



2017 Vendor Sales Report

2017 City Markets Overview

In 2017, Charlottesville City Markets hosted 286 unique vendors. Across all 4 markets sales totaled a whopping

\$2,324,232


Every market outdid their 2016 counter part. City Market Arts, Farmers in the Park, and the Holiday Market all had expanded seasons in 2017 that led to more sales for the year. In the appendix you will see some drop offs in reserve vendor sales as some new vendors were added and some older established vendors did not return for the 2017 season. The low sales on August 12th could have also played a significant role in dragging the reserve average sales down. Overall, the Charlottesville City Markets had an outstanding year regardless of the impact of the events of August 12th and perception of downtown area.

Arts Show

Overview

2016 Sales: \$9,446

2017 Sales: \$19,425

 \$9,979

Last year marked the 5th year doing the City Market Arts Show. The arts show was expanded to host two shows again as opposed to the one show in 2016. As a result the total sales from the Arts Show more than doubled.

City Market

Overview

2016 Sales: \$1,809,787

2017 Sales: \$1,891,277

 \$81,491

City Market sales increased by 4.5% over 2016. in the the 2017 City Market season we broke the record for single day sales twice with sales of \$76K & \$79K.

Farmers in the Park

Overview

2016 Sales: \$107,863

2017 Sales: \$142,921

 \$35,058

Farmers in the Park's season was extended to include May and October in 2017. As a result FITP saw the most growth from the 2016 season. We were fortunate to have great weather throughout most of the season. Farmers in the Park was able to secure a strong customer base due to the consistency of the vendors and fullness of the market through the season.

Holiday Market

Overview

2016 Sales: \$183,453

2017 Sales: \$270,607

 \$87,154

The Holiday Market was a great success this year. The calendar afforded us 5 market days. We also expanded the market to host more vendors along the 1st Street side of the lot which allowed more vendors an opportunity than ever before. The result was the best Holiday Market season in the market's history.

2018 Goals

In the next year we will continue to offer vendors as many opportunities to sell as we can. We believe that through increasing the variety and quantity of products we can draw more visitors to the market. We will leverage our national and regional rankings to market ourselves as the premier market in the area. We encourage you all to do the same; our markets are only as good as our vendors.

With the extended seasons of the Art Shows, Farmers in the Park, and another five week Holiday Market season we hope to outdo the 2017 season when we compare apples to apples this time next year.

We look forward to another great year in the **2018** season!!!



Appendix

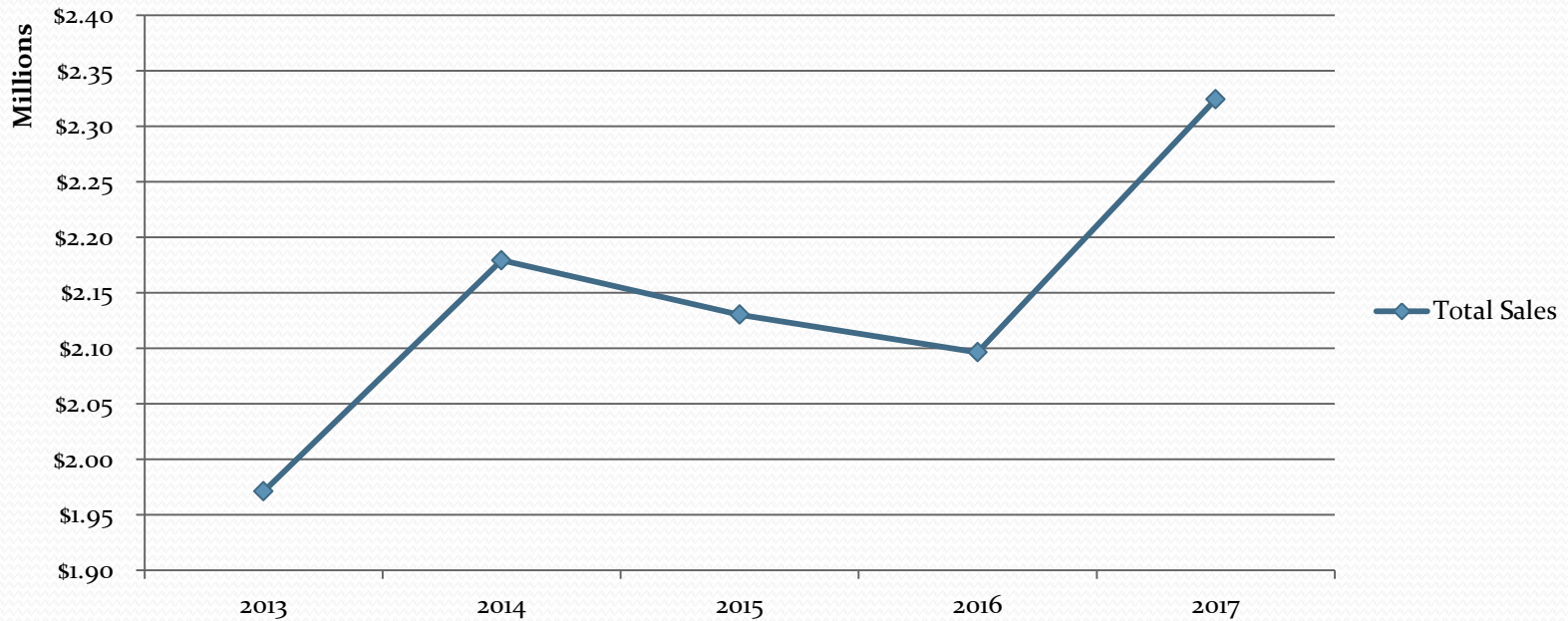
Tables and graphs charting total sales metrics for the markets over the past 5 years.

