



FARMERS' MARKET AT SANDPOINT
RAPID MARKET ASSESSMENT REPORT
AUGUST 3, 2019



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University of Idaho
Extension

FARMERS' MARKET AT SANDPOINT

RAPID MARKET ASSESSMENT

AUGUST 3, 2019

Market Name: **Farmers Market at Sandpoint**
Year Founded: 1988
Market Website: <http://sandpointfarmersmarket.com>
Date of Assessment: August 3, 2019
Market Hours: **9:00 am to 1:00pm First Saturday in May to Second Saturday in October**
Market Season: Jeff Jones Town Square, corner of Third Avenue and Oak Street,
Location: downtown Sandpoint, Bonner County, Idaho
Market Manger: Kelli Burt, farmersmarketatsandpoint@gmail.com
Fees: \$20 for a full space (10'x10') or \$10 for a half space (5'x10'). Season pass \$400 full space, \$200 half space. All vendors pay a one-time membership fee of \$70. Discount for fall meeting attendance is \$10 and discount for spring meeting attendance is \$20.
Vendors: 66 vendors on August 3:
44% Agriculture
17% Prepared Food
39% Crafts
Estimated Market Sales: \$49,109 to \$61,387
RMA Team Members: Colette DePhelps, Area Extension Educator, Community Food Systems, University of Idaho (UI), Moscow
Jen Jensen, Horticulture and Small Acreage Farms Educator, UI Bonner County Extension, Sandpoint
Kate Painter, Agriculture Extension Educator, UI Boundary County Extension, Bonners Ferry
Carole Bogden, Moscow, Idaho
Gray Henderson, Bonners Ferry, Idaho
Haley Wenk, Intern, UI Boundary County Extension, Bonners Ferry
Kimberley Derr, Boundary County Master Gardener, Sandpoint, Idaho
Market Volunteers: Graham Kerwin, Edible Idaho, Coeur d'Alene volunteer
Ruby French, Farmers Market at Sandpoint volunteer
Tim French, Farmers Market at Sandpoint volunteer
Audra Gabica, Farmers Market at Sandpoint volunteer
Emmitt Jones, Farmers Market at Sandpoint volunteer
Pat Morierarity, Farmers Market at Sandpoint volunteer
Eli Pincher, Farmers Market at Sandpoint volunteer
Nathan Smith, Farmers Market at Sandpoint volunteer
Robb Talbott, Farmers Market at Sandpoint volunteer
RMA Report Author: **Colette DePhelps**, cdephelps@uidaho.edu, 208-885-4003

INTRODUCTION: CONTENT OF THIS REPORT

On Saturday, August 3, 2019, University of Idaho Northern District Extension performed a Rapid Market Assessment (RMA) of the Farmers' Market at Sandpoint. The assessment had three components: 1) adult and children customer counts, 2) four-question dot survey, and 3) constructive comments and observations by the RMA Team¹. This report provides a summary of the August 3, 2019 RMA findings. At the end of the report, there is a comparison of the August 3, 2019 RMA findings with those of the RMA of the Farmers' Market at Sandpoint on August 30, 2003. The 2019 to 2003 RMA comparison shows the Farmers' market at Sandpoint has grown considerably over the past 16 years.

PART 1: ADULT CUSTOMER COUNT

Market customer counts are estimates. They are derived by counting the number of adult shoppers in the market at opening plus hourly customer estimates. To obtain hourly estimates, RMA Team members are stationed at each market entrance for 10 minutes. For this four-hour market, counts were taken 25-35 minutes after the hour. Using clickers, team members counted the number of adults entering the market in that ten-minute period. The ten-minute counts were then multiplied by six (10 minutes x 6 = 60 minutes) to obtain an estimate of adult customers entering the market (Table 1). The number of children entering the market were counted using the same method (Table 2).

Table 1: Estimated Total Adult Customers: 4113

Time	Count	Percentage
9:00 am – at opening	99	2%
9:00 am to 10:00 am	984	24%
10:00 am to 11:00 am	1008	25%
11:00 am to 12:00 pm	1194	29%
12:00 pm to 1:00 pm	828	20%

Table 2: Estimated Total Children: 949

Time	Count	Percentage
9:00 am – at opening	19	2%
9:00 am to 10:00 am	168	18%
10:00 am to 11:00 am	258	27%
11:00 am to 12:00 pm	318	33%
12:00 pm to 1:00 pm	186	20%

As shown in Table 1 and Table 2, the peak hour for adult customers and children appears to be between 11:00 am to 12:00 pm. While the largest percentage of adults and children (26% and 37% respectively) entered the market from 3rd and Main Street, there was consistent customer traffic at all street entrances to the market and few adults and children (less than 4%) entered the market from the Main Street sidewalk parking lot.

