



sticky economy evaluation device
measuring the financial impact of a public market

Crescent City Farmers Market Seed Report 2017

an economic impact report generated for:

Crescent City Farmers Market
7/27/2017





the sticky economy evaluation device methodology explained

The SEED methodology uses customer-intercept surveys, head-count tabulation, and the Bureau of Economic Analysis' RIMS II economic multiplier to determine a public market's annual economic impact upon its region.



How SEED works

The measurement tool adds the economic benefit of the market for its vendors to the economic benefit for nearby businesses. It takes this number (annual gross receipts of the market plus annual gross receipts of purchases made by market shoppers at the market's retail neighbors) and multiplies it by the Regional Input-Output Modeling System II multiplier (or RIMS II multiplier). This multiplier is calculated by the Bureau of Economic Analysis (BEA). It captures the impact of an initial round of spending plus successive rounds of re-spending of the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the impact (and the stickier the economy).

This report uses the retail industry multiplier assigned to the state in which public market resides.

Sales Taxes

Please note sales tax figures are not included in the public market's economic impact upon the regional economy. After all, sales taxes are removed from circulation when paid to local and state authorities. However, SEED does capture sales tax totals as a result of the public market's presence in a community — specifically, the sales taxes nearby businesses pay to local and state authorities from the purchases made by market shoppers.

For more information about the Bureau of Economic Analysis' RIMS II, please visit www.bea.gov/regional/rims/rimsii/

For more information about marketumbrella.org, please visit our website, www.marketumbrella.org,
marketumbrella.org is a 501(c)(3) nonprofit corporation devoted to cultivating the field of public markets for public good.

organization summary: projected multi-market annual economic impact

Calculated using study data from the following markets:

| market | market impact with multiplier | local area impact with multiplier | projected tax revenue |
|-----------------------|--|--|----------------------------------|
| CCFM - French Quarter | \$4,443,086.41 | \$17,975,308.87 | \$847,004.08 |
| CCFM - Uptown | \$3,874,408.52 | \$1,418,602.95 | \$66,845.17 |
| CCFM - Mid-City | \$1,158,881.78 | \$1,080,882.23 | \$50,931.62 |
| CCFM - CBD | \$2,827,905.01 | \$2,233,984.31 | \$105,266.28 |
| GRAND TOTAL | \$12,304,281.72 | \$22,708,778.36 | \$1,070,047.15 |

seed: narrative report

CCFM - French Quarter

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the CCFM - French Quarter has an annual combined economic impact of \$22,418,395.28 on its vendors, host neighborhood, and surrounding region.

Operating 39 days per year, the CCFM - French Quarter enjoys \$0.00 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$2,326,223.25.

The SEED evaluation team also learned that the CCFM - French Quarter attracts approximately 3,561 shoppers per market day. This results in an estimated annual attendance of 138,879 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the CCFM - French Quarter shoppers reside are (24330, 70117, 70127, 46404, 39532, 70116, 70461, 70128, 93906 and 70170). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the

seed: narrative report

CCFM - French Quarter

other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$2,326,223.25
- Economic impact (using the multiplier) upon market vendors: \$4,443,086.41

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the CCFM - French Quarter increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$241,311.70
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$9,411,156.48

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 9.0%) rate: \$847,004.08

seed: market statistics report

CCFM - French Quarter

A. Core Market Statistics

| | |
|---|---------------|
| Multiplier: | 1.91 |
| Days open for business each year: | 39 |
| State + municipal state tax rate: | 9.0% |
| Total number of surveyed shoppers: | 132 |
| Average number of shoppers (per market): | 3,561 |
| Estimated annual market attendance: | 138,879 |
| Average dollars spent at the market (per shopper): | \$16.75 |
| Percentage of shoppers who spend at nearby businesses (per market): | 78% |
| Average dollars spent at nearby businesses (per shopper): | \$67.77 |
| Gender ratio: | F 77% / M 23% |
| Average vendor stall space (sq/ft): | 36 / sq. ft. |
| Average number of vendors: | 5 |
| Average vendor gross receipts per market: | \$11,929.35 |

B. Market Visitation

Shoppers we interviewed attend the Market

| | |
|-------------------------|--------|
| first time | 53.03% |
| more than weekly | 2.27% |
| weekly | 5.3% |
| several times per month | 6.82% |
| monthly | 3.79% |
| several times per year | 8.33% |
| rarely | 20.45% |

