

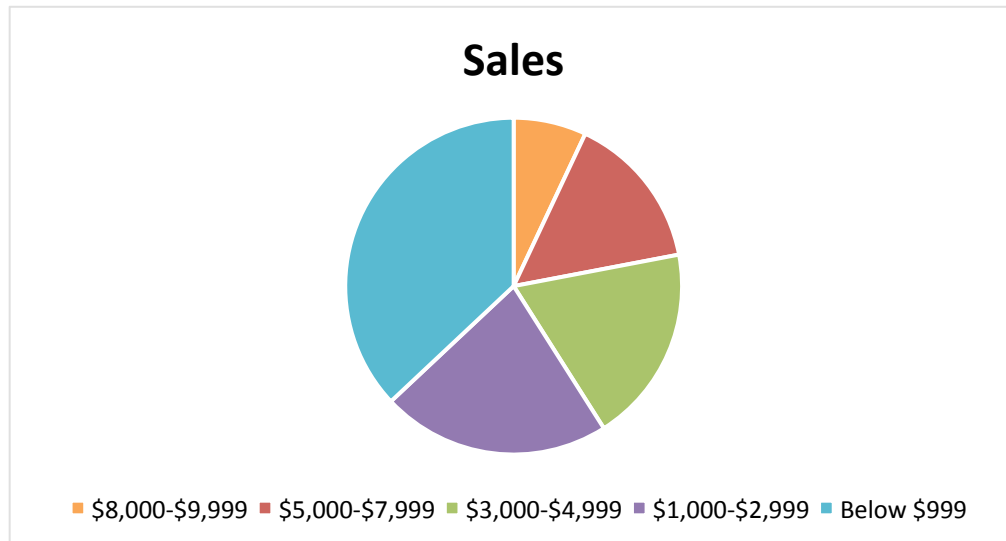
2013 Community and Economic Impact Study

Oxford City Market

Key Findings

Vendors

- **41%** of vendors sold at OXCM for **at least 15 weeks**, **26%** for the **entire season**
- **50% of OXCM vendors were new** to the farmers market scene as first-time **vendors of any market** (there by constituting OXCM as a business incubator)
- **40%** of vendors traveled **less than 10 miles** to get to the market site, while **20%** traveled **more than 50 miles**
- **Eight vendors** reported exact sales at OXCM, collectively totaling **\$22,220**. On the whole, vendor sales averaged as below, with 28 vendors reporting:

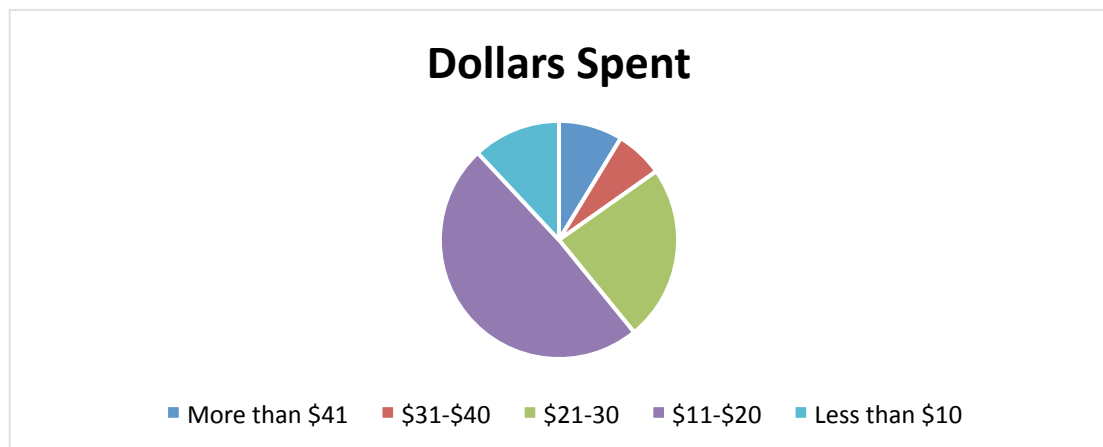


- **Thirteen percent of vendors also sold at Oxford's Midtown Farmers Market**, with 28% also reporting sales at other regional farmers markets. 29% also sold to local restaurants and grocers.
- **Demographics:**
 - Vendors ranged in age from 21-58
 - 96% reported as Caucasian
 - 48% held a bachelor's degree, while 28% reported having a master's degree or higher
- **Residency:**
 - 53% from Oxford or Lafayette County
 - 16% from Panola or Pontotoc County
 - 31% Mississippi residents from other counties

- **Occupation:** 52% of vendors stated they were Full-time, independent Farmers/Bakers/Cooks/Artists with no other occupations, while 32% were full-time in another occupation.

