

MUNSTER PARKS AND RECREATION COMMUNITY MARKET

JUNE 6-SEPTEMBER 19



By the Numbers

| | |
|----|--|
| 8 | Market dates |
| 26 | Season vendors (increased by 10 from 2020) |
| 42 | Average vendors/week |

Event Overview

The Community Market took place at the Community Park Parking Lot for 8 weeks. Attendance remained low for the majority of scheduled dates, yet marketing increased and most vendors were pleased. Seven days were beautiful, sunny and hot – One day was rainy.

We partnered with Local Line to offer a virtual vendor opportunity. Customers would purchase goods online and Grounded Earth Farm would deliver to market manager on Sundays for pickup. This worked very well and we're looking to increase virtual participation in 2022. Market dates will change to 2nd and 4th Sundays of each month to not conflict w/ holidays – June-September.

Vendor Evaluations

Evaluations were conducted via email after the market concluded. Feedback received: gain Farmers, include more child entertainment so customers stay longer, move time to afternoon to include Church crowd, increase marketing.

Rave reviews on market manager and Parks communication.

FINANCIAL SUMMARY

Revenue

| | |
|------------------------|-----------------------|
| Vendor + Electric Fees | \$ <u>\$10,366.58</u> |
| Total Revenue: | \$ \$10,366.58 |

Expenses

| | |
|------------------------------|--------------------|
| Market Manager | \$ 596.75 |
| Card My Yard Signage | \$ 273.00 |
| Advertising | \$ 790.00 |
| Local Line – Virtual Vendors | \$ 80.00 |
| Music + Entertainment | \$ <u>2,145.00</u> |
| Total Expense: | \$ 3,884.75 |

Variance (+) or (-) \$ 6,481.83