



2022 Report



Summary

Overall, it can be said confidently that 2022 was a better year for the market than the previous two. One reason why the market had better attendance was the excellent weather we enjoyed this year – it only rained on one day! However, from anecdotal reports it is no where near the former success it once saw at the Go Station or John St pre-development.

Based on both our two feedback surveys and collected data, there is connection between peak shopping time and spending. The busiest time seems to be a 10am, as visitors take a more casual approach to coming to the market. Based on spending, visitors might be looking to only purchase a few items rather than doing all their weekly produce shopping. This is likely because majority of visitors are walking to the market as many report a lack of nearby parking – so therefore they only buy what they can easily carry home.

This year, the BIA contributed significantly to attract new Farmers to the market by waiving their stall fees for 1 spot using profits from the previous year. We had five farms participate; Selwyn Garlic Farm, Warners Farm, Callaloo Man, Son In Law Produce, Good Beef Company. Of these, two plan to return and three are unsure. This incentive program took a significant amount of effort and is not sustainable to be offered annually. However, most visitors are looking for farm or produce vendors rather than other kinds of vendors, so other strategies will need to be explored. In 2021, there was an approach to try to entice vendors at other markets however this was not effective at all due to the perceived reputation of the Weston neighbourhood.

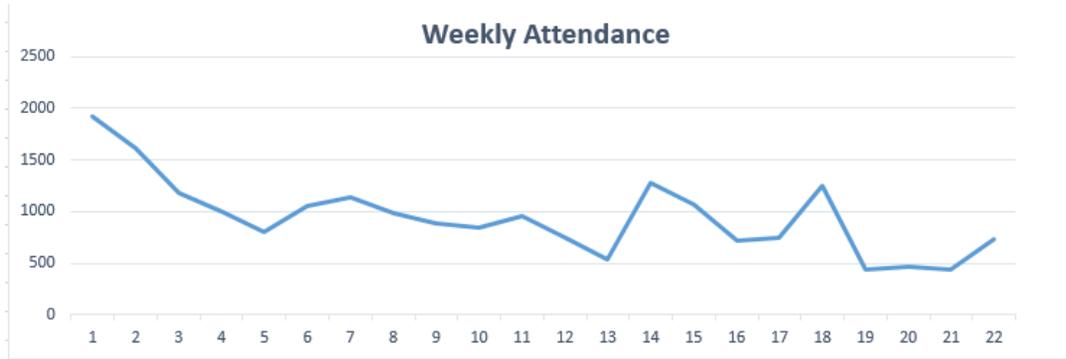
Overall event revenue was up \$3,353.50 compared to last year, meeting our revenue goal. However, the budget was over by \$1,357.71 for two reasons; increased spending for advertisement (heavy mail-out campaign) and porto-potty costs. The porto-potties were budgeted based on 2021 numbers which we spent around \$1,800. It's suspected that we were not billed properly in 2021 for the full 5 months (it was paid in a lump sum last year, rather than monthly.) Therefore, the numbers were skewed when creating the budget for 2022 when anticipating actual costs. Luckily we had some profit from the previous years' available in the account to absorb the loss.

Was happy with the progress made with Rhapsody Property Management, they were attentive this year under the leadership of Dream to ensure the Commons were accessible (no car tows were needed) and handled issues promptly.

Recommendations

- The Weston Village BIA board should work on creating a mission statement for the Farmers Market to define its purpose. What kind of market does it want to be? The realities of the location being at the Artscape Weston Common mean its potential for revenue generation and high attendance is more limited.
- Consider starting the market later and ending later for a more casual approach. Many of the businesses are not open until 9-10am, it makes sense to coincide the market to when the main street is also open for business to encourage more local shopping.
- Artscape provided us free washroom use as of July, when our contract with Chantlers was already signed. Ensure the washroom will be accessible at no-charge to the from the beginning of the season to avoid needing the porto-potty rentals. Expand the partnership with Artscape to move the market indoors for the final month of the market, or otherwise consider ending the market in September as the lower temperatures bring poor attendance.
- Better overall governance policies and vendor requirements as drafted in the Farmers Market Guidebook. Good governance may entice more farms to join. However, the BIA should be prepared for the possibility of losing long-standing vendors. In the end it comes down to what kind of market it wants to be.
- Target community, start-up or urban farms to join the market, rather than large commercial ones which are settled in high income or trendy neighbourhoods (like Legacy Farms)

