



Moscow Farmers Market

2011 Market Report

Partnerships & Sponsors

- New St. Andrews College
- Avista Utilities
- Moscow Chamber of Commerce
- Gritman Medical Center
- University of Idaho Latah County Extension
- Moscow Pullman Daily News
- Inland Northwest Broadcasting
- Downtown Moscow Businesses
- Moscow Arts Commission
- USDA FMPP Grant



Special Events & Groups

- 38 Non- Profit registered for table space on FS.
- 26 musicians performed on FS
- 21 non-paid extended music musicians
- Vote for Favorite Farmers Market
- Paradise Path Task Force
- Tree Commission
- Moscow Water Dept.
- Mobility Task Force
- MPD Prescription Drug Program
- Moscow Park & Recreation Palouse Pride Ride & Bike Fest
- UI Extension Nutrition
- UI Ext. Master Gardeners
- Latah County Human Rights Day
- World Wide Knit in Public Day
- UI Extension Pressure Canning Checks
- Idaho Fish & Game Bird Day
- Food Bank Canned Food Drive
- PCEI Bike Rally
- Texaco Country Showdown



Improvements

- Water Fountain
- Storage Container
- Yard signs
- Work First Employee provided by Dept. of Labor
- Walk On Application Packet
- Non-Profit Application Packet
- Policy & Procedures rewritten by Moscow Legal Department.
- First Scale Inspection performed by State of Idaho Weights and Measures Dept.
- **#1 Farmers Market in the State of Idaho!!**



City Resources

Department	Expense
Moscow Police Dept.	\$2,730 (parking, impound, admin, flyers)
Moscow Water Dept.	\$4,500 (Water Fountain Installation)
Engineering	\$40 Map Supplies (four hours staff time)
Administrative	50+ notary documents
Parks & Recreation	\$1,511.25
Street Dept.	\$1,626.50
Fire Department	4 hours fire inspection
Legal Department	Prepare documents
IS Department	Web input



Backyard Harvest EBT

2009		2010		2011	
Month	Amount	Month	Amount	Month	Amount
May	\$227.11	May	\$174.36	May	\$637
June	\$292.35	June	\$511.00	June	\$1004
July	\$149.45	July	\$790.76	July	\$1309
August	\$680.60	August	\$1159.99	August	\$1511
Sept.	\$813.82	Sept.	\$1613.88	Sept.	\$1367
October	\$396.61	October	\$1346.76	October	\$1886

Total EBT Sales for MFM = \$7,714.00



Expense vs. Revenue

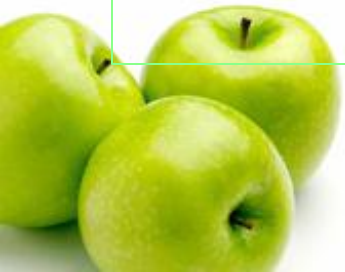
- **Operations:**

\$14,583.45 hard line item expenditure
(repairs, musician fee's, storage etc.)

- **Staff:**

1. Sound technician: \$2,394.00
2. Market Coordinator: \$6,267.00
3. Art Assistant: estimated at 2 hrs./wk. @ \$13.40 hr. = \$750 (plus packet prep)
4. Art Director: not calculated

Revenue @ \$24,643.58



RMA Numbers

- 5,329 estimated shoppers
- 23% will spend \$20
- Estimated \$53,067 sales per day of market
- 31% of shoppers entered from Main Street
- 26% entered on Jackson St.
- 18% entered from Alley
- 48% of shoppers from Moscow
- 24% from Pullman & Whitman County
- 68% of shoppers primary reason to come to market was Agricultural products.
- 16% primary reason was socializing.
- 66% of shoppers planed to spend additional money in the downtown area.
- Average additional spending @ \$13.11 X 2664 shoppers equals \$34,925 in sales
- **Most important improvement message is to add debit/credit.**



Vendor Fee Breakdown

- Season Vendor Fee collection for Space
- 63 Season Vendors Registered
- Walk On Vendor Fee's collected:
- 132 Walk on Vendors Registered

