Welcome to the 2015 PFM Annual Meeting

POULSBO
FARMERS MARKET

Connecting Community since 2004

Annual Meeting Agenda

- 2014 Season Review
- Financial Review
- 2015 Preview
- Board Elections

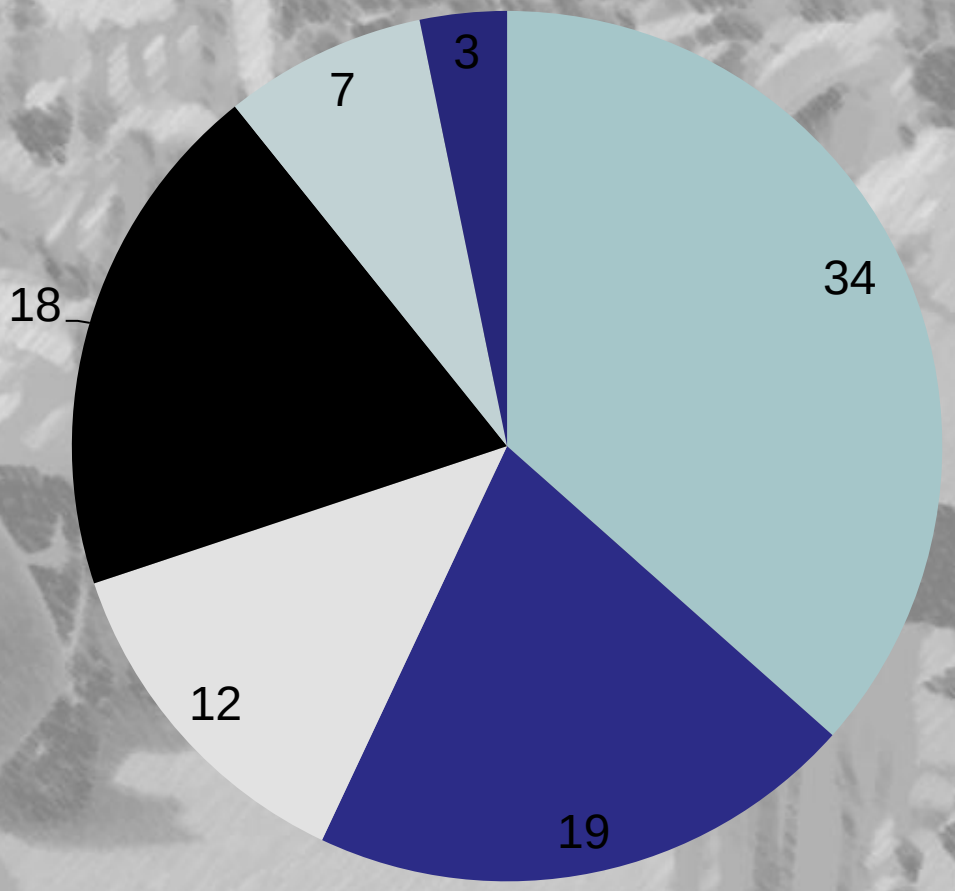
Our Mission

The PFM has two primary goals:

1. to provide an outlet for Washington State's farming families to direct-sell their farm products
2. to provide farm-fresh food for consumers in a fun, safe, honest environment.

2014 Vendor Types

(93 total vendors)



- Farmer, 34 (37%)
- Artisan/Crafts, 19 (20%)
- Processed Food, 12 (13%)
- Non-Profit/Community Info Booth, 18 (19%)
- Prepared Food, 7 (8%)
- Service/Other Vendor, 3 (3%)

