

**Market Manager Report**  
*Presented October 20, 2016*

Operations

- On August 20, 2016 the Michigan Farmers Market Association conducted their second Rapid Market Assessment (RMA) at the market. An RMA is an intensive, one-time market-day snapshot of a farmers market. MIFMA has organized a team of farmers market experts to use simple, tested methods to count market customers, survey customers using the dot survey technique, and compile market observations and recommendations. Shoppers were asked to respond to survey questions regarding how much they plan to spend at market, at other downtown businesses, how often they come to the market May through December, and the best way to reach them to share market news (email, hard copy, social media, etc.). The final report is attached.

Events

- Halloween at the Market – Saturday October 29, 2016, 12pm-2pm.
- Holiday Schedule:
  - Christmas Eve Market, Saturday December 24, 2016, 7am-12pm
  - New Years Eve Market, Saturday December 31, 2016, 7am-12pm
  - Winter Market hours begin Saturday January 7, 2017 8am-3pm

Maintenance

- Park Operations staff will come to clean out and patch gutters in early November.

Marketing

	<i>May 2015</i>	<i>Present</i>
• Facebook	12,777	15,236
• Twitter	5,024	6,306
• Instagram	1,046	2,996