

**Wednesday Evening Market – Five Year Review
Figures for PMAC 11.19.15**

Rationale for 2011 Pilot (supported by PMAC):

- Accommodation for more vendors
- Little associated cost to start market
- Responding to demand for longer market hours from customers and vendors
- No conflicting use of the space on Wednesday Evenings
- Source of additional revenue

Current Challenges:

- Significant costs to facilitate market
- Waning vendor attendance and associated stall fee revenue
- Lack of robust customer base to meet vendor sales expectations
- Small market functioning in space defined by daytime market “feel”

Current Opportunities

- Significant partnerships created through Evening Market
- Robust network of performers
- Programming offered by community organizations
- Two seasons of highly successful Food Truck Rally events

	Months in Operation	# of Markets	# of Vendors Accepted	Average Weekly Vendor Attendance	Total Stall Fee Revenue	Expenses <input type="checkbox"/> Staff <input type="checkbox"/> Supplies <input type="checkbox"/> Advertising
2011	June-September	18	35	<i>Not available</i>	\$4,180	<i>Not available</i>
2012	May-September	22	46	23	\$5,010	\$12,500
2013	June-October	22	25	13	\$3,730	\$5,600
2014	June-October	20	30	12	\$2,420	\$5,800
2015	June-October	22	17	7	\$2,352	\$5,500