

June 17, 2019

Yachats Farmers Market
ATT: Blythe Collins
PO Box 434
Yachats, OR 97498

John Purcell – Chair
Yachats Parks & Commons Commission
City Hall
441 Highway 101 N
Yachats, OR. 97498

Re: Yachats Farmers Market update

Dear Mr. Purcell;

Herewith is an update for the Parks & Commons Commission on the Yachats Farmers Market.

By the numbers, we currently have 44 vendors signed up for the 2019 Market season. Of those 36 are returning vendors and 8 are new vendors. For the first 5 weeks of the Market we have averaged 34 vendors attending and 37 out of 40 available spaces used. A copy of the Vendor list is attached. After several discussions with Facilities Manager Hoen, we will be placing vendors in the area in front of the Commons, as needed.

We also have 4 Non-Profits joining us during the season:

Habitat for Humanity from Newport will be with us one weekend a month starting June 30th.

YYFAP will be with us through the 4th of July.

The Pollinator Corridor Project will be with us for several more market days in June

Yachats Emergency Preparedness Committee will be with us once a month starting June 30th..

We are looking for a few more Non-Profits to offer space to during Market days.

We have been investing in new road signs, and banners and flags. More are in the works. We have expanded the number of road signs placed out North and South of the City.

We have an ad running in the Oregon Coast Today weekly through the season. We have 3 ads on NewsLincolnCounty.county that will be running until the end of the season.. We are exploring additional venues for print advertising. Oregon Coast Magazine is a quarterly publication and we were too late for their Summer issue. Their Fall issue is published in August, so it did not seem a good use of advertising dollars for this year. Copies of the current ads are attached. We are reworking the Yachats Farmers Market flyer for distribution to area Hotels and Tourist Information Centers. A copy of the old flyer is attached.

We are posting several times a week on Facebook with very good results and high levels of interest. We are getting between 1,200 and 1,600 views per post and our "Likes" are growing. We will also be starting to use Instagram as another Social Media marketing tool, and looking at other Social Media options to expand our reach.

The Yachats Farmers Market is now a member of the Oregon Farmers Markets Association. We are included in their 2019 Oregon Markets Guide and we are on their website in their "Find A Market"

section. Additionally, we are now members of the “National Markets Coalition”, a nationwide organization of Farmers Markets. Both Organizations are great resources as we develop our market further.

Blythe Collins will be in attendance at your June meeting and will be able to provides more information and answer any questions you might have.

Sincerely,
George Mazeika
For and on Behalf of Yachats Farmers Market\

Attachments:

2019 Vendor List
Oregon Coast Today Ad
NewsLincolncounty.com ads
Yachats Farmers Market Flyer