

Muskegon Farmers Market

2022 Update



Interesting Facts

- ▶ The market opened at its newest location on Western in May 2014
- ▶ The market is the second largest outdoor market in Michigan
- ▶ The market has 164 booths
- ▶ The market operates year round



Staffing

- ▶ One full-time Market Manager
- ▶ One contracted Kitchen Manager
- ▶ One part-time Office Manager
- ▶ One part-time EBT Tokens
- ▶ One cleaning person who works 12 hours per week



Muskegon Farmers Market Advantages

- ▶ 2nd largest outdoor market in the state of Michigan (Eastern Market #1)
- ▶ Longevity of our market - over 100 years of history and reputation
- ▶ Location is very accessible and anchors the major business district
- ▶ Farmers markets provide one of the only low-barrier entry points for new farmers, ranchers, and food entrepreneurs allowing them to start small and test new products
- ▶ For every dollar of nutrition incentives spent on farm direct purchases, such as at a farmers market, it is estimated to result in a contribution of up to 3 dollars to the U.S. economy.
- ▶ The pandemic attracted new long-time farmers market customers. According to consumer research, 31% of those new to farmers market shopping during COVID were still shopping there 5 months later
- ▶ Growers selling locally create thirteen full time farm operator jobs per \$1 million in revenue earned. Those that do not sell locally create only three.
- ▶ People value local food more than ever before.



Fees for Seasonals

| Farmer Seasonal | May - Oct - Nov | | | Rates |
|-----------------|----------------------------|--|--|---|
| 2017 | \$54,253.00 | | | Tiered |
| 2018 | \$59,322.00 | | | Tiered |
| 2019 | \$56,446.50 | | | Tiered |
| 2020 | \$56,999.00 | | | Tiered |
| 2021 | \$59,955.00 | | | \$550.00 Corner, \$500.00 Regular, \$400.00 No Park |
| 2022 | \$52,109.00 Thru July 26th | | | \$678.00 Corner, \$628.00 Regular, \$528.00 |
| | | | | ***(\$28.00 added to the rate for advertising fee/City match) |



Break-Down of Seasonals

| Seasonals | Participants |
|--------------------------|--------------|
| Farmers | 26 |
| Food Artisans | 12 |
| Concessions | 1 |
| Crafters | 14 |
| Meat | 4 |
| Wine/Beer/Kombucha/Juice | 5 |
| Flowers/Plants | 5 |
| Other | 1 |
| Total | 68 |



Fees for Dailies

| Farmers Daily | May - Oct | | | Rates |
|---------------|-----------|-------------|-----------|---|
| | 2017 | \$19,131.00 | | Sat \$30.00, Weekday \$15.00 |
| | 2018 | \$28,000.00 | | Sat \$30.00, Weekday \$15.00 |
| | 2019 | \$26,267.00 | | Sat \$30.00, Weekday \$15.00 |
| | 2020 | \$11,247.00 | | Sat \$30.00, Weekday \$15.00 |
| | 2021 | \$22,851.00 | | Sat \$30.00, Weekday \$15.00 |
| | | | Thru July | Sat \$36.00, Weekday \$20.00. *** Average Advertising |
| | 2022 | \$26,419.00 | 26th | Fee Collected \$40.00 - \$50.00 per week |



Break-Down of Dailies

| Dailies | Participants |
|--------------------------|--------------|
| Farmers | 4 |
| Food Artisans | 24 |
| Concessions | 4 |
| Crafters | 18 |
| Meat | 2 |
| Wine/Beer/Kombucha/Juice | 0 |
| Flowers/Plants | 3 |
| Other | 0 |
| Total | 55 |



Winter Market

| Winter Market | Dec - April | | Rates |
|---------------|-------------|-----------------------------|--|
| 2017-2018 | \$6,210.00 | | \$25.00 Garage door, \$10.00 Small table |
| 2018-2019 | \$8,420.00 | | \$25.00 Garage door, \$10.00 Small table |
| 2019-2020 | \$4,375.00 | Thru March 14, due to Covid | \$25.00 Garage door, \$15.00 Small table |
| 2020-2021 | \$6,833.00 | | \$25.00 Garage door, \$20.00 Small table |
| 2021-2022 | \$11,310.00 | | \$30.00 Garage door, \$20.00 small table |



