

City Council Workshop

Agenda Item #1

January 13, 2014

Farmers' Market

At the September 9th Workshop the Council reviewed data collected by independent research analyst, Ruth Price regarding the South Portland Farmer's Market. The findings were as follows;

- 179 Patrons and 9 Vendors participated in the South Portland Farmer's Market Data Collection
- On average, 290 individuals visited the South Portland's market each week
- The typical patron was a Caucasian woman between the ages of 50-60 whose annual household income was over \$100K
- In addition, the typical patron visited the market every week, spent between \$10-\$19 on each visit and reported a 'very positive' overall experience at the market
- Nearly all Patrons (94.3%) who completed the survey were in favor of the South Portland Farmer's Market remaining at the Hinckley Drive location in 2014

After some discussion about the possibility of moving it to another location rather than Market Street, Ruth Price offered to conduct a survey. The survey was posted on the City website for over 3 weeks in October and November. Ruth has submitted her findings and will be present to answer questions.


City Manager