2014 Market Data

$497,831 Total Market Sales

$13,101 Average Weekly Market Sales

27,508 Total Customer Count

724 Average Weekly Shoppers

75 Total Approved Vendors

35 Average Weekly Vendors

2014 PFM Market Analysis

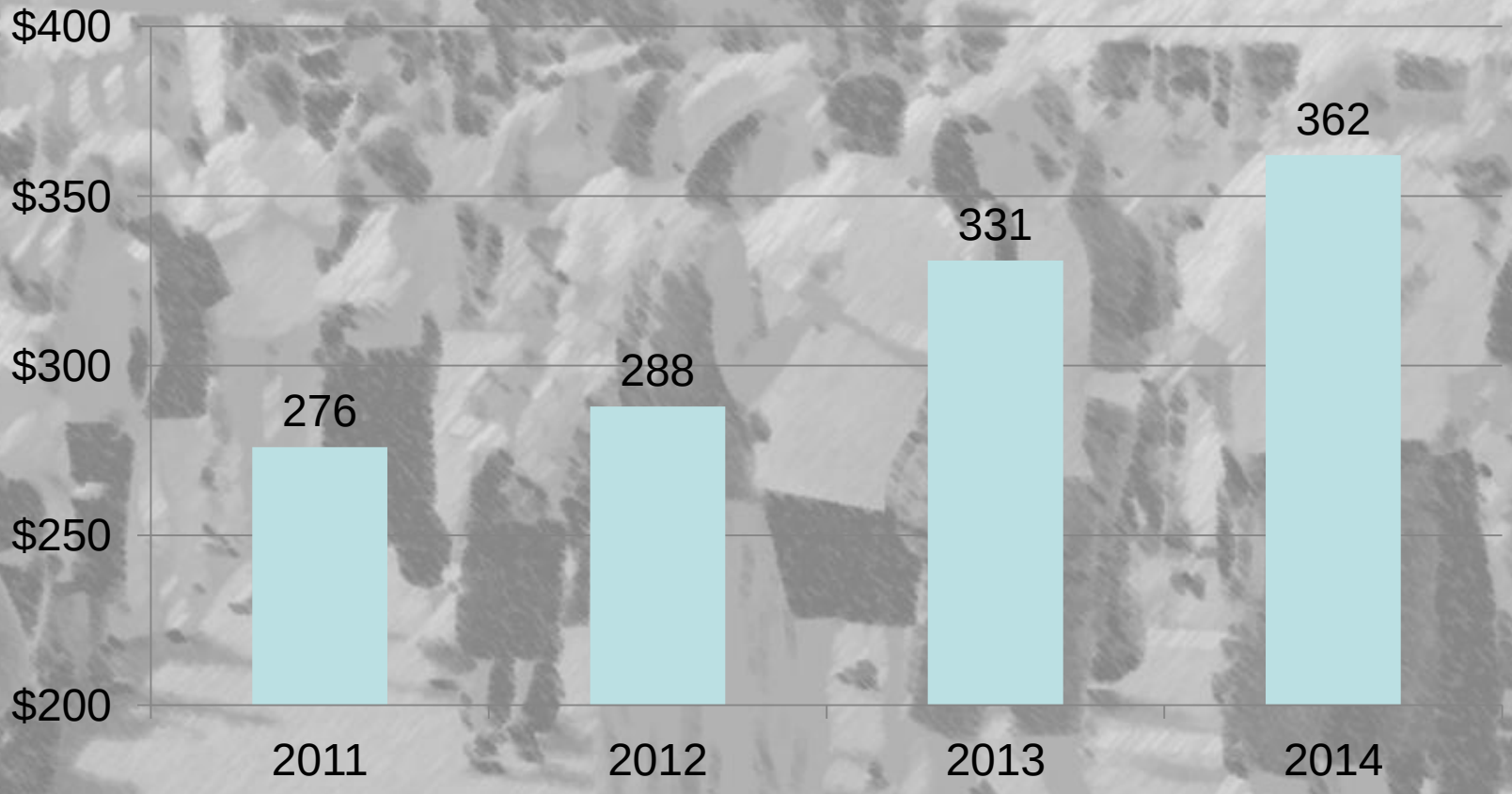
Total Market Sales up 2%

Spending per Customer up 7%

Weekly Vendor Sales up 9%

Average Vendor Weekly Sales

31% increase over 4 years!



