



VANCOUVER
FARMERS MARKET

2023: A YEAR IN REVIEW

LETTER FROM THE EXECUTIVE DIRECTOR

As we look back on the last year, I am humbled at the opportunity to be part of such a vibrant and exciting organization. Over the years, the Vancouver Farmers Market has grown from a collection of vendors and shoppers gathering on a summer weekend, to an organization providing small business support, equitable food access, and entrepreneurial and food education to our youth. In 2023, we had over 478,000 shoppers come through our markets, supporting 276 small businesses and creating over \$13,000,000 in local economic impact! While we're proud of our role in this work, we know that none of this is possible without you, the small businesses and supporters that make up our market family. So thank you for your commitment to building a vibrant and healthy community where everyone can gather and be fed. It is a privilege to do this work and we look forward to serving you all for the next 35 years!

Jordan Boldt
Executive Director



Staff

Jordan Boldt, Executive Director
Kelsey Allan, Director of Operations
Stephanie Clark, Director of Partnerships & Programs
Kate Reudink, Market Manager & Volunteer Coordinator
Julia Preszler, Market Manager
Avery Reynolds, Market Manager
Katrina Johnston, Bookkeeper
Jennifer Reid, Operations Assistant
Adrianna Alvarez, Parking Attendant
Natalya Johnston, Parking Attendant

Board of Directors

Bill Belden, President
Laura Ellsworth, Vice President
Jocelyn Stauffer, Secretary
Michael Sullivan, Treasurer
Julie Arenz
Kim Rohfling
Josh Williams
Julie Heally
Christy Davis

VOLUNTEERS

Thank you to all of our amazing volunteers for the time they donate toward the success of our organization.



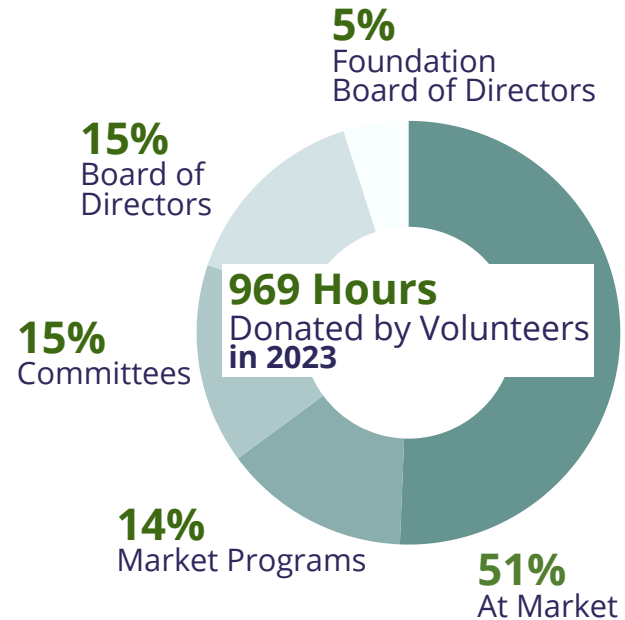
88
people
volunteered
service hours
in 2023



***The energy I give
when I volunteer, I
feel that I receive it
back and more.***
- Gloria Wu



***Volunteering has
helped me understand
what community is,
and what it feels like
to be a part of one.***
- Jessica Bulger



2023 MARKET NUMBERS

Small Businesses. Large Impact.

Downtown Vancouver

Days Open - **66**
Small Businesses - **249**
Customers - **448,590**
Average Customers per day - **6,797**

East Vancouver

Days Open - **17**
Small Businesses - **45**
Customers - **13,563**
Average Customers per day - **798**

Fall Market

Days Open - **7**
Small Businesses - **157**
Customers - **16,127**
Average Customers per day - **2,304**



276
Individual Businesses
(↑ 14% in 2023)



\$8,282,053
In Small Business Revenue



360
Full or Part-Time Jobs Supported

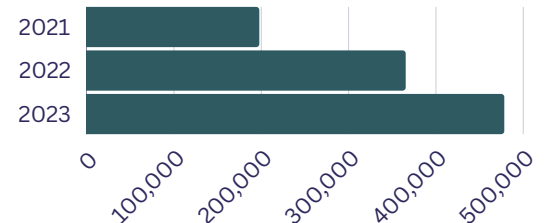


Over \$13,000,000
Local economic Impact



478,280
Shoppers
(↑ 31% in 2023)