PART 2: FOUR-QUESTION DOT SURVEY

One adult per household was asked to participate in a four-question dot survey. Each survey question was written on a separate poster board. Customers were asked where they live, how much they anticipated spending in the market, how much they anticipated spending outside the market in the downtown area, and whether dogs should be allowed at the market. Children’s dots, distinguished by color, were not counted.

Approximately 16% (643) of the adults who visited the market participated in the dot survey by answering two or more dot survey questions. Dot survey posters were changed each hour, upon the hour, in order to test whether there were substantial differences during the market. Percent participation in the survey was the same during the first half (50%) and the second half (50%) of the market, with the largest number of responses (34%) in between 12:00 pm to 1:00 pm.

Where Market Shoppers Are Coming From

As shown in Table 3, about 38% of all customers who responded to the dot survey reside in Sandpoint and approximately 7% reside in Sagle or Algoma. Nearly half, 47%, of market customers were tourists or visitors residing outside of Bonner (ID) and Pend Oreille (WA) counties.

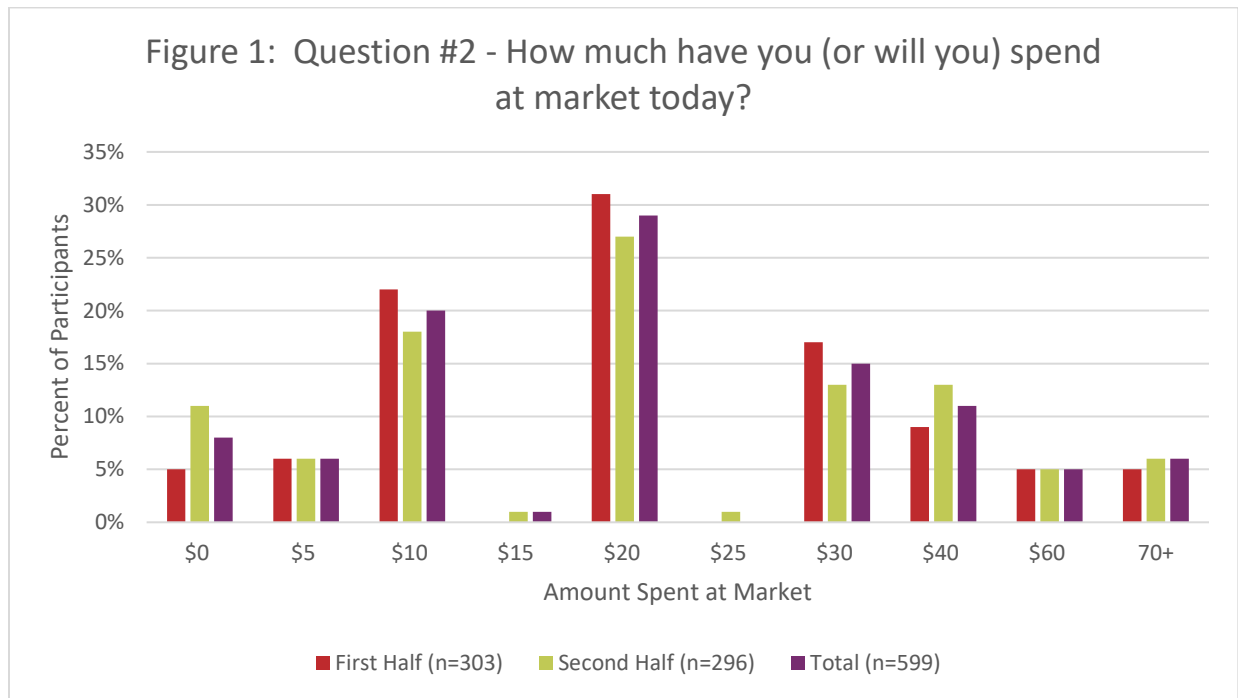
Table 3: Question #1 - Where do you live?	
Location	Percent of Respondents (n=643)
Sandpoint	38%
Sagle/Algoma	7%
Ponderay	2%
Hope/Clark Fork	2%
Other Bonner County	3%
Newport/Priest River	1%
Other Pend Oreille County	0%
Visitor in Town for Festival @ Sandpoint	10%
Visitor / Out of Area (non-Festival)	37%

Comparing responses from shoppers during the first and second half of the market, approximately 59% of shoppers in the first half lived outside the City of Sandpoint, compared to

64% of the shoppers in the second half of the market. The percent of shoppers identifying as tourists or visitors from outside Bonner and Pend Oreille counties was 42%, during the first half of the market and 52% during the second half of the market.