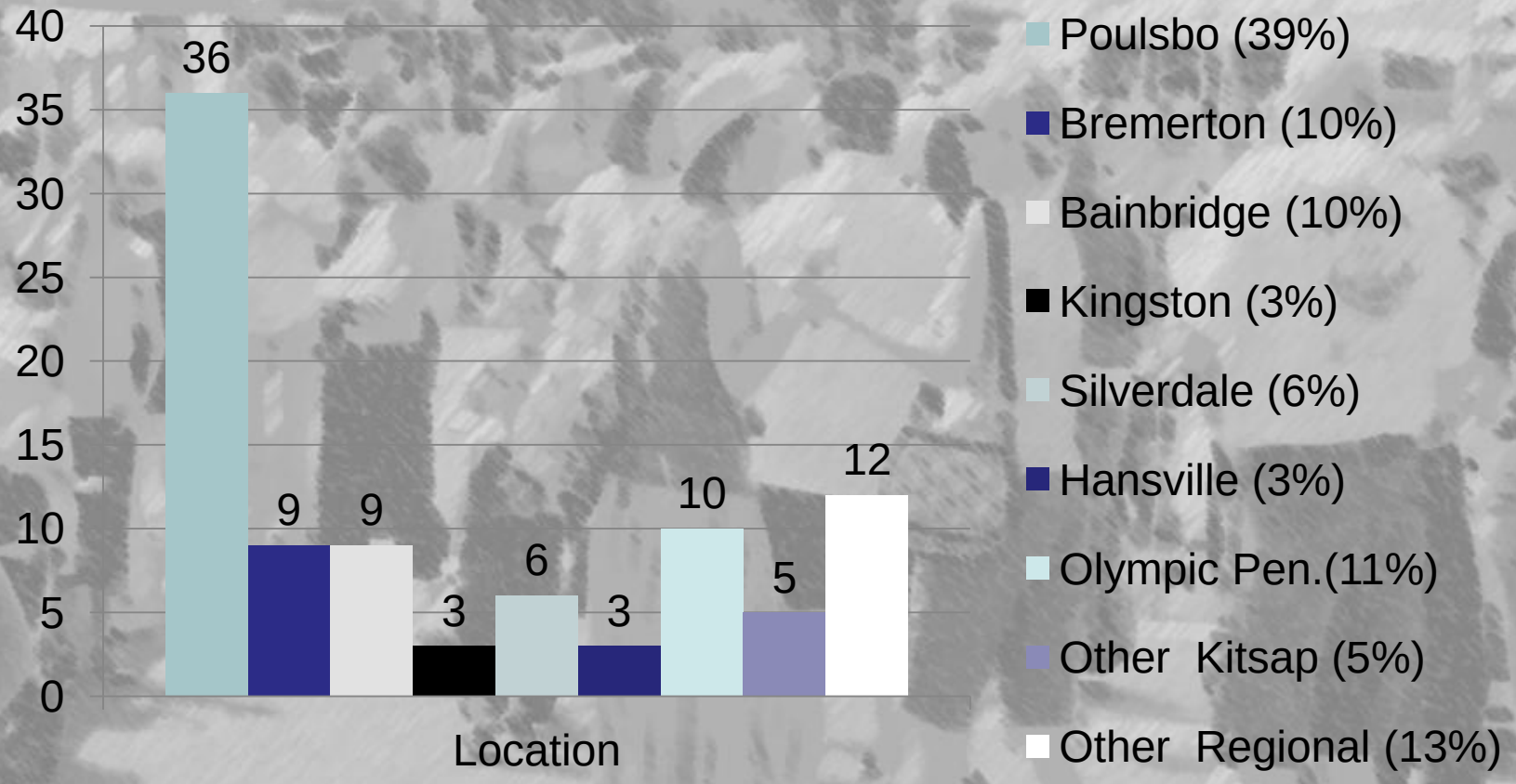
Debit/Credit/EBT Machine

Over $100,000 in total transactions

Over 20% of market sales

No additional cost to vendors!

2014 Vendor Location



2014 Financial Review

Actual Income

Membership Fees	$4,290	6%
Stall Fees	21,156	29
Percentage Fees	23,811	32
PFM Sales	1,125	2
Sponsorship	9,995	13
Fundraising	12,779	17
Misc.	1,067	1
Total Income	$74,223	100%

2014 Financial Review

Actual Expenses

Marketing & Advertising	$5,237	8%
Cost of Goods Sold	1,591	2
Payroll & Taxes	39,347	57
Special Events	4,817	7
Music	6,350	9
Insurance –Dues - Fees	2,385	3
General & Administrative	7,611	11
Utilities	1,454	3
Total Expenses	$68,792	100%

2015 PFM Budget

Projected Income

Membership Fees	$3,750	5%
Stall Fees	20,220	28
Percentage Fees	24,472	34
PFM Sales	540	1
Sponsorship	11,000	15
Fundraising	11,000	15
Misc.	840	2
Total Income	$71,822	100%