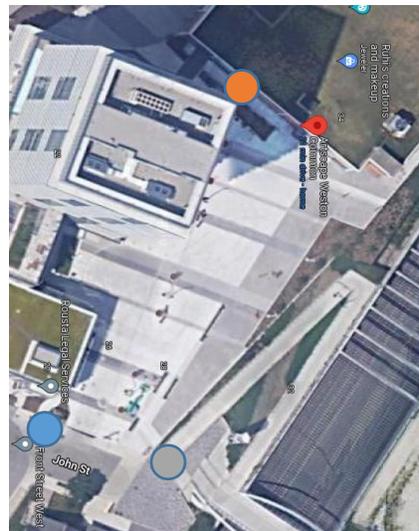
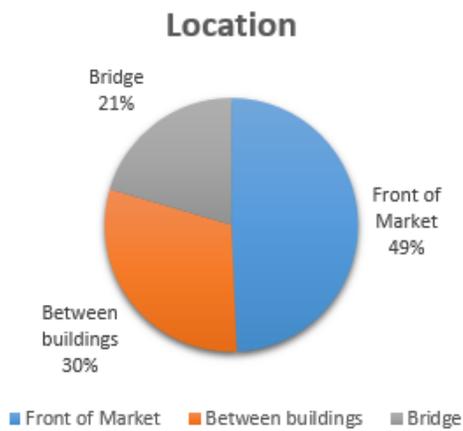
Attendance



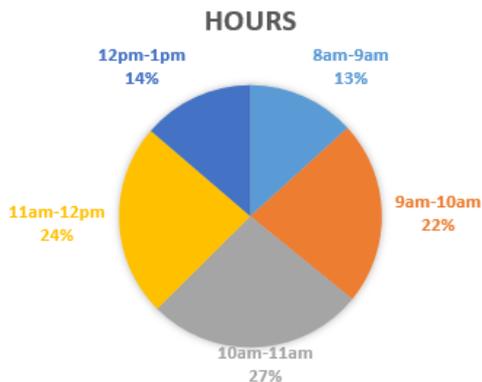
Total Attendance for season: 20,852 Average Weekly Attendance: 948

Highest: 1,920 (Week 1 – Opening Day) Lowest: 469 (Week 20* – Rainstorm)

Percent Average Attendance by Entrance:



Percent Average Attendance by Hour:



Note: accurate attendance tracking could not take place on weeks 20/21 due to extreme weather and lack of staff, respectively

Feedback – Guests

175 respondents

- 70% female
- 80% between 25-64 years
- 34% have lived in Weston over 20 years
- Postal Code: 59% M9N, 7% M6M, 5% M9P, 10% others, 18% no answer
- 82% are repeat visitors; breakdown as follows



For those who haven't attended in 2022, 33% cite COVID-19 concerns as their reason

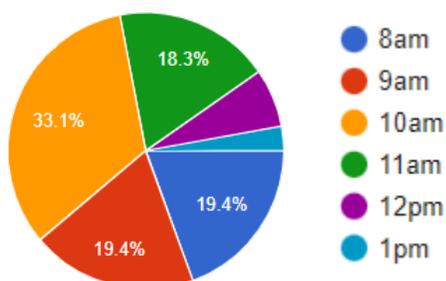
Marketing Reach Ranked (majority also cited "word of mouth")

