INCOME OF THE MARKET

Item	Date	# of Vendors	Total
Vendor Fees	May 2 Market	8	\$341.00
Vendor Fees	May 6 - mailed in	2	\$300.00
Vendor Fees	May 9 Market	12	\$56.00
Vendor Fees	May 16 Market	7	\$21.00
Vendor Fees	May 23 Market	12	\$56.00
Vendor Fees	May 30 Market	11	\$56.00
Vendor Fees	June 6 Market	10	\$42.00
Vendor Fees	June 13 Market	9	\$49.00
Vendor Fees	June 20 Market	10	\$42.00
Vendor Fees	June 27 Market	10	\$49.00
Vendor Fees	July 4 Market	12	\$49.00
Water/Gatorade	July 4 Market	n/a	\$22.80
Vendor Fees	July 11 Market	11	\$49.00
Water/Gatorade	July 11 Market	n/a	\$7.00
Vendor Fees	July 18 Market	16	\$84.00
Water/Gatorade	July 18 Market	n/a	\$4.00
Vendor Fees - Tuesday	July 21 Market	3	\$15.00
Vendor Fees	July 25 Market	19	\$112.00
Vendor Fees - Tuesday	July 28 Market	6	\$25.00
Vendor Fees	August 1 Market	20	\$119.00
Water/Gatorade	August 1 Market	n/a	\$7.75
Vendor Fees - Tuesday	August 4 Market	6	\$30.00
Vendor Fees	August 8 Market	17	\$91.00
Water/Gatorade	August 8 Market	n/a	\$5.50
Vendor Fees - Tuesday	August 11 Market	4	\$10.00
Vendor Fees	August 15 Market	13	\$70.00
Water/Gatorade	August 15 Market	n/a	\$3.50
Vendor Fees - Tuesday	August 18 Market	5	\$20.00
Vendor Fees	August 22 Market	15	\$77.00
Water/Gatorade	August 22 Market	n/a	\$8.50
Vendor Fees - Tuesday	August 25 Market	7	\$25.00
Vendor Fees	August 29 Market	13	\$77.00
Vendor Fees - Tuesday	September 1 Market	4	\$15.00
Vendor Fees	September 5 Market	24	\$140.00
Water/Gatorade	September 5 Market	n/a	\$23.50
Vendor Fees - Tuesday	September 8 Market	3	\$15.00
Vendor Fees	September 12 Market	14	\$70.00
Vendor Fees - Tuesday	September 15 Market	1	\$0.00
Vendor Fees	September 19 Market	14	\$70.00
Vendor Fees - Tuesday	September 22 Market	1	\$0.00
Vendor Fees	September 26 Market	12	\$63.00
Vendor Fees - Tuesday	September 29 Market	0	\$0.00
Vendor Fees	October 3 Market	8	\$35.00
Vendor Fees	October 10 Market	14	\$77.00
Vendor Fees	October 17 Market	16	\$91.00
Total Income			\$2,523.55

EXPENSE OF THE MARKET

Date	Item	Spent at	Total
May 19, 2015	Farmers Market Banner	A+ Signs	\$85.00
June 19, 2015	Foam boards for print outs	Hobby Lobby	\$4.98
June 20, 2015	Water Bottles	Meijer	\$2.79
June 27, 2015	Ice	Marsh	\$1.99
July 4, 2015	Strolling Magic	Tony Truitt	\$200.00
July 18, 2015	Ice	Marsh	\$1.99
August 27, 2015	Page Promotion Facebook Push	Facebook	\$25.00
September 4, 2015	Facebook Post Ad	Facebook	\$38.83
September 4, 2015	Facebook Event Ad	Facebook	\$15.00
September 5, 2015	Strolling Magic	Tony Truitt	\$200.00
October 31, 2015	Saturday Coordinator	Bethany Norwalt	\$600.00
Total Expense			\$1,175.58

INCOME/EXPENSE NOTES

Total Income (\$2,523.55) - Total Expense (\$1,175.58) = **TOTAL: \$1,347.97**
in account to start 2016 season

In June the Market Coordinator began selling water for 50 cents or Gatorade for \$1. Comments had come in that it was hot and people were thirsty. The Advisory Team deemed it appropriate to sell water and Gatorade to make sure people were hydrated. The income from the water and Gatorade was not to make money, but instead to replenish funds to provide more water and Gatorade. On hot days, the Coordinator tried to make sure to offer one complimentary water bottle per vendor booth. Income for water and Gatorade over the course of the season totaled \$82.55 (with the Harvest Festival bringing in the most funds). In 2015, we received donations of water and Gatorade, therefore, we did not have to spend much money on bottles. Any additional funds were put in the account to benefit the market.

Leftover money in the account will be spent on the 2016 season. Plans include providing refreshments for the Pre-Market meeting, promotional materials (perhaps bags, shirts, pens, etc.), signs, posters, and other materials.

