

Boosting Market Visibility

Increasing market awareness has remained a pivotal objective since assuming management of the market in 2022. Emphasizing social media expansion and engagement, this strategic approach has driven our efforts forward, resulting in growth across both platforms throughout 2023.



45% ↑ reach
327% ↑ profile visits
60% ↑ followers (1.2K total)



21% ↑ reach
70% ↑ profile visits
90% ↑ followers (787 total)



2023 ANNUAL REPORT

Market managed by Field & Fork Network, Inc.



Become a Vendor: Applications Open

We are looking for local food producers, local wineries, specialty foods (oils, cheese, jams/jellies, etc.), flowers and plants, makers and artisans, to help round out our vendor offerings for the upcoming season. If you're interested in becoming a vendor for the 2024 season, scan below for details and to download the application.



Apply Now

Thank You to Our 2023 Sponsors

- Niagara Falls National Heritage Area
- KeyBank
- Niagara County Legislature
- Niagara Falls Memorial Medical Center
- Farm Credit East

2023 SEASON PRESENTED BY



THE NIAGARA FALLS CITY MARKET IS GROWING

In the ongoing revitalization of the Niagara Falls City Market, the past year has marked a significant turning point. Despite persisting challenges and ample room for further growth, the market has garnered unprecedented attention and secured vital investments for the first time in decades. Our steadfast commitment to revitalizing the market is evident in the substantial increase of over 300% in promotional and advertising efforts for the 2023 season, compared to 2022. The infusion of new vendors, a diverse array of events, and greater accessibility to fresh, local produce from Niagara County producers underscore the market's successes this season. As we reflect on our progress towards our goals, it is clear that the journey toward growth has just begun.



For more information about the Niagara Falls City Market, contact Tom Lowe at tlowe@fieldandforknetwork.com.



This report was prepared by Field & Fork Network, Market Manager, located at 2495 Main St., Suite 311, Buffalo, NY 14214.



Field & Fork Network

PRIORITY #1

Integrate SNAP and Double Up Food Bucks NY into market operations

GOAL 1.1

Increase sales from SNAP and Double Up Food Bucks NY by 30%



\$15,302
SNAP SALES
+0.3% vs. last year



\$12,507
DOUBLE UP FOOD BUCKS EARNED
-4.6% vs. last year



PRIORITY #3

Host multiple events at the market

GOAL 3.1

Host a minimum of one event per month during market season (June-October)



4 LIVE @ LUNCH
Live Music



2 STORY CIRCLES



3 CAR SHOWS



SPECIAL EVENT
FAMILY FUN DAY



3 EVENING MARKETS



SPECIAL EVENT
LOCAL FOOD DAY



"Went almost every week. Loved having new vendors, and the next generation of farmers. Can't wait to see how it grows next year!"

- CUSTOMER, 2023 SEASON -

PRIORITY #2

Recruit additional vendors and diversity product offerings

GOAL 2.1

Increase seasonal vendors by 50% with a focus on non-produce vendors



+50% vs. last year



TOTAL VENDORS ADDED



PRIORITY #4

Increase market promotion

GOAL 4.1

Continue to capitalize on earned media opportunities

GOAL 4.2

Engage relevant stakeholders in branding process to be revealed by end of 2023 season

GOAL 4.3

Increase paid advertising opportunities by more than 75% (NOTE: \$'s invested in promotion)



\$12K

PAID ADVERTISING SPEND



"I just want to thank you and tell you that on these November market days that have really slowed down (which is normal), being able to receive EBT is a huge bonus! The tokens have increased my sales...and make it much more worth my while to be there! Sales and income that I would not have if not for EBT and tokens! So, thank you! I am very grateful for that!"

- SHERI SENEK, FARM VENDOR -