- | | |
|------------------|---------------------|
| 1. Social Media | 5. Flyer in Mail |
| 2. Lawn Signs | 6. Clock tower Sign |
| 3. TTC/Up Poster | 7. Bus Shelter Ad |
| 4. BIA Website | 8. Radio Ad |

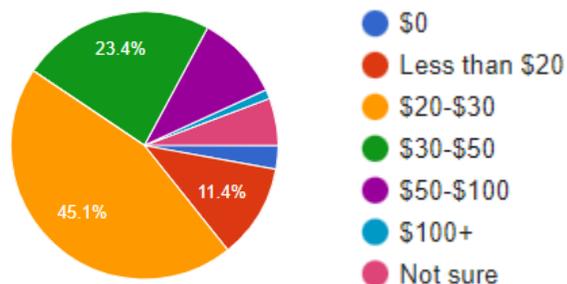
Attendance

- 42% attended 2-4 times in the season (or at the time of taking the survey)
- 51% walk to get to the market, 33% drive
- 50% go home after they visit the market, 28% will visit a local shop or restaurant
- 56% visit the market with the intention to purchase fresh fruit/vegetables

Time they get to the market:



Amount they spend:



Vendor Feedback:

- 49% said they were very satisfied with their produce purchase, 29% were satisfied
- 89% believe the produce met or exceed their expectations based on the cost
- 35% did not purchase from a vendor selling baked goods or sweets
- 60% did not purchase from a vendor selling prepared foods
- 53% did not purchase from an artisan vendor

Farm Vendor Popularity:

1. Legacy Farm
2. Thames River Melons
3. Selwyn Garlic Farms
4. Warners Farm
5. Pie in the Sky
6. Good Beef Company
7. Son in Law Produce
8. Ubuntu Community Farm

Programming:

- 68% enjoy the musical performances
- 33% visited the BIA's "Business of the Week" booth and learned about a local businesses in Weston Village
- 31% picked up a Weston Village BIA directory while at the market
- Half of guests participated in the free family activities

Suggestions, Comments, Criticism Trends:

- Vendors need to offer debit or credit card payment options
- Vendors need to be more engaged to sell, offer samples or start conversations
- Many looking for eggs, cheese, flowers (i.e. old vendors)
- Some vendors too expensive
- Better signage at the vendors, pricing more clear
- Poor location
- Some vendors do not have enough stock and sell out early
- More variety or specialty items
- Consider adding a seating area
- Available nearby parking is a challenge

Feedback – Vendors

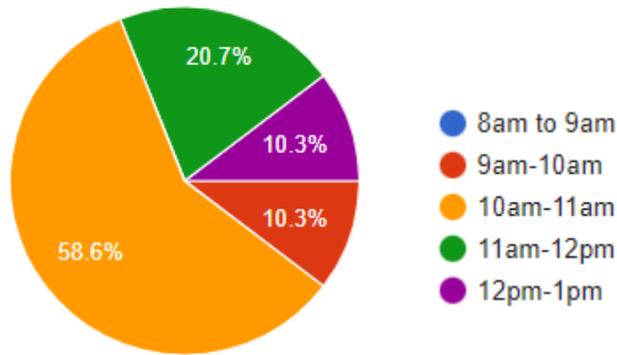
29 vendors responded, 16 did not respond

- 55% part time vendors, 45% full time
- 62% this is their first time attending the market
- 76% believe this was a successful year as a vendor
- Most successful month – August , Least successful month – October

