



Sara Hardy Downtown Farmers Market 2017 Impacts

Visitors



33,240

estimated visitors

*visit our market throughout the season.
Visitors have twice as many encounters at a market than at a chain supermarket.*



\$749,380

in estimated visitor spending

directly to the vendors' local farms and businesses.

Returning 3x more of their sales to the local economy than chain retailers.

Vendors



100 vendors

selling at the market throughout the season.

The market allows new and small businesses to enter the marketplace.



1066

employees

are supported by our vendors' business.

Small businesses create new meaningful employment opportunities.

Impact



50%

of customers

plan to do additional activities in the surrounding area.

Local businesses benefit from customers drawn to the area on market days.



\$1,043,650

spent on local businesses outside of the market.

Market visitors spend money at local businesses, bringing wealth into the local economy.

Sara Hardy Farmers Market

MARKET PROFILE

Sponsoring Organization: Traverse City DDA

When: May - October, Saturdays 7:30am - 12:00pm

June - October, Wednesdays 8:00am - 12:00pm

Where: Corner of Grandview Parkway and Cass Street

Style: Parking Lot

County: Grand Traverse County

County Population: 86,986

Website: www.downtowntc.com

Facebook: www.facebook.com/SaraHardyFarmersMarket

Market Management: Paid staff, full-time, year-round

Paid staff, part-time, seasonal

Market Manager Status: Certified

Number of Market Days Throughout Season: Saturday 26; Wednesday 20

Average Number of Vendors Per Market Day: Saturday 61; Wednesday 35

Total Number of Vendors Throughout Season: 102

Average Number of Visitors Each Market Day: Saturday 1074; Wednesday 266



Mission:

"The purpose of the 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."



This study was conducted by the Michigan Farmers Market Association, a member-based nonprofit 501(c)(3) whose mission is to advance farmers markets to create a thriving marketplace for local food and farm products. Learn more at www.mifma.org.