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

| | |
|--|------------------|
| Average gross receipts (per market): | \$59,646.75 |
| Average gross receipts per market sq. ft. (per market): | \$0.00 / sq. ft. |
| Projected gross annual receipts: | \$2,326,223.25 |
| Economic impact inside market (using multiplier effect): | \$4,443,086.41 |

seed: market statistics report

CCFM - French Quarter

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market's neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market's economic benefit to nearby businesses.

| | |
|--|-----------------------------|
| Average gross receipts at businesses near the market (per market): | \$241,311.70 |
| Projected gross annual receipts at businesses near the market: | \$9,411,156.48 |
| Projected annual state & municipal sales tax revenue: | \$847,004.08 (at 9.0% rate) |
| Economic impact at businesses near the market (using multiplier effect): | \$17,975,308.87 |

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the "stickier" the economy).

| | | |
|--|----------|------------------------|
| Total immediate economic benefit to vendors, nearby businesses, and the local community: | + | \$2,326,223.25 |
| | | \$9,411,156.48 |
| BEA RIMS II multiplier or comparable multiplier: | x | 1.91 |
| The Market's total combined economic impact: | = | \$22,418,395.28 |

seed: market statistics report

CCFM - French Quarter

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

| zip code | average % of shoppers (per market) | average \$ spent per shopper (per market) | estimated number of shoppers (annual) | estimated revenue (annual) |
|----------|--|---|---|----------------------------------|
| 24330 | 0.76% | \$400.00 | 1,052 | \$420,800.00 |
| 70117 | 4.55% | \$26.67 | 6,312 | \$168,320.21 |
| 70127 | 8.33% | \$13.55 | 11,573 | \$156,762.07 |
| 46404 | 0.76% | \$100.00 | 1,052 | \$105,200.00 |
| 39532 | 0.76% | \$100.00 | 1,052 | \$105,200.00 |
| 70116 | 5.30% | \$12.29 | 7,364 | \$90,471.89 |
| 70461 | 1.52% | \$35.00 | 2,104 | \$73,640.00 |
| 70128 | 2.27% | \$23.33 | 3,156 | \$73,639.89 |
| 93906 | 0.76% | \$50.00 | 1,052 | \$52,600.00 |
| 70170 | 0.76% | \$50.00 | 1,052 | \$52,600.00 |
| 70448 | 0.76% | \$50.00 | 1,052 | \$52,600.00 |
| 21541 | 0.76% | \$50.00 | 1,052 | \$52,600.00 |
| 84037 | 0.76% | \$50.00 | 1,052 | \$52,600.00 |
| 76248 | 0.76% | \$40.00 | 1,052 | \$42,080.00 |
| 32626 | 0.76% | \$40.00 | 1,052 | \$42,080.00 |
| 07029 | 0.76% | \$40.00 | 1,052 | \$42,080.00 |
| 02472 | 0.76% | \$37.00 | 1,052 | \$38,924.00 |
| 47404 | 0.76% | \$35.00 | 1,052 | \$36,820.00 |
| 70364 | 0.76% | \$35.00 | 1,052 | \$36,820.00 |
| 54631 | 1.52% | \$15.00 | 2,104 | \$31,560.00 |
| 70123 | 0.76% | \$30.00 | 1,052 | \$31,560.00 |

seed: market portrait

CCFM - French Quarter

Crescent City Farmers Market

CCFM - French Quarter / French Market, New Orleans
Louisiana,

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

CCFM - French Quarter — French Market, New Orleans

Physical space: Market District

Market time: afternoon

Open Wednesdays

The market does operate "rain or shine."

The market was founded in 2014.

The market is managed by .

The primary reason for this location's original selection: It was a traditional market location.

Presently, the market does have a formal agreement for the market space.

seed: market portrait

CCFM - French Quarter

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: Cristina Berthelot

Typically, each market day has 2 paid staff working at the market with an average of 1 volunteers.

[Yes] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 0 sq. ft. of space.

A typical vendor space is 36 sq. ft..

The vendors pay a flat fee to the market organization. They cannot leave for the day after selling out of products.

The market allows:

seed: market portrait

CCFM - French Quarter

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

[No] producers

[No] resellers

[Yes] market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

The market does not allow non-vendors to have tables at the market.

seed: market portrait

CCFM - French Quarter

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[No] Corporate Underwriter

[Yes] Government

[Yes] Private Foundation

[Yes] Individual

[No] Other

Does the market's elected advisors include?