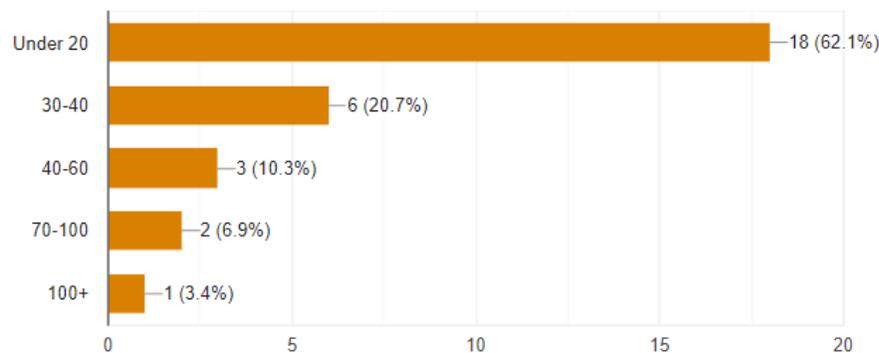
Operations Feedback

- 62% saw one or more forms of advertisement
- 45% want to keep the hours as 8am to 1pm, 31 % want to close 1 hour earlier, 24% close 1 hour later
- 66% say our stall fees are average
- 90% always felt supported by staff/volunteers
- 14 plan to join in 2023, 9 are undecided, 1 will not and 5 did not answer

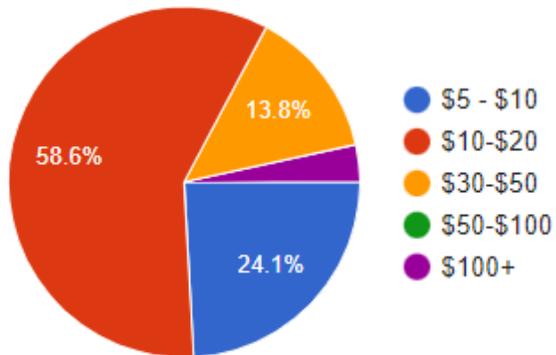
Time most busy



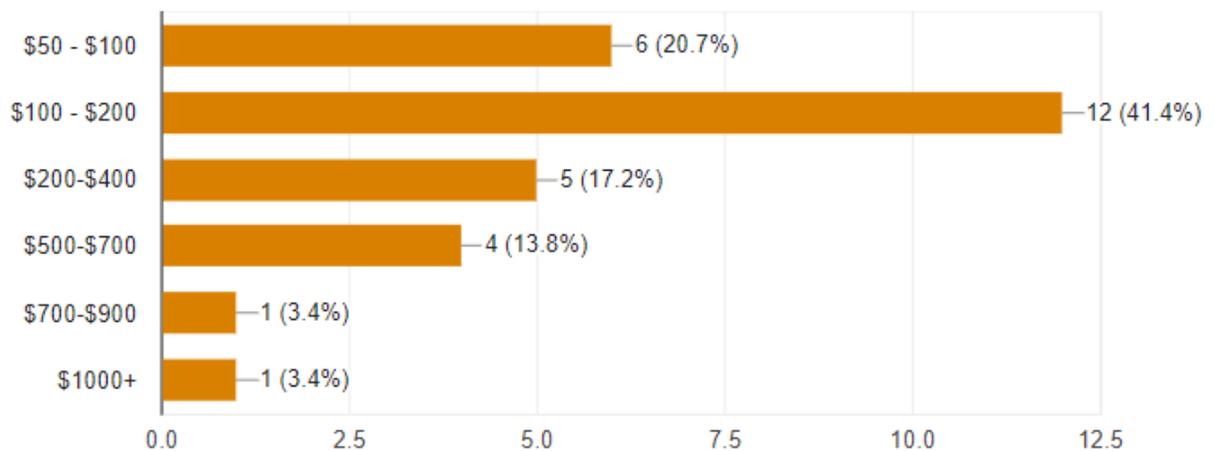
Number of customers per day



Customer spending (per transaction)



Daily Revenue



Suggestions, Comments, Criticism Trends:

- Bring more farmer vendors with more variety
- Increase social media advertising
- More entertainment/activities for kids
- Different location needed
- Open later than 8am and close later (ex 10-4)
- End the season in September, too cold in October (possible indoor option?)
- Vendors need to wait until 1pm to start packing up

2022 Farmers Market Expenses