Consumers

- Of 106 respondents, **38% shopped every week** during the season, **18% twice monthly**. **27% reported OXCM as their first farmers market experience**.
- **70% of customers drove less than five miles** to reach OXCM
- When asked how much they spent at each visit on average, consumers reported:



- **Demographics:**
 - **Age:** Vendors ranged in age from 18 to 78
 - **Ethnicity:** 77% identified as Caucasian, 5% identified as African American, 4% reported Latino or Hispanic American, 1% identified as Middle Eastern
 - **Education:** 42% held a master's degree or higher, 20% held a bachelor's degree, 19% reported some college, 3% high school diploma, 3% less than high school
 - **Income:** 22% reported annual income less than \$20,000 annually, while 19% reported over \$100,000 annually. Others fell relatively equally distributed between those two income levels.

- **Residency:**

University student	14%
University staff/faculty	22%
Oxford resident	38%
Lafayette County resident	8%
Resident of neighboring city/county	5%
Frequent visitor to Oxford (second home, extended family in Oxford, etc.)	3%
Other	10%

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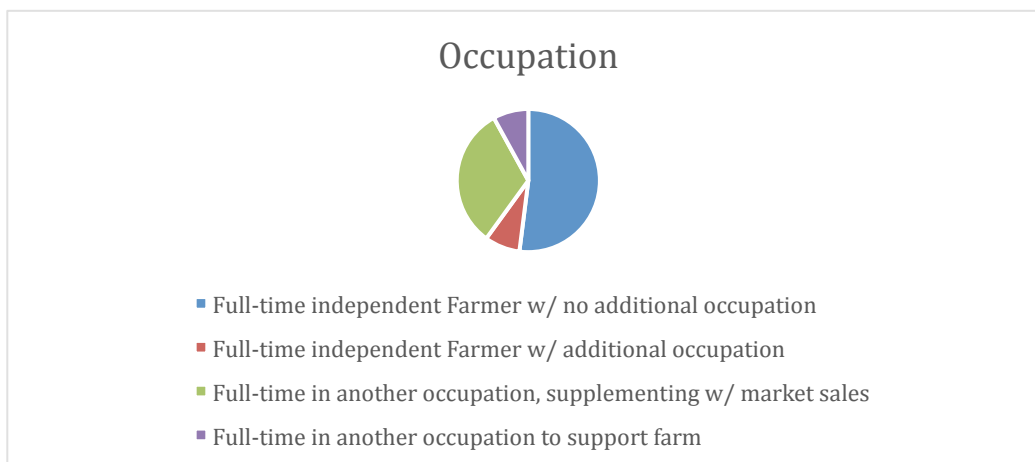
Oxford City Market

Full Report

The Oxford City Market staff distributed both vendor and customer questionnaire during February and March of 2014 to assess the 2013 season. The results of both are summarized in aggregate below. It should be noted that all questions were optional, thus some results may total less than or more than 100 percent.

VENDOR RESULTS:

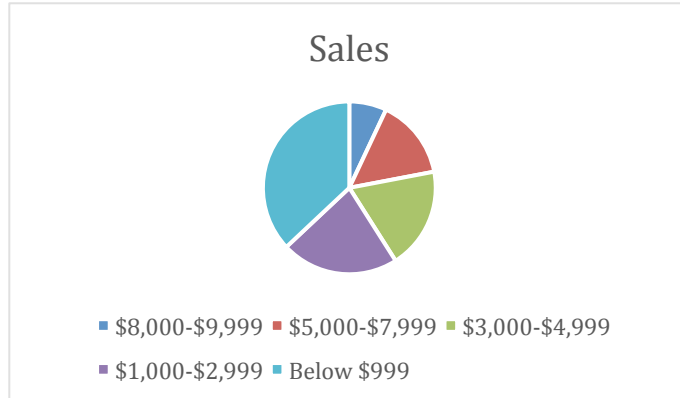
Thirty vendors completed the anonymous survey, however not all respondents answered the demographic questions. The respondents ranged in age from 21 to 58 with an average age of 41. Of the respondents answering the demographic questions 96% identified as Non-Hispanic White, Euro-American, or Caucasian and another 4% identified as Native American or Alaskan Native. Twenty-eight percent of vendors held a master's degree or higher, 48% held a bachelor's degree, 8% held an associates degree, 12% had some college with no degree and 4% had less than a high school education. Fifty-three percent of the vendors were residents of Oxford or Lafayette County, an additional 16% were from Panola or Pontotoc County and 31% were Mississippi residents from outside of Lafayette, Panola and Pontotoc counties. Fifty-two percent of the vendors stated they were Full-time, independent Farmer/Baker/Cook/Artist with no other occupation, 8% were Full-time, independent Farmer/Baker/Artist/Cook with additional occupation, 32% were full-time in another occupation, supplementing with market sales and 8% were full-time in another occupation in order to support the farm. Thus a total of 48% of the vendors held additional employment outside their market sales.