[Yes] Vendors

[No] Shoppers

[No] Neighbors

[No] Government

[No] Non-governmental organizations

[Yes] Other

Bio sketch of manager: The French Market is the country's oldest public market, though it has not been a destination for fresh, local food for decades. Prior to Hurricane Katrina, Market Umbrella operated a weekly producer-only farmers market in the French Market. In October 2014, Market Umbrella again partnered with the French Market Corporation to bring a weekly producer-only farmers market back to this historic setting.

Working at the market since: 2017

seed: market portrait

CCFM - French Quarter

The main issue that this market is working on:

A great deal of strategic community outreach and marketing is necessary to bring locals back to the French Market in order to sustain this new (again) producer-only farmers market.

seed: narrative report

CCFM - Uptown

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the CCFM - Uptown has an annual combined economic impact of \$5,293,011.47 on its vendors, host neighborhood, and surrounding region.

Operating 51 days per year, the CCFM - Uptown enjoys \$138.72 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$2,028,486.14.

The SEED evaluation team also learned that the CCFM - Uptown attracts approximately 1,138 shoppers per market day. This results in an estimated annual attendance of 58,038 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the CCFM - Uptown shoppers reside are (70118, 70115, 70001, 70122, 70125, 70005, 70117, 70113, 70124 and 70119). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the

seed: narrative report

CCFM - Uptown

other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$2,028,486.14
- Economic impact (using the multiplier) upon market vendors: \$3,874,408.52

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the CCFM - Uptown increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$14,563.22
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$742,724.06

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 9.0%) rate: \$66,845.17

seed: market statistics report

CCFM - Uptown

A. Core Market Statistics

| | |
|---|---------------|
| Multiplier: | 1.91 |
| Days open for business each year: | 51 |
| State + municipal state tax rate: | 9.0% |
| Total number of surveyed shoppers: | 143 |
| Average number of shoppers (per market): | 1,138 |
| Estimated annual market attendance: | 58,038 |
| Average dollars spent at the market (per shopper): | \$34.95 |
| Percentage of shoppers who spend at nearby businesses (per market): | 23% |
| Average dollars spent at nearby businesses (per shopper): | \$12.80 |
| Gender ratio: | F 69% / M 31% |
| Average vendor stall space (sq/ft): | 100 / sq. ft. |
| Average number of vendors: | 25 |
| Average vendor gross receipts per market: | \$1,590.97 |

B. Market Visitation

Shoppers we interviewed attend the Market

| | |
|-------------------------|--------|
| first time | 6.99% |
| more than weekly | 5.59% |
| weekly | 41.96% |
| several times per month | 16.78% |
| monthly | 14.69% |
| several times per year | 6.99% |
| rarely | 6.99% |

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

| | |
|--|------------------|
| Average gross receipts (per market): | \$39,774.24 |
| Average gross receipts per market sq. ft. (per market): | \$2.72 / sq. ft. |
| Projected gross annual receipts: | \$2,028,486.14 |
| Economic impact inside market (using multiplier effect): | \$3,874,408.52 |

seed: market statistics report

CCFM - Uptown

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market's neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market's economic benefit to nearby businesses.

| | |
|--|----------------------------|
| Average gross receipts at businesses near the market (per market): | \$14,563.22 |
| Projected gross annual receipts at businesses near the market: | \$742,724.06 |
| Projected annual state & municipal sales tax revenue: | \$66,845.17 (at 9.0% rate) |
| Economic impact at businesses near the market (using multiplier effect): | \$1,418,602.95 |

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the "stickier" the economy).