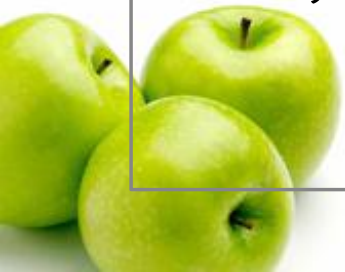
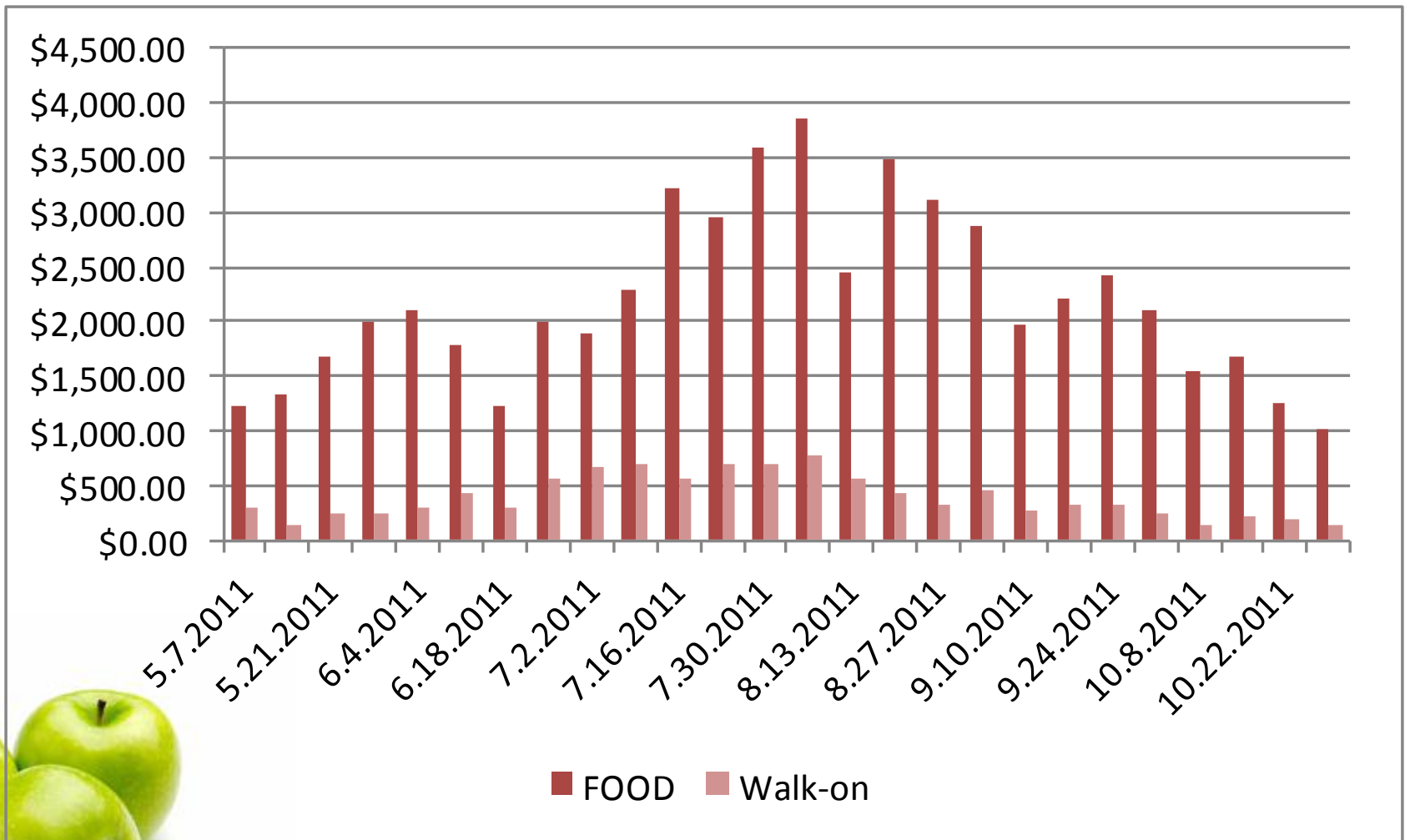
\$15,740.40