2015 PFM Budget

Projected Expenses

Marketing & Advertising	$3,840	6%
Cost of Goods Sold	500	1
Payroll & Taxes	40,006	57
Special Events	4,650	7
Music	6,650	10
Dues- Insurance- Fees	2,594	4
General & Administrative	9,579	14
Utilities	1,906	1
Total Expenses	$69,725	100%

ManageMyMarket.com

- Online Applications
- Stall Assignments / Interactive Map
- Scheduling (must be changed by management)
- Product List / Search
- Vendor Description / Logo
- Invoicing / Billing Account Access

Please contact MMM at 503.878.8466
or info@ManageMyMarket.com with ?'s.

Updated Policies for 2015

- Open Saturdays, 9-2
- April 4th – December 19th
- $20 non-refundable application fee
- $5 late arrival fee (after 8:45)

Procedure Rule-minders

- Cancel by 5pm Thursday
- Check in with staff upon arrival
- Unload, move your vehicle, THEN set-up (and in reverse for tear-down)

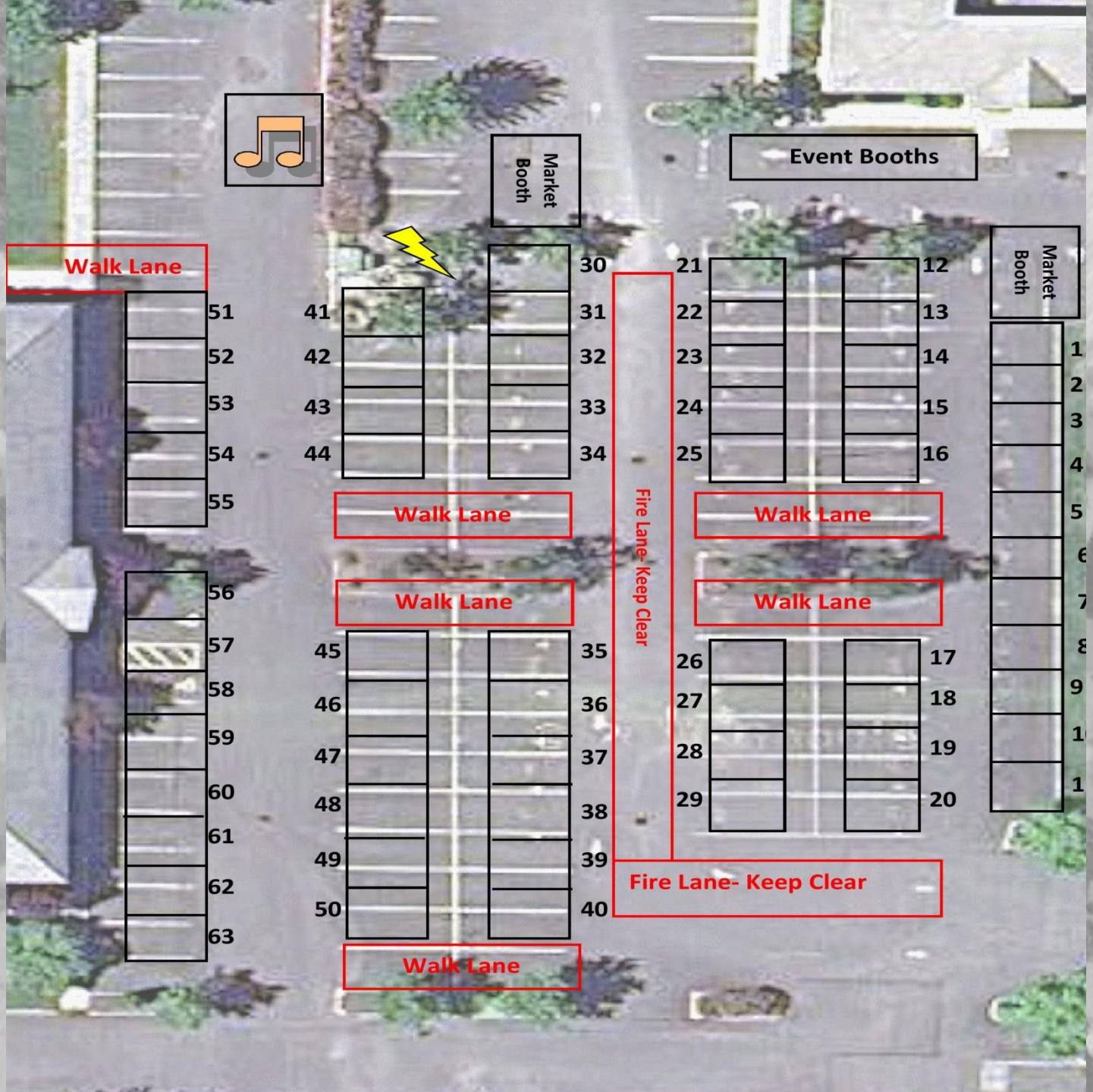
PFM Contact Info

Info@PoulsboFarmersMarket.org

Brian@PoulsboFarmersMarket.org

Market Cell: 360.779.6720

PFM Site Map


Market Booth
Event Booths
Market Booth
Walk Lane
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Walk Lane
Walk Lane
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Walk Lane
Fire Lane- Keep Clear
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Walk Lane
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Fire Lane- Keep Clear
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Market Events

Community Booths

Music at the Market

"Taste of the Market"

Special Events

Taste of the Market

good success, positive feed-back

- Centralized sampling station at the market to promote farm products and healthy eating.
- Focused on simple prep of simple ingredients
- Every-other week or so (see calendar)
- Suggested donations for samples

Marketing

•Annual Artwork Posters
•“Post Card” flyers
•A-board signs, Hwy 305 Sign
•Logo magnets, stickers, t-shirts, hats, totes
•Frequent shopper punch cards
•Social Media ad targeting
