#### **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)

#### 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** 





#### **2023 ANNUAL REPORT**

Market managed by Field & Fork Network, Inc.





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

**2023 SEASON PRESENTED BY** 



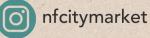
#### THE NIAGARA FALLS CITY MARKET IS GROWING

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.





#### **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 93% • SNAP SALES SPENT BY SHOPPERS



\$12,507

DOUBLE UP FOOD BUCKS EARNED

% SHOPPERS SPENT ON FRESH PRODUCE

81%

-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





3 CAR SHOWS



SPECIAL EVENT FAMILY FUN DAY





SPECIAL EVENT LOCAL FOOD DAY 99

"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 -



"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 -

#### **PRIORITY #2**

## Recruit additional vendors and diversity product offerings

#### **GOAL 2.1**

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



NEW SEASONAL VENDORS ADDED

+50% vs. last year



TOTAL VENDORS ADDED

# SEASONAL HOURS MONDAY, WEDNESDAY & FRIDAY

8:00 AM - 3:00 PM

#### 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)