| | | |
|--|----------|--------------------------------|
| Total immediate economic benefit to vendors, nearby businesses, and the local community: | + | \$2,028,486.14 \$742,724.06 |
| BEA RIMS II multiplier or comparable multiplier: | x | 1.91 |
| The Market's total combined economic impact: | = | \$5,293,011.47 |

seed: market statistics report

CCFM - Uptown

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

| zip code | average % of shoppers (per market) | average \$ spent per shopper (per market) | estimated number of shoppers (annual) | estimated revenue (annual) |
|----------|------------------------------------|---|---------------------------------------|----------------------------|
| 70118 | 19.58% | \$40.00 | 11,364 | \$454,560.00 |
| 70115 | 21.68% | \$27.26 | 12,581 | \$342,934.16 |
| 70001 | 5.59% | \$39.38 | 3,246 | \$127,811.25 |
| 70122 | 3.50% | \$60.00 | 2,029 | \$121,740.00 |
| 70125 | 6.29% | \$30.56 | 3,652 | \$111,589.05 |
| 70005 | 4.20% | \$43.33 | 2,435 | \$105,516.59 |
| 70117 | 2.10% | \$73.33 | 1,217 | \$89,246.63 |
| 70113 | 3.50% | \$37.00 | 2,029 | \$75,073.00 |
| 70124 | 2.80% | \$40.00 | 1,623 | \$64,920.00 |
| 70119 | 4.90% | \$19.71 | 2,841 | \$56,008.33 |
| 70130 | 2.80% | \$28.75 | 1,623 | \$46,661.25 |
| 70126 | 1.40% | \$52.50 | 811 | \$42,577.50 |
| 70112 | 2.10% | \$31.67 | 1,217 | \$38,538.37 |
| 70056 | 1.40% | \$42.50 | 811 | \$34,467.50 |
| 70123 | 1.40% | \$40.00 | 811 | \$32,440.00 |
| 70058 | 0.70% | \$75.00 | 405 | \$30,375.00 |
| 10003 | 0.70% | \$60.00 | 405 | \$24,300.00 |
| 70072 | 0.70% | \$60.00 | 405 | \$24,300.00 |
| 70114 | 1.40% | \$27.50 | 811 | \$22,302.50 |
| 70002 | 1.40% | \$25.00 | 811 | \$20,275.00 |
| 70121 | 1.40% | \$22.50 | 811 | \$18,247.50 |

seed: market portrait

CCFM - Uptown

Crescent City Farmers Market

CCFM - Uptown / 200 Broadway (Uptown)

Louisiana,

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

CCFM - Uptown — 200 Broadway (Uptown)

Physical space: Open-air Market

Market time: morning

Open Tuesdays

The market does operate "rain or shine."

The market was founded in 2000.

The market is managed by .

The primary reason for this location's original selection: Available shopper amenities.

Presently, the market does have a formal agreement for the market space.

seed: market portrait

CCFM - Uptown

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: Cristina Berthelot

Typically, each market day has 3 paid staff working at the market with an average of 1-5 volunteers.

[Yes] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 14,641 sq. ft. of space.

A typical vendor space is 100 sq. ft..

The vendors pay a flat fee to the market organization. They cannot leave for the day after selling out of products.

The market allows:

seed: market portrait

CCFM - Uptown

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

[Yes] producers

[No] resellers

[Yes] market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

[No] producers

[No] resellers

[Yes] market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

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The market does allow non-vendors to have tables at the market.

seed: market portrait

CCFM - Uptown

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[Yes] Corporate Underwriter

[Yes] Government

[Yes] Private Foundation

[Yes] Individual

[No] Other

Does the market's elected advisors include?

[Yes] Vendors

[Yes] Shoppers

[Yes] Neighbors

[No] Government

[Yes] Non-governmental organizations

[No] Other

Bio sketch of manager:

Working at the market since: 2017

The main issue that this market is working on:

seed: narrative report

CCFM - Mid-City

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the CCFM - Mid-City has an annual combined economic impact of \$2,239,764.02 on its vendors, host neighborhood, and surrounding region.

Operating 51 days per year, the CCFM - Mid-City enjoys \$135.15 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$606,744.39.

The SEED evaluation team also learned that the CCFM - Mid-City attracts approximately 531 shoppers per market day. This results in an estimated annual attendance of 27,081 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the CCFM - Mid-City shoppers reside are (70119, 70116, 70124, 70122, 70117, 70005, 70130, 70131, 70118 and 70115). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the

seed: narrative report

CCFM - Mid-City

other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$606,744.39
- Economic impact (using the multiplier) upon market vendors: \$1,158,881.78

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the CCFM - Mid-City increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$11,096.21
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$565,906.93