Twenty-six percent sold weekly at the market for the entire 2013 season, 41% sold between 15-20 market days, another 26% sold 5-10 days during the season and a handful 7% sold 1-4 days during the season. Half, 50%, of the vendors were new to farmers market sales, 57% had previously sold at other markets for between 2-4 years. Twenty percent of the vendors traveled more than 50 miles to sell at OXCM, 67% of the vendors traveled between 5-50 miles, and 13% traveled less than 5 miles to reach the market.

Twenty-eight percent of OXCM vendors also sold at other markets in the North Mississippi/Memphis area including 13% of vendors that sold at both OXCM and Midtown Farmers Market in Oxford. Further, 29% sold to local/regional restaurants and grocers.

Vendors were asked questions regard income from sales at OXCM. Seven percent of the vendors reported sales at OXCM between \$8,000-\$9,999, 15% reported sales between \$5,000-\$7,999, 19% reported sales between \$3,000-\$4,999, 22% reported sales of between \$1,000-\$2,999 and 37% reported sales below \$999. As noted above, 48% of the vendors received additional income from another source outside of OXCM.



Vendors were also asked what percentage of their farm/business sales came from OXCM. Seven percent reported that 90% of their sales occurred at OXCM, 23% reported that 31%-90% of their sales occurred at OXCM, 25% reported that 16%-30% of their sales occurred at OXCM and 44% reported that less than fifteen percent of their sales occurred at OXCM.

Vendors also provided general feedback regarding the 2013 market season, including the following comments:

- We are thrilled to be part of the new market
- Would love to see expansion of tables and space
- More handicap parking and better ADA access
- Hand washing station with port a potty
- Closing between 5:30-6:00pm
- More organization
- More lights and heat for end of market season
- Permanent structure in central location with handicap access
- More signage, more visibility from Jackson Ave

Vendors were then asked questions about the upcoming 2014 OXCM market season. When asked if vendors would be interested in the market being open an additional day, 27% of vendors would be interested in the market opening on Friday afternoon/evening and 20% said they would be interested in selling on Thursday evening. However, 10% said they would not be interested in OXCM being open on an additional day. Vendors overwhelmingly responded that they would be ready to sell in April, 70%, with an additional 26% ready in May.

Vendors also provided general suggestions regarding the 2014 market season:

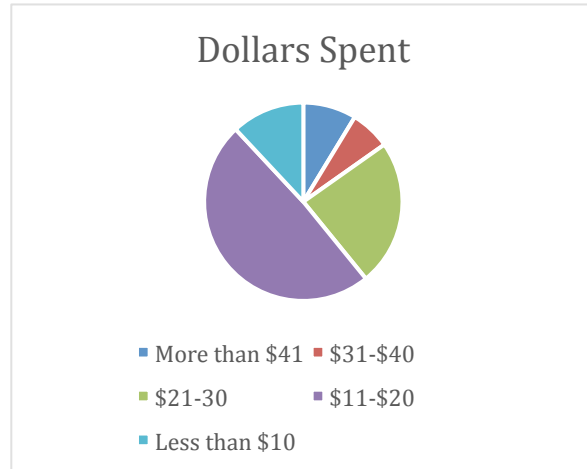
- We are looking forward to it!

- Thank you for all the hard work and for a successful first year
- The tent is great and will be great this year, however it is time for the city to invest in a first class permanent facility on city property. It should be clear by now that local food production and a vibrant city market is a wise investment for the economic development of our city and region
- I would not be interested in Saturday sales, I very much love OXCM but I am also interested in other markets that traditionally sale on Saturdays
- I think Saturday morning sale would split business and may cause problems
- All vendors should be charged the same regardless of what they are selling or how many times they attended
- I would much prefer that the market run on the weekend. I think turnout would be much improved (though it may cause a bit of a mess with the other market in town).
- Great market!
- Excellent

CONSUMER RESULTS:

The customer questionnaire was completed by 106 customers, however not all answered the demographic questions.