City Market has additional metrics that show average sales per vendor and vendor type.

Sales Across All Markets

City Market Arts Show, City Market, Farmers in the Park, & Holiday Market

Total Sales Across All Markets

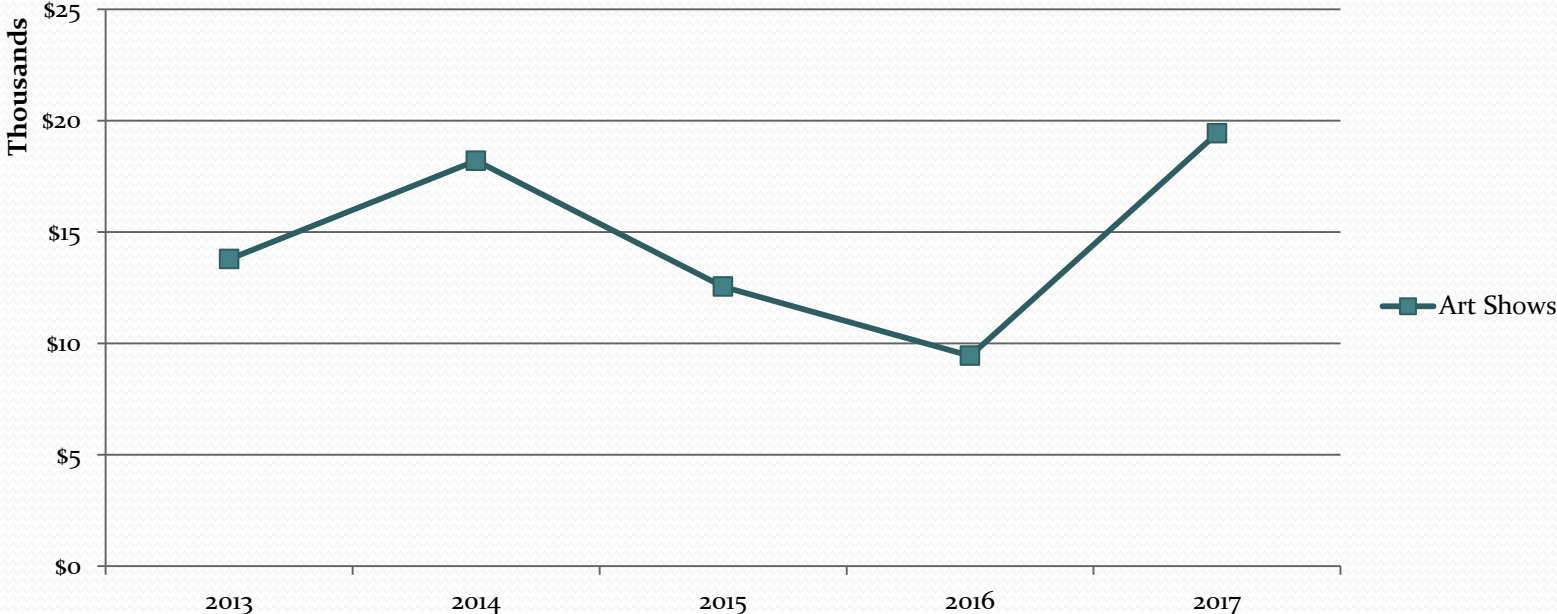


	2013	2014	2015	2016	2017	2016-2017
Total Sales	\$1,971,147.74	\$2,179,153.95	\$2,130,185.80	\$2,096,318.47	\$2,324,231.63	\$227,913.16