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 9.0%) rate: \$50,931.62

seed: market statistics report

CCFM - Mid-City

A. Core Market Statistics

| | |
|---|---------------|
| Multiplier: | 1.91 |
| Days open for business each year: | 51 |
| State + municipal state tax rate: | 9.0% |
| Total number of surveyed shoppers: | 126 |
| Average number of shoppers (per market): | 531 |
| Estimated annual market attendance: | 27,081 |
| Average dollars spent at the market (per shopper): | \$22.40 |
| Percentage of shoppers who spend at nearby businesses (per market): | 38% |
| Average dollars spent at nearby businesses (per shopper): | \$20.90 |
| Gender ratio: | F 71% / M 29% |
| Average vendor stall space (sq/ft): | 100 / sq. ft. |
| Average number of vendors: | 10 |
| Average vendor gross receipts per market: | \$1,189.69 |

B. Market Visitation

Shoppers we interviewed attend the Market

| | |
|-------------------------|--------|
| first time | 18.25% |
| more than weekly | 2.38% |
| weekly | 26.98% |
| several times per month | 26.19% |
| monthly | 12.7% |
| several times per year | 7.94% |
| rarely | 5.56% |

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

| | |
|--|------------------|
| Average gross receipts (per market): | \$11,896.95 |
| Average gross receipts per market sq. ft. (per market): | \$2.65 / sq. ft. |
| Projected gross annual receipts: | \$606,744.39 |
| Economic impact inside market (using multiplier effect): | \$1,158,881.78 |

seed: market statistics report

CCFM - Mid-City

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market's neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market's economic benefit to nearby businesses.

| | |
|--|----------------------------|
| Average gross receipts at businesses near the market (per market): | \$11,096.21 |
| Projected gross annual receipts at businesses near the market: | \$565,906.93 |
| Projected annual state & municipal sales tax revenue: | \$50,931.62 (at 9.0% rate) |
| Economic impact at businesses near the market (using multiplier effect): | \$1,080,882.23 |

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the "stickier" the economy).

| | | |
|--|----------|-----------------------|
| Total immediate economic benefit to vendors, nearby businesses, and the local community: | + | \$606,744.39 |
| | | \$565,906.93 |
| BEA RIMS II multiplier or comparable multiplier: | x | 1.91 |
| The Market's total combined economic impact: | = | \$2,239,764.02 |

seed: market statistics report

CCFM - Mid-City

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

| zip code | average % of shoppers (per market) | average \$ spent per shopper (per market) | estimated number of shoppers (annual) | estimated revenue (annual) |
|----------|--|---|---|----------------------------------|
| 70119 | 46.03% | \$19.91 | 12,465 | \$248,225.52 |
| 70116 | 7.14% | \$43.33 | 1,934 | \$83,806.60 |
| 70124 | 7.94% | \$24.70 | 2,149 | \$53,080.30 |
| 70122 | 7.94% | \$21.00 | 2,149 | \$45,129.00 |
| 70117 | 6.35% | \$15.88 | 1,719 | \$27,289.13 |
| 70005 | 2.38% | \$40.00 | 644 | \$25,760.00 |
| 70130 | 3.17% | \$25.00 | 859 | \$21,475.00 |
| 70131 | 0.79% | \$80.00 | 214 | \$17,120.00 |
| 70118 | 3.97% | \$14.60 | 1,074 | \$15,680.40 |
| 70115 | 3.17% | \$16.25 | 859 | \$13,958.75 |
| 70126 | 3.97% | \$12.00 | 1,074 | \$12,888.00 |
| 30038 | 0.79% | \$40.00 | 214 | \$8,560.00 |
| 70461 | 0.79% | \$32.00 | 214 | \$6,848.00 |
| 70123 | 0.79% | \$30.00 | 214 | \$6,420.00 |
| 70092 | 0.79% | \$25.00 | 214 | \$5,350.00 |
| 0 | 0.79% | \$20.00 | 214 | \$4,280.00 |
| 70001 | 0.79% | \$20.00 | 214 | \$4,280.00 |
| 70072 | 0.79% | \$16.00 | 214 | \$3,424.00 |
| 70127 | 0.79% | \$10.00 | 214 | \$2,140.00 |
| 12095 | 0.79% | \$3.00 | 214 | \$642.00 |

seed: market portrait

CCFM - Mid-City

Crescent City Farmers Market

CCFM - Mid-City / 3700 Orleans Ave. (Mid-City)

Louisiana,

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

CCFM - Mid-City — 3700 Orleans Ave. (Mid-City)

Physical space: Open-air Market

Market time: afternoon

Open Thursdays

The market does operate "rain or shine."