Flea Market

| Flea Market | May - Oct | | | Rates |
|-------------|-------------|----------------------------|--|---------------------------|
| 2017 | \$24,921.00 | | | \$8.00, \$9.00, \$10.00 |
| 2018 | \$22,501.00 | | | \$8.00, \$9.00, \$10.00 |
| 2019 | \$23,189.00 | | | \$8.00, \$9.00, \$10.00 |
| 2020 | \$12,160.00 | June - Oct Due to Covid | | \$8.00, \$9.00, \$10.00 |
| 2021 | \$19,597.00 | | | \$8.00, \$9.00, \$10.00 |
| 2022 | \$13,038.00 | Thru July 26th | | \$10.00, \$12.00, \$15.00 |



SNAP/EBT

| SNAP/EBT | Sold | Redeemed | |
|----------|--------------|--------------|----------------|
| 2017 | \$86,227.00 | \$85,273.00 | |
| 2018 | \$73,992.00 | \$73,596.00 | |
| 2019 | \$71,048.00 | \$72,027.00 | |
| 2020 | \$118,049.00 | \$108,088.00 | |
| 2021 | \$207,114.00 | \$183,171.00 | |
| 2022 | \$68,404.00 | \$66,713.00 | Thru July 26th |



Double Up Food Bucks



| DUFB | Sold | Redeemed | | |
|------|--------------|--------------|----------------|--|
| 2017 | \$82,486.00 | \$79,604.00 | | Max match \$20.00 |
| 2018 | \$71,386.00 | \$67,398.00 | | Max match \$20.00 |
| 2019 | \$69,264.00 | \$67,722.00 | | Max match \$20.00 |
| 2020 | \$116,116.00 | 0 | | Max match \$20.00 - \$40.00, Pandemic increase |
| 2021 | \$204,570.00 | \$105,382.00 | | Max match \$50.00, Pandemic increase |
| 2022 | \$61,936.00 | \$56,318.00 | Thru July 26th | Max match \$20.00, Pre-pandemic max |

Senior Power of Produce



| Senior Power of Produce | Redeemed |
|-------------------------|------------------------------|
| 2017 | \$13,170.00 |
| 2018 | \$25,124.00 |
| 2019 | \$17,724.00 |
| 2020 | \$37,938.00 |
| 2021 | \$84,581.00 |
| 2022 | Thru July \$6,527.00 26th |

Senior Project Fresh

| Senior Project Fresh | | Redeemed | | |
|----------------------|------|------------|-----------|--|
| | 2020 | \$750.00 | | |
| | 2021 | \$2,518.00 | | |
| | 2022 | | Thru July | |
| | | \$615.00 | 26th | |



Kids Power of Produce

| Kids Power of Produce | Redeemed | | |
|-----------------------|------------|--------------|------------------------|
| 2017 | \$6,302.00 | | |
| 2018 | \$6,622.00 | | |
| 2019 | \$5,843.00 | | |
| 2020 | \$109.00 | | Suspended due to Covid |
| 2021 | \$2,430.00 | | |
| | | Thru July | |
| 2022 | \$3,373.00 | 26th | |



Prior to COVID we typically registered approximately 1,000 children giving out \$2 in tokens weekly for \$8,000-\$10,000.

Currently we have 700 children registered. We have approximately 200 kids attend each week to receive \$4 in tokens to be used to purchase fresh fruits and vegetables.