The respondents ranged in age from 18 to 78 with an average age of 38. Of the respondents answering the demographic questions 77% identified as Non-Hispanic White, Euro-American, or Caucasian and another 5% identified as Black, Afro-Caribbean, or African American, 4% reported Latino or Hispanic American and 1% identified as Middle Eastern or Arab American. Forty-two percent of customers held a master's degree or higher, 20% held a bachelor's degree, 5% held an associate's degree, 19% had some college with no degree and 6% had a high school or less than a high school education. Forty-seven percent of the customers were residents of Oxford or Lafayette County, an additional 35% identified as university staff or students and 8% were residents from a neighboring county or frequent visitor to Oxford. Customers were asked questions regard total household income. Eighteen percent reported a household income of more than \$100,000. Another 23% of customers reported an annual income between \$70,000-\$99,999. Nineteen percent reported an annual income between \$40,000-\$69,999 and 12% reported income between \$20,000-\$39,999 and finally 22% of OXCM customers reported an annual income of less than \$20,000 per year. When asked how often they shopped at OXCM, customers reported the following regarding shopping frequency and dollars spent:



Customers were asked to identify themselves as a market shopper. Twenty-seven percent identified as new/beginner (first year) farmers’ market shoppers. Another 29% identified as regular (2-4 years) market shoppers, 19% reported they were experienced shoppers (5-7 years) and 15% considered themselves seasoned (more than 8 years) farmers’ market shoppers.

Seventy percent of customers drove less than five miles to reach OXCM. Another 15% reported driving 5-10 miles to shop at OXCM and 5% reported driving between 11-30 miles to shop at OXCM and 2% drove more than 31 miles to reach our market.

Customers were asked to report reasons for shopping at OXCM, they were asked to check all that apply, and therefore total is more than 100 percent. The top response to the question was that they shopped at OXCM to buy directly from local producers (82%).



Customers also provided general feedback regarding the 2013 market season, including the following comments:

- It would be great to have an even larger tent or several large tents spread out. Because the vendor tables are so close together it was sometimes hard to shop in a leisurely and comfortable manner. If the craft vendors had their own area that would possibly attract more customers. Part of the Farmer's market vibe usually lends itself to a social setting where you feel comfortable spending time and visiting with vendors. The close proximity made it difficult to do this. It would

also be nice to have a larger designated area to listen to music and picnic and take advantage of the activities offered for children.

Thank you for all of your hard work getting this market started. It is a wonderful asset to our community.

- This market is definitely run better than the Saturday one
- Love this market and love the farmers. It's hard to be critical of something that changed the way I think and eat for the better. This had been a lifesaver for me. Can't wait to support this market this year. Thank you.
- More options, better vendors, and I really appreciate the ability to use my credit card for cash
- Parking is easy and that is a plus
- Organizer is very friendly and able to answer all questions
- Hope vendors from last year-like Native Sons, Yokna, Sunlight—return. Hope Honeybee and Leeann can as well.
- If possible, might make it more clear what each vendor offers in terms of guarantees/labels. That is organic/certified naturally grown, etc
- Keep up the awesome work and perfect location on West Oxford Loop
- Please do not bob for apples at fall market. Yuck.
- Stay open a bit later
- A Friday option would allow me to shop every week
- I really like picking up my CSA at the market
- The music set-up doesn't seem to work well, the musicians seem to get ignored
- How about an earlier start time, say noon?
- Why can this not be combined with midtown and have one really good market in a more central location - even if its held on two different days (tues and sat)? Seems the square (or large new parking lot just off the square if it was blocked off to traffic during market times would be better than both current options) or ideally, have it at the community garden site. Green space - more room - family friendly - plenty of parking - central location - playground and comm. garden - facilities ... it has it all!
- I love it! My daughter enjoys meeting the vendors and doing crafts. The produce is top quality and the location is great.
- Would like to see more vendors
- Would love to visit market at lunch, around 1 pm or 2 pm. Very hard to get to market after work and still accomplish everything else that must get done.
- I love the market, but the vendors seem to charge quite a bit more than at other markets
- I visit the market when I am visiting Oxford. About 3 times a year. I am from Ann Arbor, MI where we have a large well established market 2 days a week. The best thing about your market is the publicity on Facebook. Whoever is doing your social media is doing a great job. I like the reminders, the pictures and the info about the vendors.
- How about make a separate area for crafts and "manufactured" goods.
- Community garden space and partner with existing market ... it just makes sense.
- I also have trouble (as a former market vendor myself) with allowing businesses to sell as well as home-based growers and producers
- I would like the booths to be better labeled with what farm and what they are selling. If it's posted on facebook and gets my attention, I want to easily find it

when I arrive at the market. I also would like some more information or maybe recipes for some of what they sell. A way to try something new.

- A Saturday morning through afternoon option would be so fantastic and convenient
- Hand-washing capabilities not obvious; needs improvement

When asked if customers would be interested in the market being open an additional day, 25% of customers would be interested in the market opening on Friday afternoon/evening and 30% said they would be interested in shopping on Thursday evening. Thirty-nine and 38% said they would be interested in seeing OXCM open on Saturday morning or afternoon respectively. However, vendors are more interested in Thursday or Friday sales in order to sell at other markets on Saturday and there is a strong desire not to directly compete with other local markets. Another, 10% said they would not be interested in OXCM being open on an additional day.