Arts Show *Five Year Metrics*

Table & Graph

Art Shows

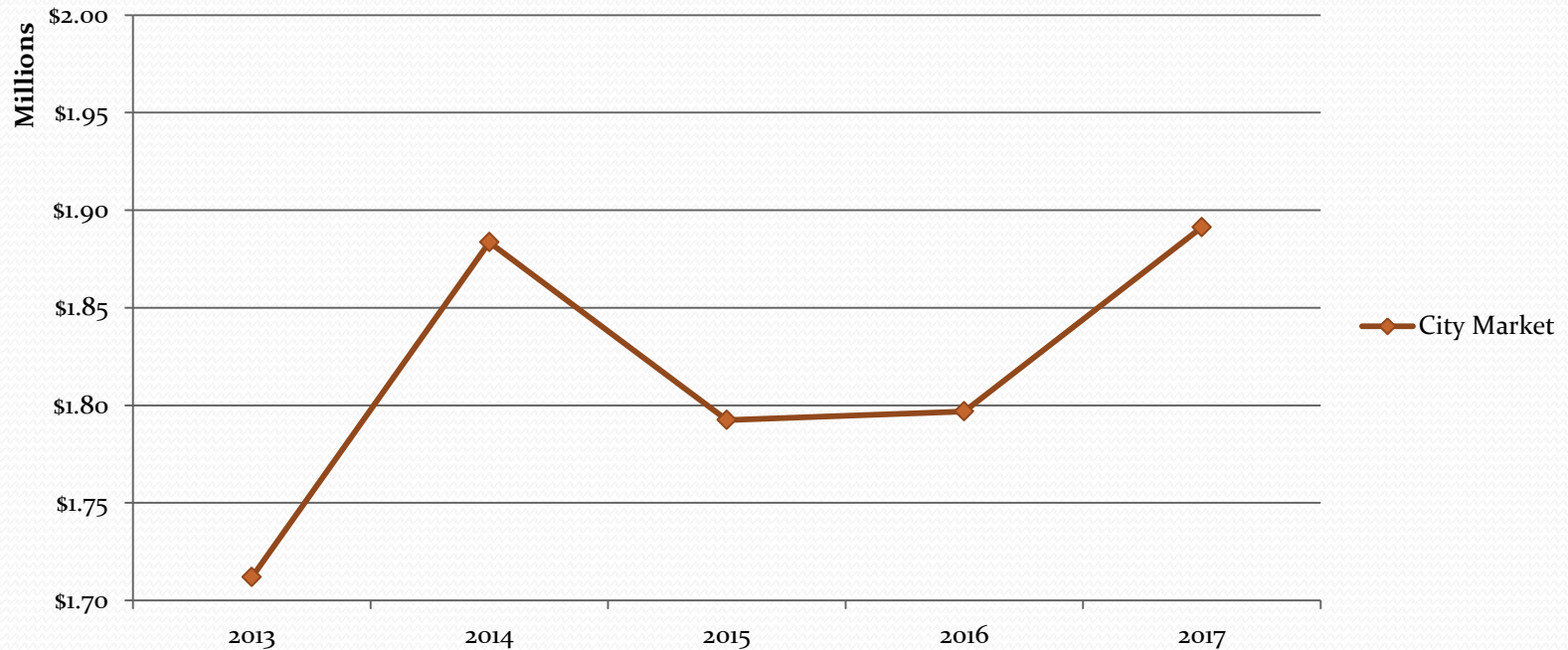


Vendor Sales	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2016-2017</u>
Arts Shows	\$13,780.74	\$18,197.95	\$12,543.80	\$9,446.43	\$19,425	\$9,978.99