QUICK FIGURES

Our most attended market for vendors was September 5 (which was also the Harvest Festival). We hosted 24 vendors that day. The average number of vendors at a Saturday market was 12.8. The average number of vendors at a Tuesday market was 3.6.

Three vendors were Women, Infants, and Children (WIC) and Area 9 Senior Voucher approved.

We had 41 vendors in total attend our market at various points in the year. Of those 41 vendors, 37% were selling fresh fruits/vegetables, 32% were categorized as craft vendors, 22% were home-based vendors, 7% were flower/plant vendors, and 2% were categorized as other. The list of vendors that attended the market this year can be found on page 8.

SPECIAL MARKET EVENT: JULY 4 ALL-AMERICAN RICHMOND FARMERS MARKET CELEBRATION



Stock up for your 4th of July party at the...

All-American Richmond Farmers MARKET Celebration

Fresh eggs, meats,
homemade breads,
sweets, craft items, fresh
produce, and more!

Free Kids Corner with
inflatable obstacle
course, free crafts and
activities, a magician,
and more!

July 4th from
8 am - 12 pm
at the **MRL parking lot**

 Presented by The Richmond
Farmers Market Advisory Team and
sponsored by Richmond Parks and Recreation



The All-American Richmond Farmers Market Celebration was held on Saturday, July 4 during regular market hours. The Celebration included music, kids activities, and a magician for entertainment.

SPECIAL MARKET EVENT: SEPTEMBER 5

RICHMOND FARMERS MARKET

HARVEST FESTIVAL



Buy the fruits (or veggies) of our LABOR at the
Richmond Farmers Market
HARVEST
FESTIVAL

8 am - 12 pm on Saturday, September 5
 at North 7th & A Street parking lot

- Stock up for your Labor Day Weekend Party at the Richmond Farmers Market!
- Free Kids Corner with inflatable obstacle course, free crafts and activities, and more!

Fresh produce, eggs, meats, homemade breads, sweets, craft items, and more!

Presented by Richmond Parks and Recreation and the Richmond Farmers Market Advisory Team



The Richmond Farmers Market Harvest Festival was held on Saturday, September 5 during regular market hours. The Festival mimicked the July 4th Celebration with entertainment and activities. The market had the most vendors of the season (24), and boosted typical market attendance many times over.

DATES TO KEEP IN MIND FOR 2016

We're already looking ahead to next year! The market had to be put together very close to opening day in 2015, so getting everything together was a bit rushed. However, we have been working hard behind the scenes to make sure that's not the same case for 2016. Here are some important dates to know in 2016:

Farmers Market Pre-Meeting:

- March 12 at 9 am
- Innovation Center
814 East Main Street
Richmond, IN 47374
- **Coffee and light refreshments provided

Opening and Closing Dates for the 2016 Market

- First Saturday: May 7
- First Tuesday: July 5
- Last Tuesday: September 27
- Last Saturday: October 29

Special Events in 2016

In 2015, the Richmond Farmers Market had two special events in an attempt to help boost attendance at the market. The Advisory Team viewed these events as successful and has decided to keep both of these events to boost community involvement in the Farmers Market for 2016.

- July 2, 2016: All-American Richmond Farmers Market Celebration
- September 3, 2016: Harvest Festival

Advisory Team Meetings

The Advisory Team meets every 3rd Wednesday of the Month at 3 pm (*subject to change) in the Parks Office (located at 2200 East Main Street in Glen Miller Park). The meeting is open to the public, but has specific voting members who make the decisions on behalf of the Advisory Team. These meetings will fall on:

- January 20
- February 17
- March 16
- April 20
- May 18
- June 15
- July 20
- August 17
- September 21
- October 19
- November 16
- December - Winter Break
no meeting



THANKS TO OUR VENDORS

Addison and Grandpa's Tomatoes

Arden Gardens

Anne's Homemade Stuff

Buttonwood Artisans

Charlie's Farm Produce

D and K Mini Farm

David Reed

David Rusk

Farmer Bill

Framer Brad, LLC

Four Crow Farm

Frame's Fresh Cut Flower Farm

Frans Fabric Creations

Golliher Farms, LLC

Helm's Haven Farm

Hopeful Belongings

J and J Fairy Door Co.

Jennifer A. Jefferson Art

Jen's Jewelry

June Cat Cards

Karen Gabbard

Maplewood Farms

Marilyn Phenis

McDivitt's Farm Fresh Produce

Pappaw's Hunny Farm

Urich/Hayes

Pierce Street Nursery

Pumpkin Patch

Rustic Woodcrafts and Flowers

Schunk Concessions

Smith's Country Fresh Products

Stacy and Taylor's Sweet Treats

Sue Griffin

Sweet Annie's Soapworks

Sweet Charity Bakery

This and That Feat. The Science Girlz

Tiny Gardens

To Tend and To Keep Farm

Today's Harvest

Traveling Sourdough

Tree Treasures