Event Rentals



| Event Revenue | Collected | | |
|---------------|------------|----------------|--|
| 2018 | \$3,038.00 | | |
| 2019 | \$4,245.00 | | |
| 2020 | \$3,698.00 | | |
| 2021 | \$4,601.00 | | |
| 2022 | \$6,512.00 | Thru July 26th | |

Token Fee

| Token Fee | Collected | %%% |
|-----------|-------------|----------------------------------|
| 2017 | \$3,686.98 | 2% |
| 2018 | \$3,454.80 | 2% |
| 2019 | \$3,266.32 | 2% |
| 2020 | \$5,069.22 | 2% |
| 2021 | \$21,743.12 | 2% thru April, 5% starting May 1 |
| 2022 | \$4,962.00 | 5% |



City Events





Kitchen 242

Incubator Kitchen for Food Start Ups

Current Status of Kitchen 242

- ▶ Opened year after the farmers market
- ▶ Provides low-risk, low-cost space and equipment for those wanting to start a food business
- ▶ We participate in the Michigan Incubator Kitchen Network which meets quarterly (12 statewide)
- ▶ 2022 - 23 businesses currently have access to use the kitchen to operate their business
 - ▶ Mix of food product processors/mfg; caterers, food vending/trucks, bakers
 - ▶ Diversity Mix
 - ▶ 16 are woman-owned, 3 which are African American women
 - ▶ 2 are African-American Male owned
 - ▶ 1 Hispanic Owned
 - ▶ 1 Veteran owned
 - ▶ Successes that are now out in their own store-front - 3 businesses
- ▶ Utilization as a teaching kitchen: Muskegon Community College Food Science Class, North Muskegon World Cooking Class, 2023 will be using for a "Cooking for One" class
- ▶ Supporting three of the food business at Western Market Chalets in 2022



Kitchen 242 Challenges

- ▶ Right mix of makers to be able to schedule - caterers vs food processors
- ▶ Enforcing rules - cleanliness
- ▶ When do you nudge makers to their next level
- ▶ Storage space
- ▶ Risks:
 - ▶ unlocked spaces, food contamination
 - ▶ Renting the kitchen to those that are using the barn, one-time users
 - ▶ Inspections by MDARD and Muskegon County Health Department
- ▶ Equipment Wear and Tear - recent replacements (food processor and reach-in cooler)
- ▶ Currently invoice after the use of the space
- ▶ Maintenance/Equipment



Kitchen 242 Vision

- ▶ New cost structure proposal for makers
- ▶ Revamp kitchen website
- ▶ We have had a fair amount of media attention prior to COVID - now what?
- ▶ Ability to connect makers with resources they need to be successful
- ▶ More storage space



Competitors – What Are They Doing?

- ▶ Nearest Farmers Markets that have made changes:
 - ▶ Grand Haven
 - ▶ Holland
 - ▶ Spring Lake



Spring Lake Farmers Market



Challenges

- ▶ Dogs in the market
- ▶ Additional help
- ▶ Maintenance costs
- ▶ The market is not self-sustaining
- ▶ Lack of storage
- ▶ Lack of physical room for growth
- ▶ Winter market
- ▶ Financial Stability
- ▶ Aging farmer population
- ▶ Changing demands of consumers - wanting more ready-to-eat food



Future Goals

- Upgrade website
- Increase social media presence
- Offering canning classes
- Utilize student interns to enhance or offer new programming
- Rapid Market Survey - we last did in probably 2015
- Food Hall



Food Hall Vision



- ▶ Renovate and convert an existing indoor facility on the site of the Muskegon Farmers Market to a more multi-purpose use. The barn could be redesigned and converted to serve as an upgraded indoor market and community destination. It will create the necessary access to critically important food resources for residents and visitors all year long.
- ▶ Year-round use of The Barn would improve the overall financial sustainability of the Muskegon Farmers Market by fostering an attractive environment of new facility rental revenue opportunities. We are confident that the facility renovations will provide the public with expanded access to a multitude of food products throughout the week.
- ▶ We envision the creation of permanent lease bays could exist in this space. These bays would be offered to food establishments who operate throughout the Market complex, those in the Market's current incubator kitchen facility, Kitchen 242, as well as to other community organizations and retail establishments.
- ▶ We seek to offer a small grocery store for the many people who have moved downtown in the last few years as there is not a grocery store in the immediate vicinity.

Barn Concept