City Market *Five Year Metrics*

Table & Graph

City Market

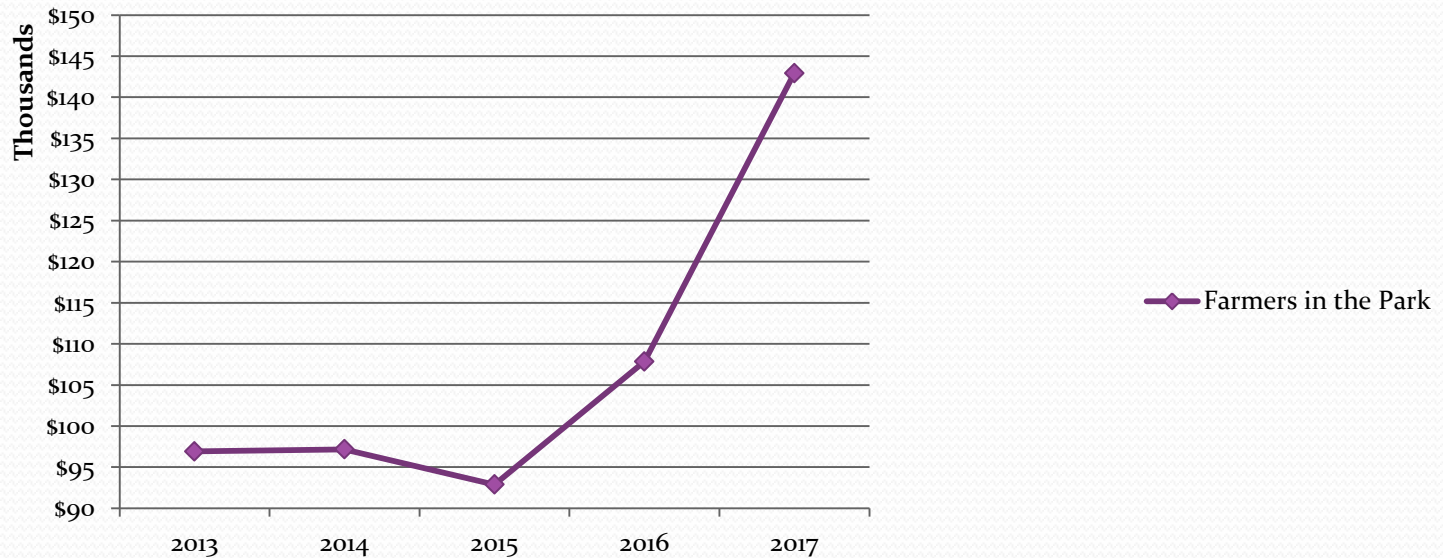


Vendor Sales	2013	2014	2015	2016	2017	2016-2017
City Market	\$1,712,017.00	\$1,883,648.00	\$1,792,477.00	\$1,796,915.00	\$1,891,277	\$94,362.38