Shopper Attendance Growth



MARKET FINANCIALS

2023 Operating Revenue

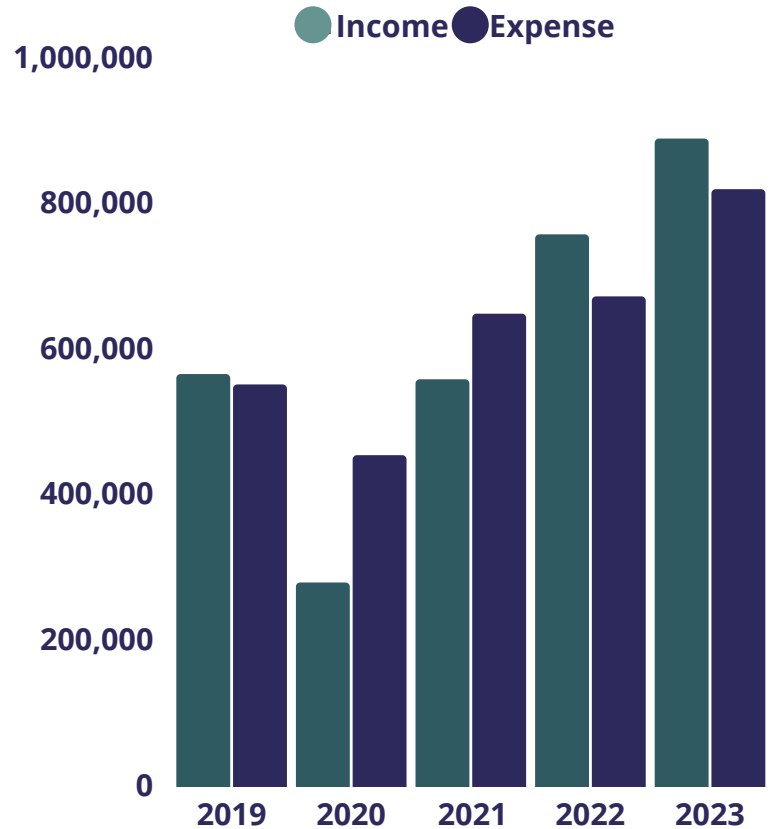
Market Operations	\$760,324
Programs	\$129,980
Revenue	\$890,304
Cost of Goods Sold	\$29,848
Gross Revenue	\$860,456

2023 Operating Expenses

Market Operations	\$697,752
Programs	\$122,996
Total Expenses	\$820,747
Net Income	\$39,709
<i>Other Income*</i>	\$214,234

What does '*Other Income*' mean?

This is income from sources that are one-time or not part of our regular course of business. For example, COVID Relief Grants and Tax Credits. We account for them separately since they are not part of our regular income stream and vary greatly from year to year.



FOOD ACCESS PROGRAMS

Increasing equitable food access and culturally relevant nutrition education for lower income communities while investing in local farms.



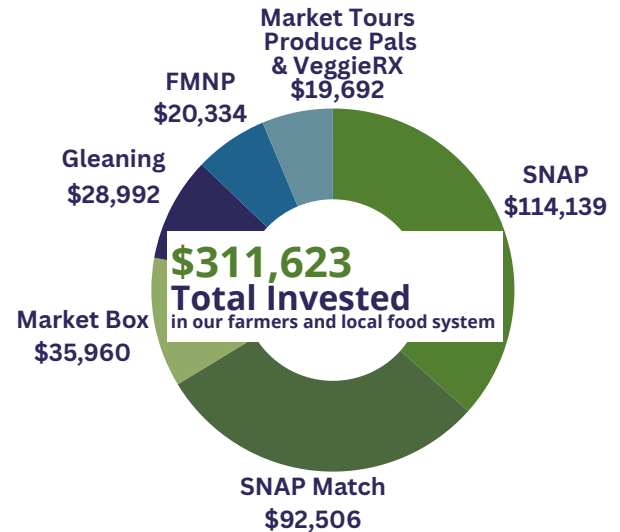
\$246,671
in food assistance
distributed at markets



6,689
community members
served through food
assistance & nutrition
education



32,555
pounds of produce
donated to the food
bank



Market Box Delivery

In 2023, 2,000 boxes of fresh produce were delivered, free of charge, directly to food insecure families facing barriers to affording fresh produce and shopping at the farmers market.



Veggie Rx

In 2023, \$6,420 in farmers market grocery vouchers were provided to food insecure patients at the Vancouver Clinic.



SMALL BUSINESS DEVELOPMENT PROGRAMS



Supporting new and developing small businesses who experience barriers to success.

Market Ready Program

In 2023, 10 vendors graduated from a month long pilot program of specialized lessons for market businesses with a focus on practical insights and financial management.



\$6,500
in scholarships
provided to vendors
for participation



70
small business owners
attended 2 trainings



Beneficial
State Bank



KIDS PROGRAMS

Fostering food systems education and entrepreneurial spirit for the next generation

Produce Pals

In 2023, **2,198** educational activities were completed by **1,348** kids. **\$8,772** was earned and spent by kids on fruits and vegetables at the farmers market.



Junior Market & Kids Holiday Market

In 2023, **352** kids sold their handmade goods at the Junior Market and Kids Holiday Market, earning **\$46,200** in sales.



Greater
Vancouver
Chamber



THANK YOU!

info@vancouverfarmersmarket.com ~ 360-737-8298 ~
www.vancouverfarmersmarket.com

