

Market Manager Report  
Presented May 21, 2015

## Market Updates

### Marketing

- The follow publications have featured the Ann Arbor Farmers Market in recent articles:
  - MLive
    - New Mobile Food Vendor, Shimmy Shack  
[http://www.mlive.com/news/ann-arbor/index.ssf/2015/05/peta\\_names\\_shimmy\\_shack\\_one\\_of.html](http://www.mlive.com/news/ann-arbor/index.ssf/2015/05/peta_names_shimmy_shack_one_of.html)
    - Extended Hours  
[http://www.mlive.com/news/ann-arbor/index.ssf/2015/05/farmers\\_market\\_season\\_kicks\\_in.html](http://www.mlive.com/news/ann-arbor/index.ssf/2015/05/farmers_market_season_kicks_in.html)
  - National Geographic: Intelligent Travel Piece  
<http://intelligenttravel.nationalgeographic.com/2015/04/02/just-back-ann-arbor-michigan/#.VSfXnZa0KvM.twitter>
- Michigan Theatre Advertising
  - Sponsored the 'Wine & Film' Series, talked to customers/distributed information about the market before the film and gave a promotional speech on stage
- Engagement Numbers:
  - Twitter: 5,042
  - Facebook: 11,422
  - GovDelivery (Email Listserv): 2,095

### Operations

- Inspections update: 17 inspections have been completed to date in 2015.
- Vendors have received their annual payment invoices and forms either at market or by mail. All payments are due by June 27, 2015.
- Have four Daytime Mobile Food Vendors, two of which are trucks who will be offering lunch at the Wednesday Daytime Market.

### Events

- Wednesday Evening Market returns June 3<sup>rd</sup>
- Double Up Food Bucks returns June 3<sup>rd</sup>
- Wednesday, June 17<sup>th</sup> is our first of four food truck events at the evening market
- Wednesday, June 17<sup>th</sup> Senior Project Fresh will be distributing coupons at the Daytime Market
- Wednesday, July 1<sup>st</sup> WIC Project Fresh education classes and the Ann Arbor Symphony join together at the Wednesday Evening Farmers Market