Farmers in the Park *Five Year Metrics*

Table & Graph

Farmers in the Park

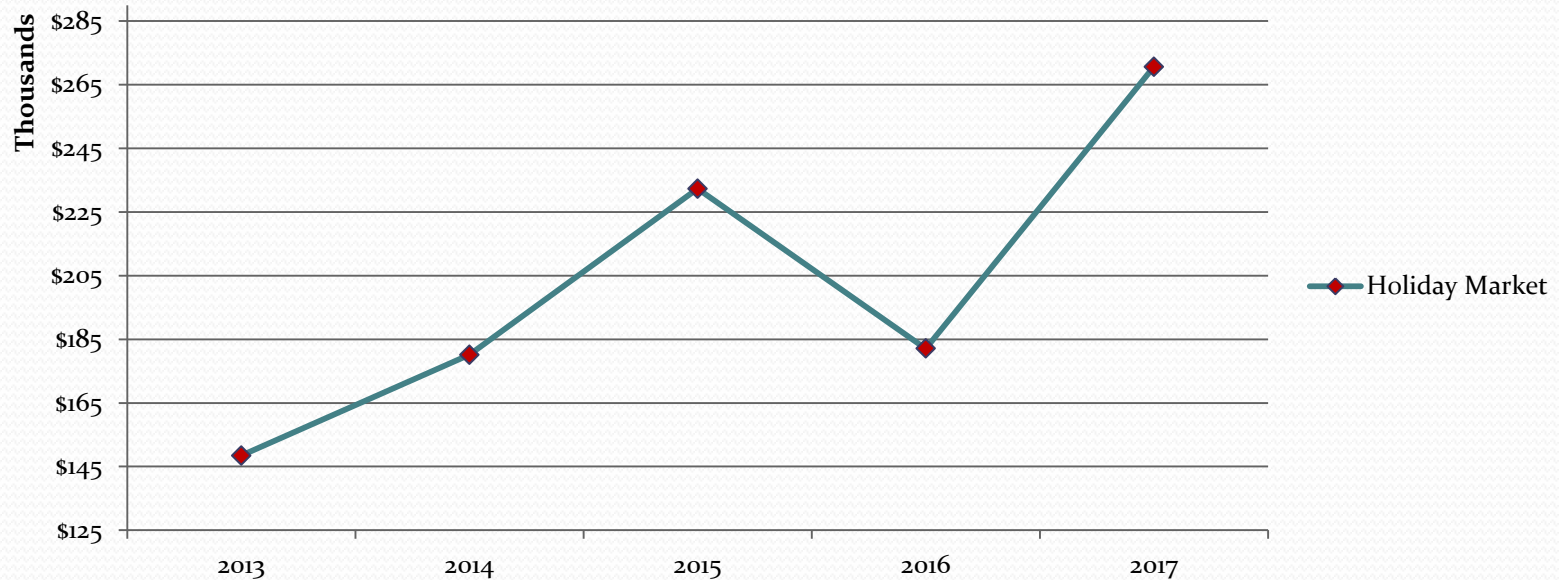


Vendor Sales	2013	2014	2015	2016	2017	2016-2017
Farmers in the Park	\$96,912.00	\$97,173.00	\$92,877.00	\$107,863.00	\$142,921	\$35,058.47

Holiday Market *Five Year Metrics*

Table & Graph

Holiday Market

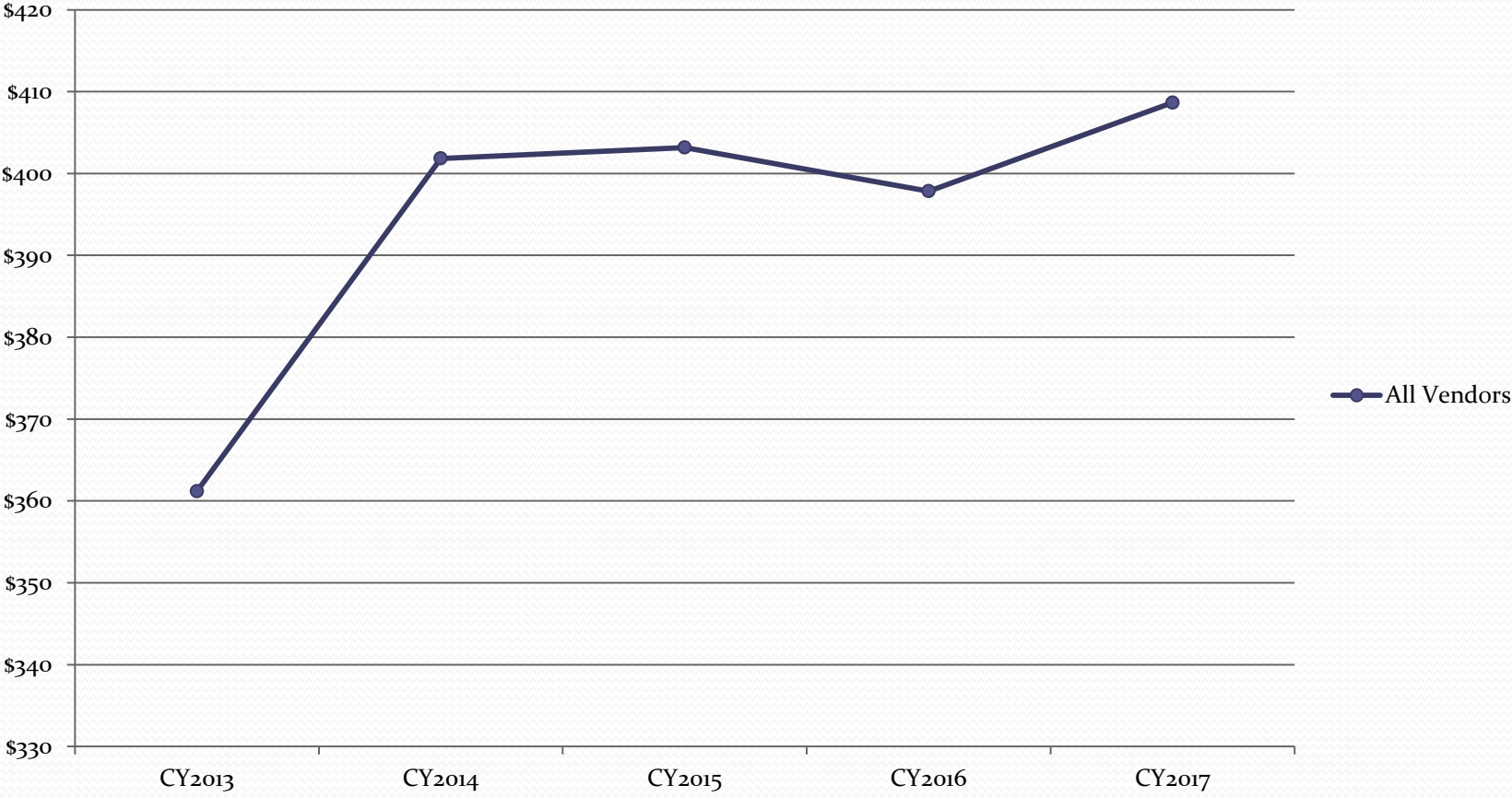


Vendor Sales	2013	2014	2015	2016	2017	2016-2017
Holiday Market		\$180,135.00	\$232,288.00	\$182,094.04	\$270,607	\$88,513.32