Customer Spending at Market

Spending is estimated by “shopping group” – adults who spend from one “wallet.” A shopping group is generally one or two adults. A “basket” refers to the total market purchases made by a shopping group. Adults from the same shopping group were asked to answer the survey using one dot per question to avoid over counting. Market customers were asked how much they had or would spend at the market that day. Response categories were provided.



Based on survey responses, approximately 64% of total market sales were in baskets ranging in value from \$0 to \$20.00 while 36% of total market sales were in baskets ranging from \$25.00 to \$70.00 in value (Figure 1).

Overall, respondents in the first and second half of the market had very similar spending patterns. The greatest difference is in the first half of the market, only 5% of respondents indicated they would spend less than \$5, while in the second half of the market, 11% selected this category (Figure 1).

Overall, the average amount spent per shopping group was \$23.88 (Table 4) and amount spent per shopping group differed little between the first half and the second half of the market. Customers shopping during the second half of the market spent approximately \$0.11 more per basket than customers shopping during the first half of the market¹.

Table 4: Average Amount Spent in the Market by Shopping Group	
Time Period	Average \$ Spent
All of Market (9:00 am to 1:00 pm)	\$23.88
First half of Market (9:00 am to 11:00 am)	\$23.83
Second half of Market (11:00 am to 1:00 pm)	\$23.94

Estimated Total Market Sales

Using the Rapid Market Assessment methodology, **total market sales** can be estimated as follows:

- Number of shoppers divided by the number of adults per shopping group equals the number of shopping groups.
- Number of shopping groups multiplied by the average amount spent per shopping group equals the estimated total market sales.

The number of adults per shopping group is estimated to range from 1.6 to 2.0. Using 2.0 reflects a more conservative estimate on spending².

Table 5: Estimated Total Market Sales on August 3, 2019			
Estimated Total Number of Shoppers	Shopping Group Size	Number of Shopping Groups	Estimated Market Sales (\$23.88 basket)
4113	2.0	2057	\$49,109
4113	1.6	2571	\$61,387

Estimated total market sales range from \$49,109 to \$61,387 (Table 5). Since approximately 49% of the survey respondents indicated they lived outside Bonner County (see Table 3), we can

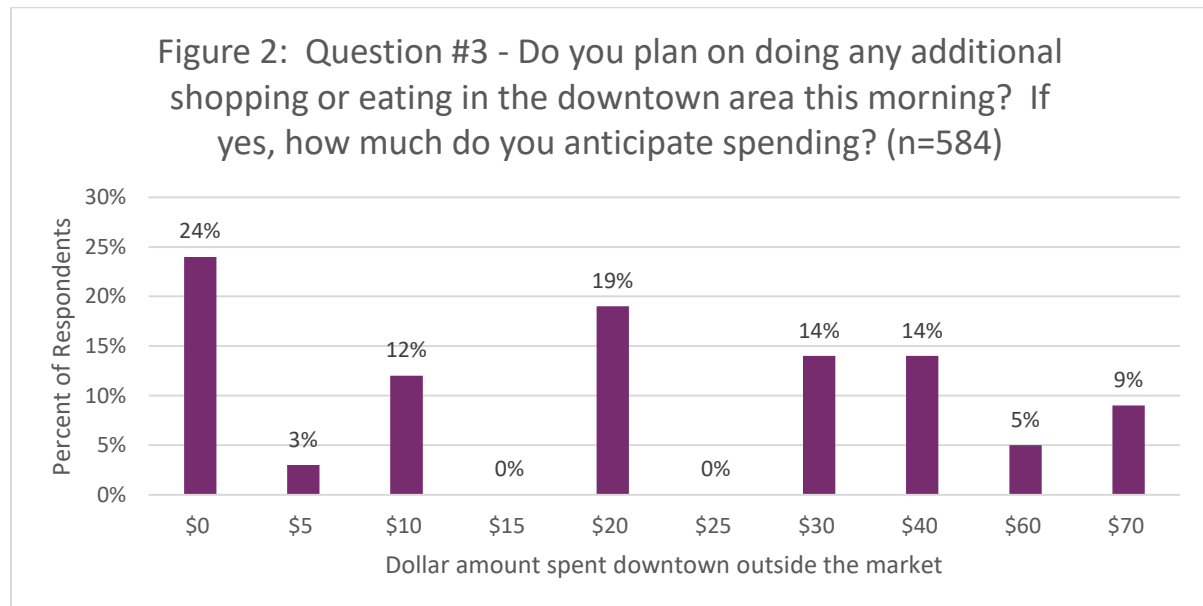
¹ The average amount spent per shopping group is calculated by dividing the total amount survey respondents indicate they spent (\$14,305) by the total number of shopping groups who completed the survey question (599).