\$11,187.38

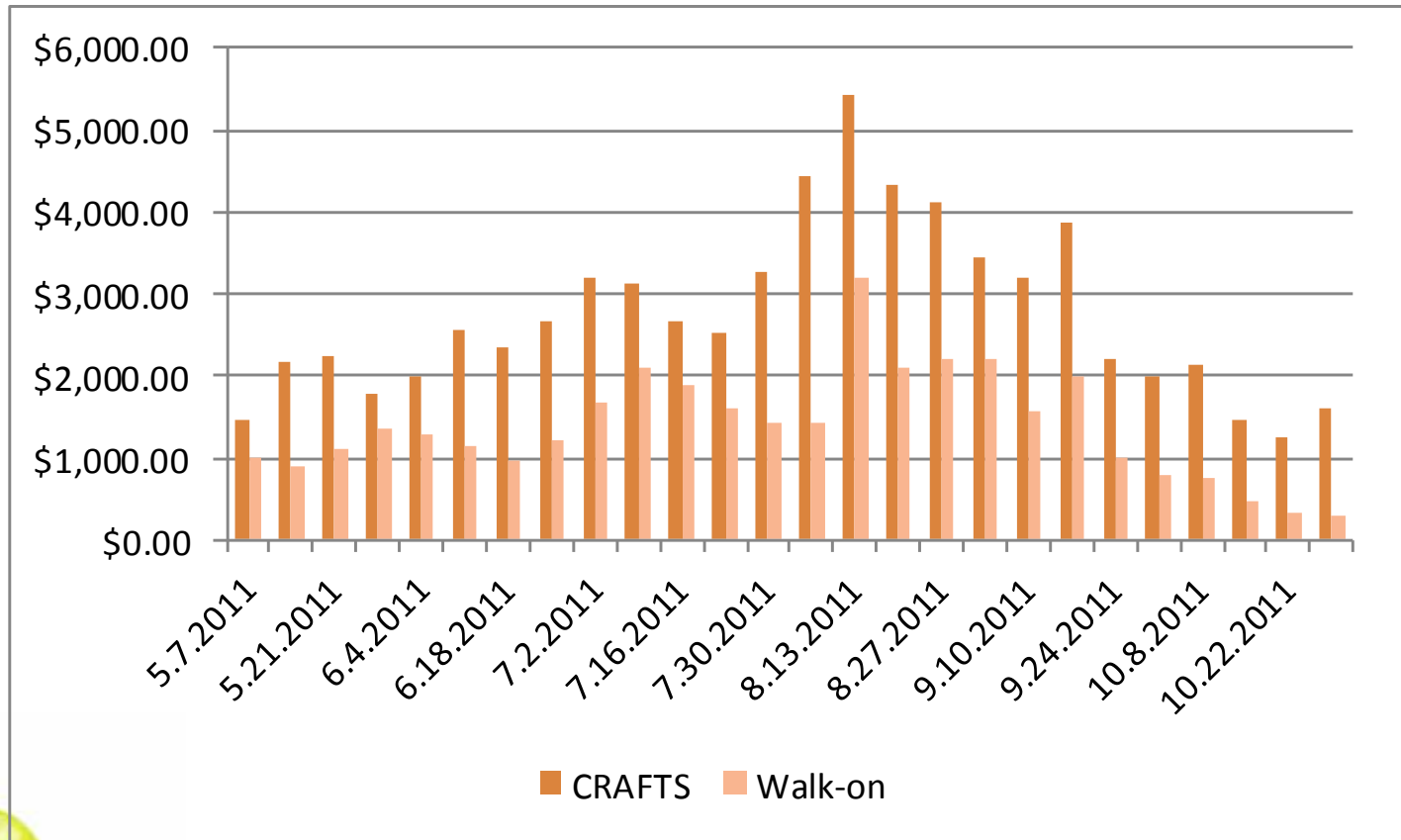
These fee's are collected for booth space, truck space, children's space, performance space..etc.....