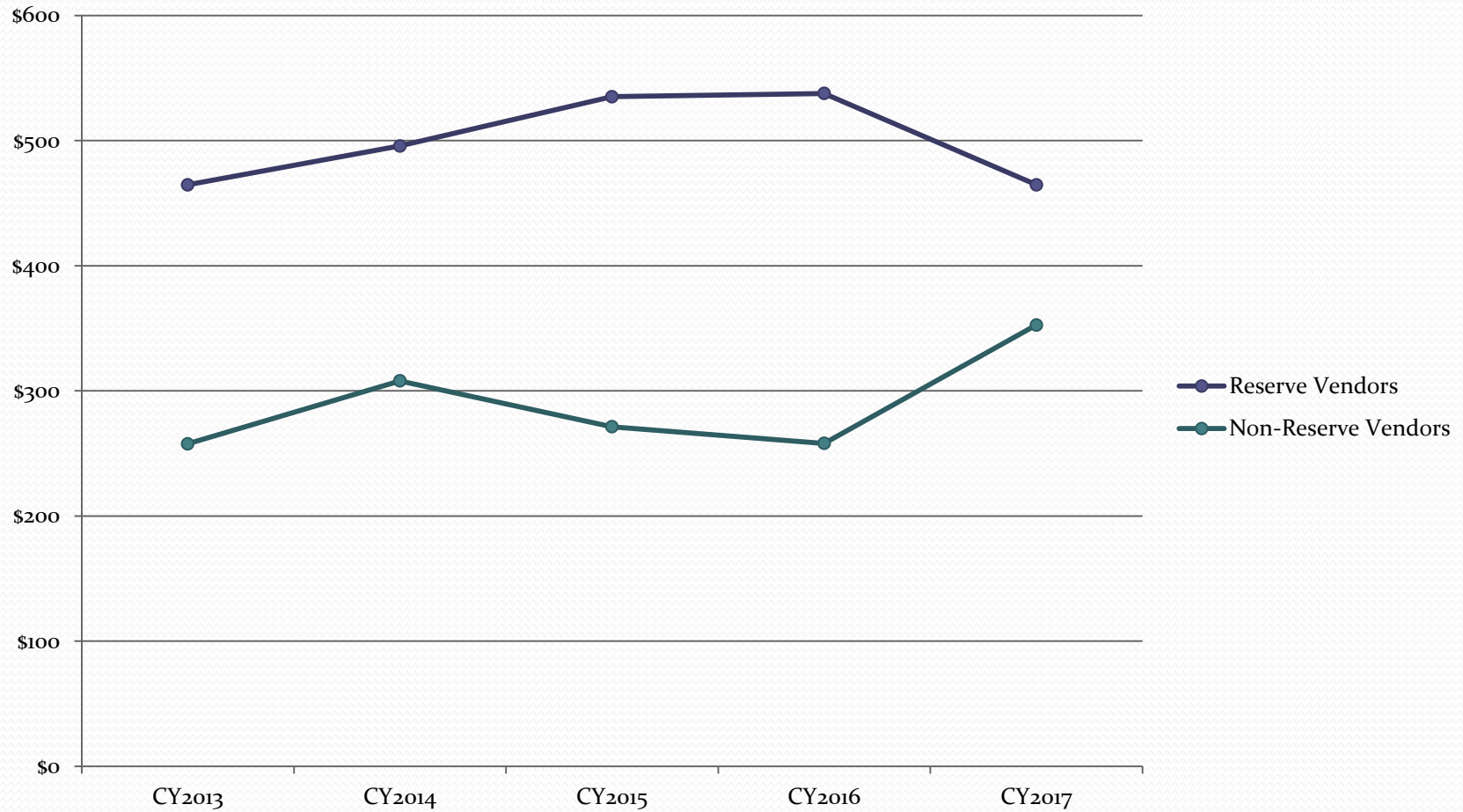
City Market Average Vendor Sales

City Market CY 2013-2017: Average Sales Per Market by Vendor Type / Category						
Vendor Type	Vendor Category	CY2013	CY2014	CY2015	CY2016	CY2017
Reserve	Agriculture	\$619	\$668	\$694	\$709	\$666
	Food	\$489	\$541	\$555	\$541	\$433
	Artisan	\$286	\$278	\$356	\$363	\$295
Non-Reserve	Agriculture	\$347	\$394	\$380	\$274	\$395
	Food	\$267	\$312	\$229	\$280	\$342
	Artisan	\$159	\$218	\$205	\$220	\$321