The market was founded in 2001.

The market is managed by .

The primary reason for this location's original selection: The neighborhood or city chose the location.

Presently, the market does have a formal agreement for the market space.

seed: market portrait

CCFM - Mid-City

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: Cristina Berthelot

Typically, each market day has 2 paid staff working at the market with an average of 1-5 volunteers.

[Yes] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 4,489 sq. ft. of space.

A typical vendor space is 100 sq. ft..

The vendors pay a flat fee to the market organization. They cannot leave for the day after selling out of products.

The market allows:

seed: market portrait

CCFM - Mid-City

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

[Yes] producers

[No] resellers

[Yes] market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

[No] producers

[No] resellers

[Yes] market organization or staff

The market does not allow non-vendors to have tables at the market.

seed: market portrait

CCFM - Mid-City

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[Yes] Corporate Underwriter

[Yes] Government

[Yes] Private Foundation

[Yes] Individual

[No] Other

Does the market's elected advisors include?

[Yes] Vendors

[Yes] Shoppers

[Yes] Neighbors

[Yes] Government

[Yes] Non-governmental organizations

[No] Other

Bio sketch of manager:

Working at the market since: 2017

The main issue that this market is working on:

seed: narrative report

CCFM - CBD

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the CCFM - CBD has an annual combined economic impact of \$5,061,889.31 on its vendors, host neighborhood, and surrounding region.

Operating 51 days per year, the CCFM - CBD enjoys \$251.43 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$1,480,578.54.

The SEED evaluation team also learned that the CCFM - CBD attracts approximately 927 shoppers per market day. This results in an estimated annual attendance of 47,277 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the CCFM - CBD shoppers reside are (70115, 70130, 70119, 70117, 70124, 70122, 70116, 70118, 70112 and 70005). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the

seed: narrative report

CCFM - CBD

other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$1,480,578.54
- Economic impact (using the multiplier) upon market vendors: \$2,827,905.01

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the CCFM - CBD increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$22,933.83
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$1,169,625.29

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 9.0%) rate: \$105,266.28

seed: market statistics report

CCFM - CBD

A. Core Market Statistics

| | |
|---|---------------|
| Multiplier: | 1.91 |
| Days open for business each year: | 51 |
| State + municipal state tax rate: | 9.0% |
| Total number of surveyed shoppers: | 123 |
| Average number of shoppers (per market): | 927 |
| Estimated annual market attendance: | 47,277 |
| Average dollars spent at the market (per shopper): | \$31.32 |
| Percentage of shoppers who spend at nearby businesses (per market): | 39% |
| Average dollars spent at nearby businesses (per shopper): | \$24.74 |
| Gender ratio: | F 70% / M 30% |
| Average vendor stall space (sq/ft): | 48 / sq. ft. |
| Average number of vendors: | 15 |
| Average vendor gross receipts per market: | \$1,935.40 |

B. Market Visitation

| | |
|---|--------|
| Shoppers we interviewed attend the Market | |
| first time | 12.2% |
| more than weekly | 3.25% |
| weekly | 37.4% |
| several times per month | 20.33% |
| monthly | 17.07% |
| several times per year | 8.13% |
| rarely | 1.63% |

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

| | |
|--|------------------|
| Average gross receipts (per market): | \$29,030.95 |
| Average gross receipts per market sq. ft. (per market): | \$4.93 / sq. ft. |
| Projected gross annual receipts: | \$1,480,578.54 |
| Economic impact inside market (using multiplier effect): | \$2,827,905.01 |

seed: market statistics report

CCFM - CBD

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market's neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market's economic benefit to nearby businesses.

| | |
|--|-----------------------------|
| Average gross receipts at businesses near the market (per market): | \$22,933.83 |
| Projected gross annual receipts at businesses near the market: | \$1,169,625.29 |
| Projected annual state & municipal sales tax revenue: | \$105,266.28 (at 9.0% rate) |
| Economic impact at businesses near the market (using multiplier effect): | \$2,233,984.31 |

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the "stickier" the economy).