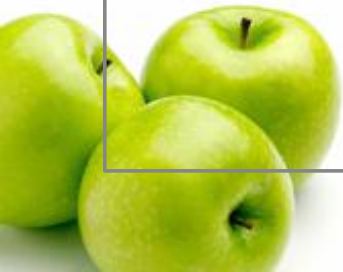
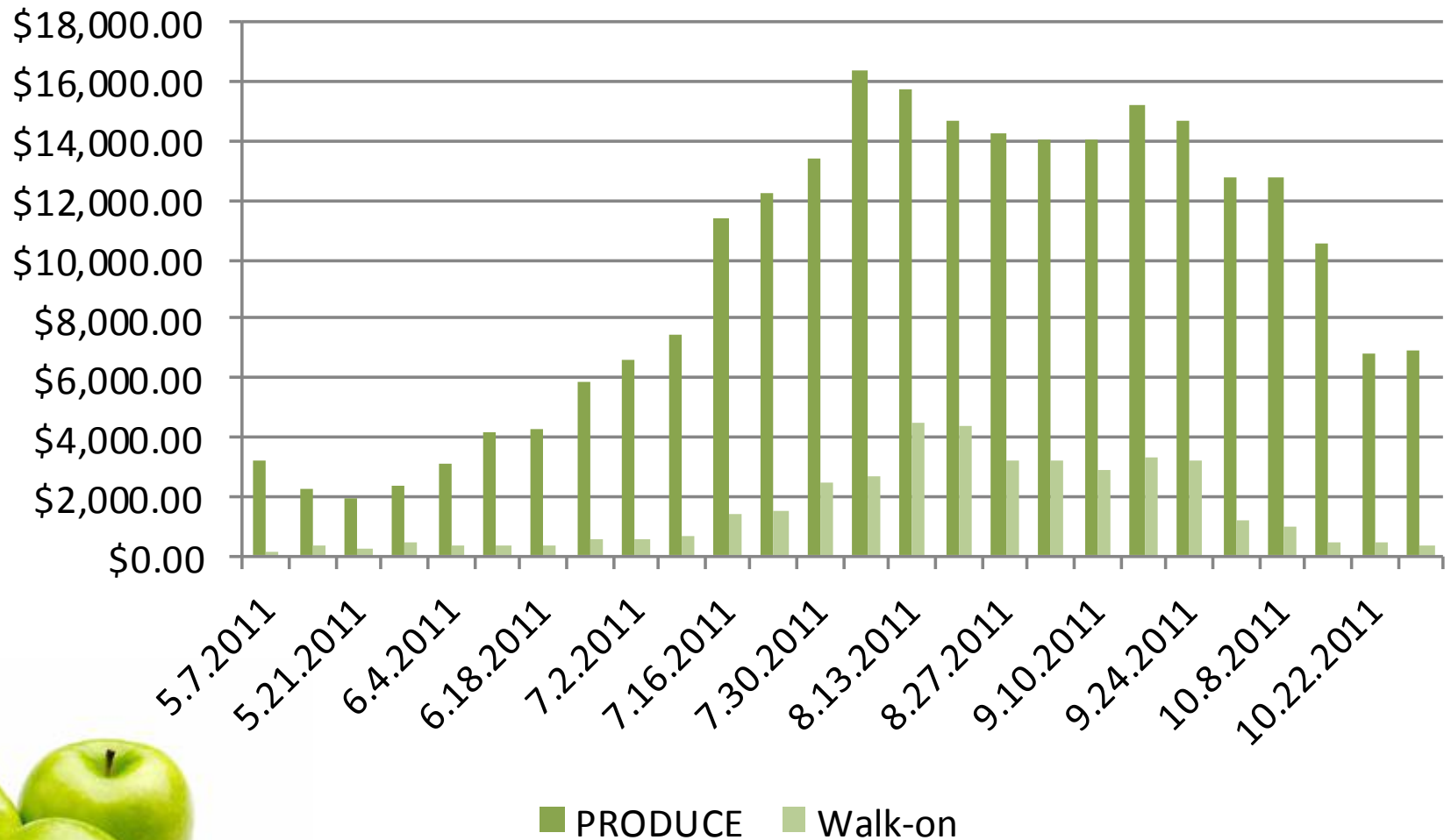
Food Vendor Revenue



Craft Vendor Revenue



Produce Vendor Revenue



Vendor Gross Sales reported = \$462,383.50