Summaries						
	Vendor Type/Category	CY2013	CY2014	CY2015	CY2016	CY2017
	Reserve Vendors	\$465	\$496	\$535	\$538	\$465
	Non-Reserve Vendors	\$258	\$308	\$271	\$258	\$353
	Agriculture Vendors	\$483	\$531	\$537	\$492	\$531
	Food Vendors	\$378	\$427	\$392	\$411	\$388
	Artisan Vendors	\$223	\$248	\$281	\$292	\$308
	All Vendors	\$361	\$402	\$403	\$398	\$409

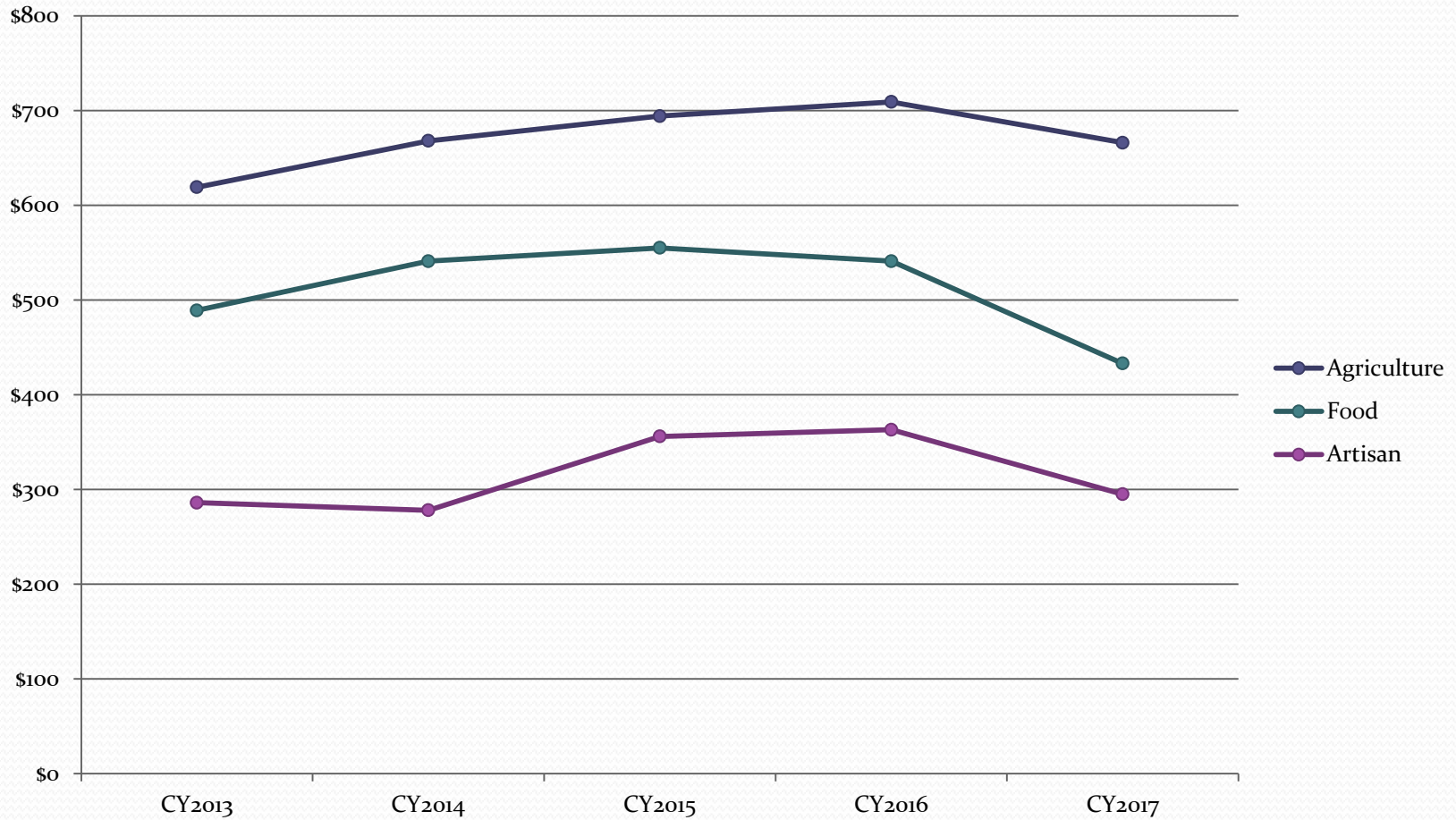
Average Sales per Market: City Market 2013-2017