| | | |
|---|----------|----------------------------------|
| Total immediate economic benefit to vendors, nearby businesses, and the local community: | + | \$1,480,578.54 \$1,169,625.29 |
| BEA RIMS II multiplier or comparable multiplier: | x | 1.91 |
| The Market's total combined economic impact: | = | \$5,061,889.31 |

seed: market statistics report

CCFM - CBD

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

| zip code | average % of shoppers (per market) | average \$ spent per shopper (per market) | estimated number of shoppers (annual) | estimated revenue (annual) |
|----------|--|---|---|----------------------------------|
| 70115 | 19.51% | \$33.67 | 9,224 | \$310,541.64 |
| 70130 | 15.45% | \$30.26 | 7,302 | \$220,981.89 |
| 70119 | 12.20% | \$25.53 | 5,765 | \$147,199.47 |
| 70117 | 4.07% | \$52.80 | 1,921 | \$101,428.80 |
| 70124 | 4.07% | \$50.00 | 1,921 | \$96,050.00 |
| 70122 | 4.07% | \$40.00 | 1,921 | \$76,840.00 |
| 70116 | 4.88% | \$31.67 | 2,306 | \$73,023.41 |
| 70118 | 4.88% | \$28.00 | 2,306 | \$64,568.00 |
| 70112 | 4.88% | \$24.17 | 2,306 | \$55,728.41 |
| 70005 | 2.44% | \$41.67 | 1,153 | \$48,041.71 |
| 70113 | 4.88% | \$20.00 | 2,306 | \$46,120.00 |
| 70072 | 2.44% | \$31.67 | 1,153 | \$36,511.71 |
| 70126 | 1.63% | \$35.00 | 768 | \$26,880.00 |
| 70125 | 1.63% | \$30.00 | 768 | \$23,040.00 |
| 70056 | 0.81% | \$55.00 | 384 | \$21,120.00 |
| 70003 | 0.81% | \$50.00 | 384 | \$19,200.00 |
| 70094 | 0.81% | \$45.00 | 384 | \$17,280.00 |
| 70123 | 0.81% | \$40.00 | 384 | \$15,360.00 |
| 70471 | 0.81% | \$30.00 | 384 | \$11,520.00 |
| 0 | 0.81% | \$30.00 | 384 | \$11,520.00 |
| 70001 | 0.81% | \$25.00 | 384 | \$9,600.00 |

seed: market portrait

CCFM - CBD

Crescent City Farmers Market

CCFM - CBD / 750 Carondelet St. (Downtown)

Louisiana, 70130

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

CCFM - CBD — 750 Carondelet St. (Downtown)

Physical space: Open-air Market

Market time: morning

Open Saturdays

The market does operate "rain or shine."

The market was founded in 1995.

The market is managed by .

The primary reason for this location's original selection: Available shopper amenities.

Presently, the market does have a formal agreement for the market space.

seed: market portrait

CCFM - CBD

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: marketumbrella.org

Typically, each market day has 3 paid staff working at the market with an average of 6-10 volunteers.

[Yes] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 5,890 sq. ft. of space.

A typical vendor space is 48 sq. ft..

The vendors pay a flat fee to the market organization. They cannot leave for the day after selling out of products.

The market allows:

seed: market portrait

CCFM - CBD

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

[Yes] producers

[No] resellers

[Yes] market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

[No] producers

[No] resellers

[Yes] market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

[No] producers

[No] resellers

[No] market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

[Yes] producers

[No] resellers

[No] market organization or staff

The market does allow non-vendors to have tables at the market.

seed: market portrait

CCFM - CBD

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[Yes] Corporate Underwriter

[No] Government

[Yes] Private Foundation

[No] Individual

[No] Other

Does the market's elected advisors include?

[Yes] Vendors

[Yes] Shoppers

[Yes] Neighbors

[No] Government

[Yes] Non-governmental organizations

[No] Other

Bio sketch of manager:

Working at the market since: 2017

The main issue that this market is working on:

Search for funding to increase product mix at all markets to satisfy added incentive customer base.

seed: report appendix

Results for this Economic Impact Study are calculated using data from the following market studies:

| Study | Market | Sample Size | Date |
|---|-----------------------|-------------|------------|
| Crescent City Farmers Market - French Quarter | CCFM - French Quarter | 132 | 2017-07-12 |
| Crescent City Farmers Market - Uptown | CCFM - Uptown | 143 | 2017-07-18 |
| Crescent City Farmers Market - Mid-City | CCFM - Mid-City | 126 | 2017-07-20 |
| Crescent City Farmers Market - Downtown (CBD) | CCFM - (CBD) | 123 | 2017-07-22 |