Sara Hardy Downtown Farmers Market
Traverse City, Michigan

2016 Impacts

Customers

2,190 estimated visitors each market day purchasing fresh produce and other products and supporting farms and food businesses in their community.

$2,527,700 in estimated sales directly to the vendors’ local farms and businesses. Returning 3x more of their sales to the local economy than chain retailers.

Vendors

1,046 acres of farmland in production by our vendors. America loses an acre of farmland every hour to development.

20 miles average distance food travels from farm to our market. That’s fresh!

Impact

77% of visitors plan to spend money at neighboring businesses on market days. Local businesses benefit from customers drawn to the area on market days.

265 employees are supported by our vendors’ businesses. Small businesses create new, meaningful employment opportunities.

This work was performed with funding from a USDA Rural Development Business Grant. This institution is an equal opportunity provider and employer. Informational graphics were created by the Farmers Market Coalition.
**MARKET PROFILE**

**Sponsoring Organization:** Traverse City Downtown Development Authority (DDA)

**When:** May - October, 7:30 a.m. - 12 p.m Saturday, 8 a.m. - 12 p.m. Wednesday

**Where:** Corner of US-31 & Cass St. Lot B (Traverse City 49684)

**Style:** Pavilion in Parking lot with Additional Vendors Pop-up in Park/Parking Lot

**County:** Grand Traverse

**County Population:** 91,636

**Website:** [www.downtowntc.com/events-attractions/sara-hardy-farmers-market](http://www.downtowntc.com/events-attractions/sara-hardy-farmers-market)

**Facebook:** [www.facebook.com/SaraHardyFarmersMarket/](http://www.facebook.com/SaraHardyFarmersMarket/)

**Market Management:** Full-Time Year-Round Market Manager and Part-Time Seasonal Staff

**Market Manager Status:** Certified Market Manager

**Average Number of Weekly Vendors:** 50

**Total Number of Vendors Throughout Season:** 101

**Average Number of Visitors Each Market Day:** 2,520 visitors on Saturday; 1,190 visitors on Wednesday

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**Mission:** The purpose of the **Sara Hardy Downtown Farmers Market** is to create a sales venue for local area farmers, provide opportunity for consumers to purchase quality farm-grown goods, to provide a community gathering place, and to promote and stimulate economic development and create traffic in the Downtown area.