•Highway Sign holder

•Print: West Sound Guide, Park & Rec Guide, Puget Sound Farm Guide, Discover Kitsap

Focus this year on signage!

Please help with Posters & Post Cards around the region.

2015 Calendar of Events

April 4th	Opening Day
July 25th	Summer Fest
August 29th	Tomato Taste-Off
October 10th	Pumpkin Party
December 19th	Closing Day

Market-to-Table Dinner

SUNDAY, September 13th

Red Cedar Farm, Poulsbo

5-8pm . Tickets available soon.

Weekly eNewsletter (over 900 subscribers)

- Events
- Guests
- Vendor list
- Vendor specials
- Music

Partner Organizations

support, advocacy and marketing

Washington State Farmers Market Association

FARMERS MARKET COALITION

CASCADE HARVEST COALITION
CASCADEHARVEST.ORG

PUGET SOUND FRESH
GOOD FOR ALL OF US!

WSDA WASHINGTON STATE DEPARTMENT OF AGRICULTURE
Washington State Department of Agriculture

WASHINGTON STATE UNIVERSITY

2015 Market SPONSORS

Kitsap Credit Union

Dr. Dan Peck
Poulsbo Dental Care

Windermere Real Estate

TDC
THE DOCTORS CLINIC

Well Being Health Center

Martha & Mary Kids℠

Hard Rock INC.
READY MIX CONCRETE

2015 Sponsorship Drive

PFM Sponsorship Program

- Market Sponsor ($1,000)
- Event Sponsor ($250)
- Day Sponsor ($100)

See “Sponsors” tab on website for details.

Market Staff

Brian Simmons
(with Lorelei, Val & Cheese)

Rachael Cleveland

Volunteers

Board of Directors

Paula Strid (President)	TomClark
Harriet Brownstein (Vice President)	Aaron Jackson
(Secretary)	Cliff Wind
Terry Burns (Treasurer)	Leigh Wojcik
Floyd Bayless	Renee Ziemann

Monthly Meetings

3rd Mondays - 5:30pm – Windermere, Poulsbo

Let's Have a Great Season!

POULSBO
FARMERS MARKET

2015
Opening Day
April 4th

TELL A FRIEND or 10!

Board Elections

2015 PFM Ballot
(please mark who you are voting for)

Returning Board Members

- Floyd Bayless
- Cliff Wind
- Leigh Wojcik
- Renee Ziemann

Up for ReElection

- Tom Clark
- Aaron Jackson

New Nominees

- Dan Prasch
- Nikki Johanson
- Karina Schutt