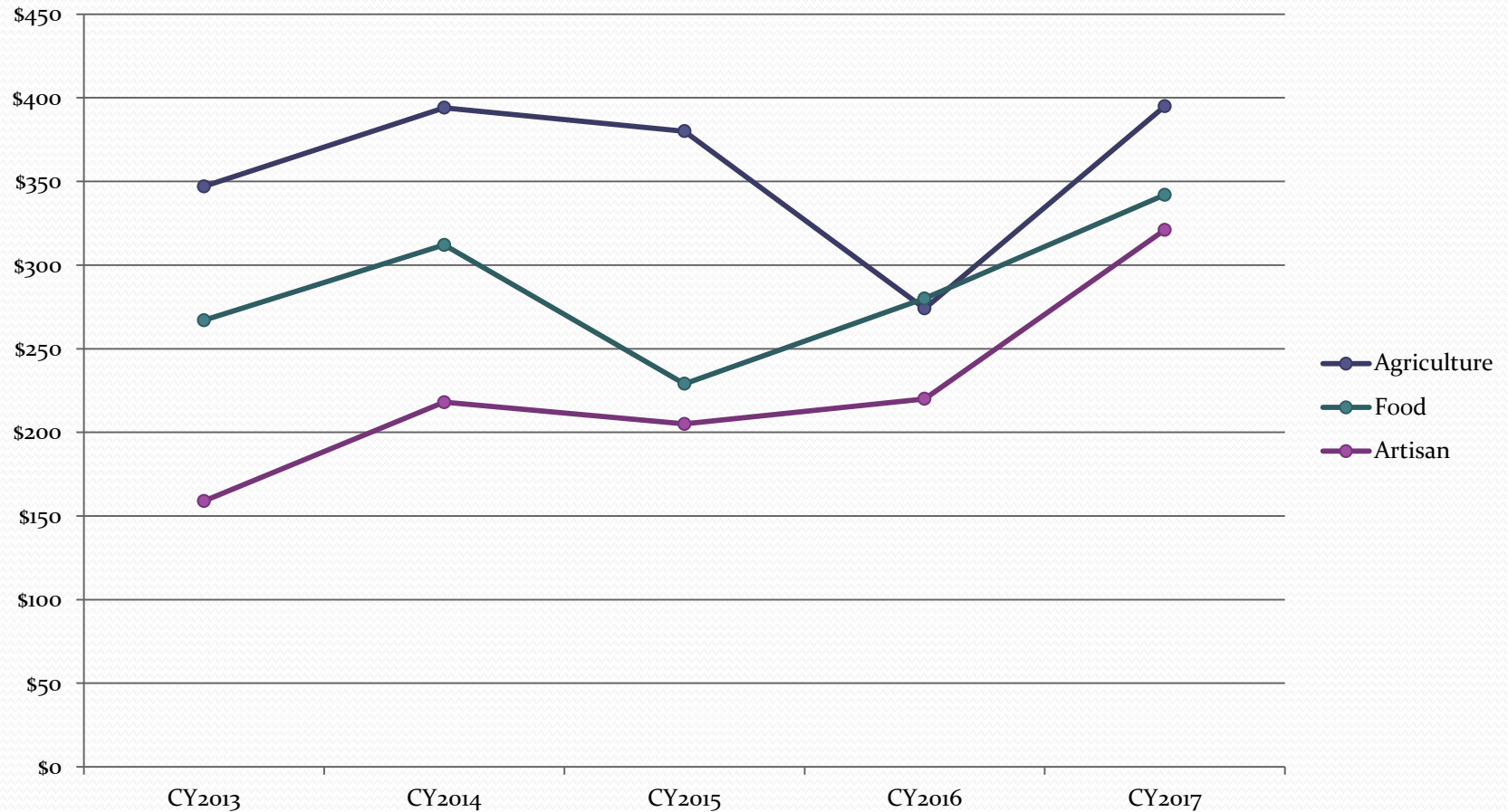
Average Sales per Market by Status: City Market 2013-2017



Avg Sales per Market by Reserve Vendors: City Market 2013-2017



Avg Sales per Market by Non-Reserve Vendors: City Market 2013-2017



Average Sales per Market by Type: City Market 2013-2017

