

Feast!

2021 LOCAL FOODS MARKETPLACE REPORT • JAN. 12, 2022

Image by Michal Jarmoluk from Pixabay

VENDORS

Total Vendors Registered: 38 + 8 alcohol = 46 total
Festival: 24 + 8 alcohol
Online: 33
Cancellations: 9 + 3 alcohol

ONLINE

Total Sales: \$ 4189.67
Avg Sales: \$135
Top 5:
\$708 Shokolate Haven chocolate
\$469 B&E's Trees maple syrup
\$445 Sailor Mercy elderberry syrup
\$397 Cannon Valley Butchers Block charcuterie
\$231 CannonBelles Cheese cheese

TICKETS

Ticket Sales: Adult: 106, Child: 7, Wristbands: 38

Online:	\$601.62	At the Door:	\$1126
Admission:	24	Admission:	82
Child:	1	Child:	6
Wristband:	18	Wristband*:	20

Total ticket sales: \$1727

MAGAZINE

Quantity: 5,000, Pages: 56

Printing: \$5525

Content Development: \$7550

Expenses: \$1916

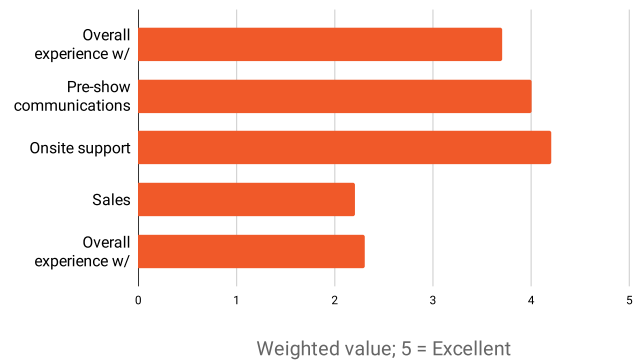
Total: \$14,991*

Ad Revenue: \$15,686*

*Final budgets are still under review



Event Rating

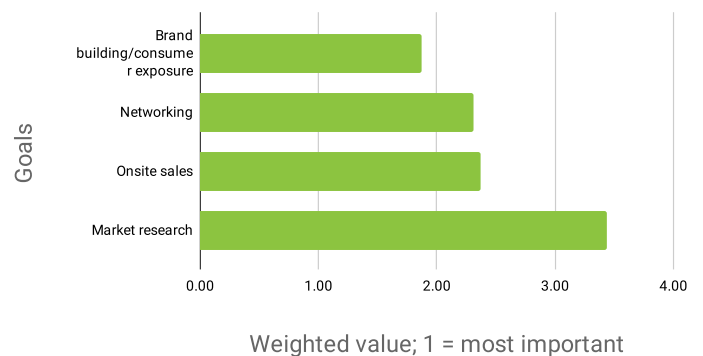


Were there specific things that went well for you this year?

Layout of event - day of event communications was great. Sara did a great job talking through the logistics of online store.



Goals Ranking



Do you have suggestions for ways to improve future FEAST! events?

Do the event further away from the holidays. It's tough when it's so close to Christmas. Happy to hear it's going to be in early November next year.

Were there specific things that did not go well for you this year?

The obvious answer is the weather which impacted turnout and in turned severely cut into sales.