² While many people shop at farmers markets alone, effectively being a shopping group size of 1, more conservative shopping group numbers of 1.6 and 2 are used to prevent overestimating market spending.

estimate that approximately 49% of Market sales (between \$24,064 and \$30,079) were to customers residing outside of Bonner County, assuming there is no difference in average spending between these two groups^{3,4}.

Market Customer Spending in Downtown Sandpoint

In order to better understand the economic impact of the Market on downtown businesses, survey respondents were asked whether they planned on doing additional shopping or eating in the downtown area (outside of the market) and, if yes, how much they anticipated spending. Approximately sixty-six percent (76%) of respondents indicated they would be shopping at other downtown establishments on the day of the assessment (Figure 2).

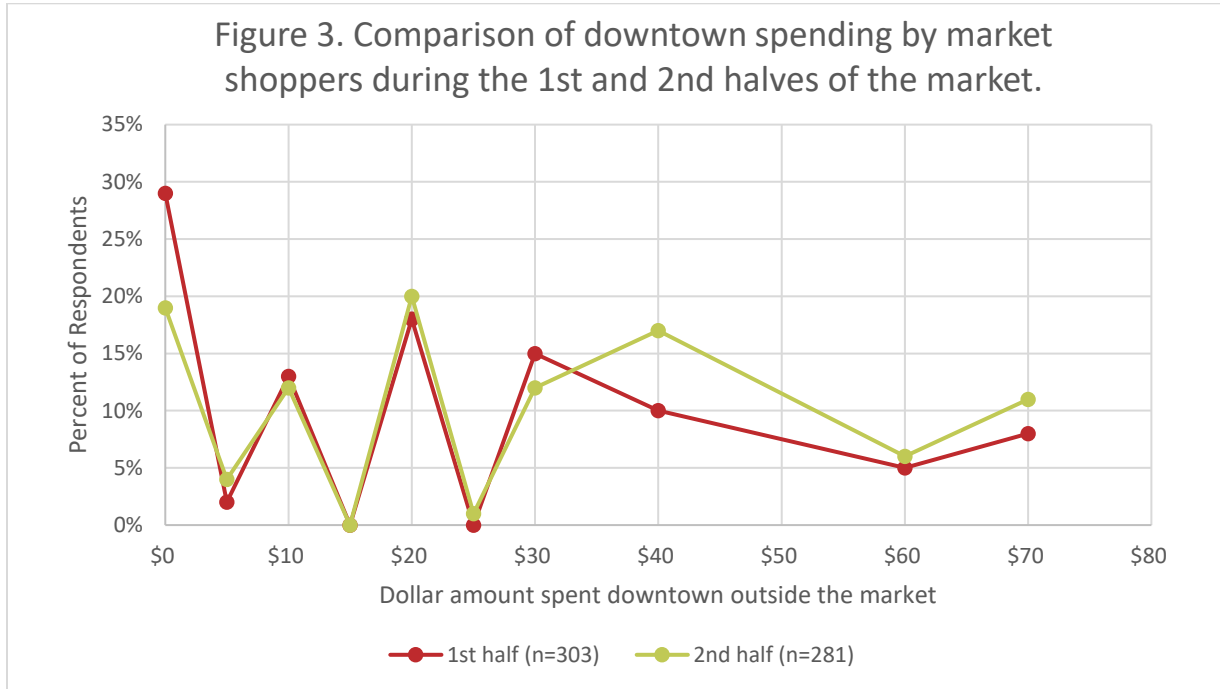


About 34% of shoppers indicated they would spend between \$5 and \$20.00 outside of the Market and 42% indicated they would spend more than \$20.00 outside of the Market. The average downtown expenditures anticipated by survey respondents was \$24.46 per shopping group.

³ One of the “Where do you live?” response categories included both Newport, WA and Priest River, ID. Since we were unable to determine the county of residence for respondents in this category, those respondents were not counted as residing outside of Bonner County.

⁴ In the case of this dot survey, cross-tabulations across survey questions was not possible. Therefore, there is no way to determine if there were differences in spending between those living inside and outside of Bonner County.

The total downtown spending reported by survey respondents was \$14,285. Approximately 21% (\$3,020) were baskets ranging in value from \$0 to \$20.00, and, approximately 79% (\$11,265) were baskets ranging from \$25.00-\$70.00 in value.



As shown in Figure 3, shoppers during the 1st half of the market anticipated spending less on downtown shopping and eating than shoppers in the 2nd half of the market. Average downtown basket size was \$22.29 for people shopping the market between 9:00 am to 11:00 am and \$26.80 for people shopping the market between 11:00 am to 1:00 pm.

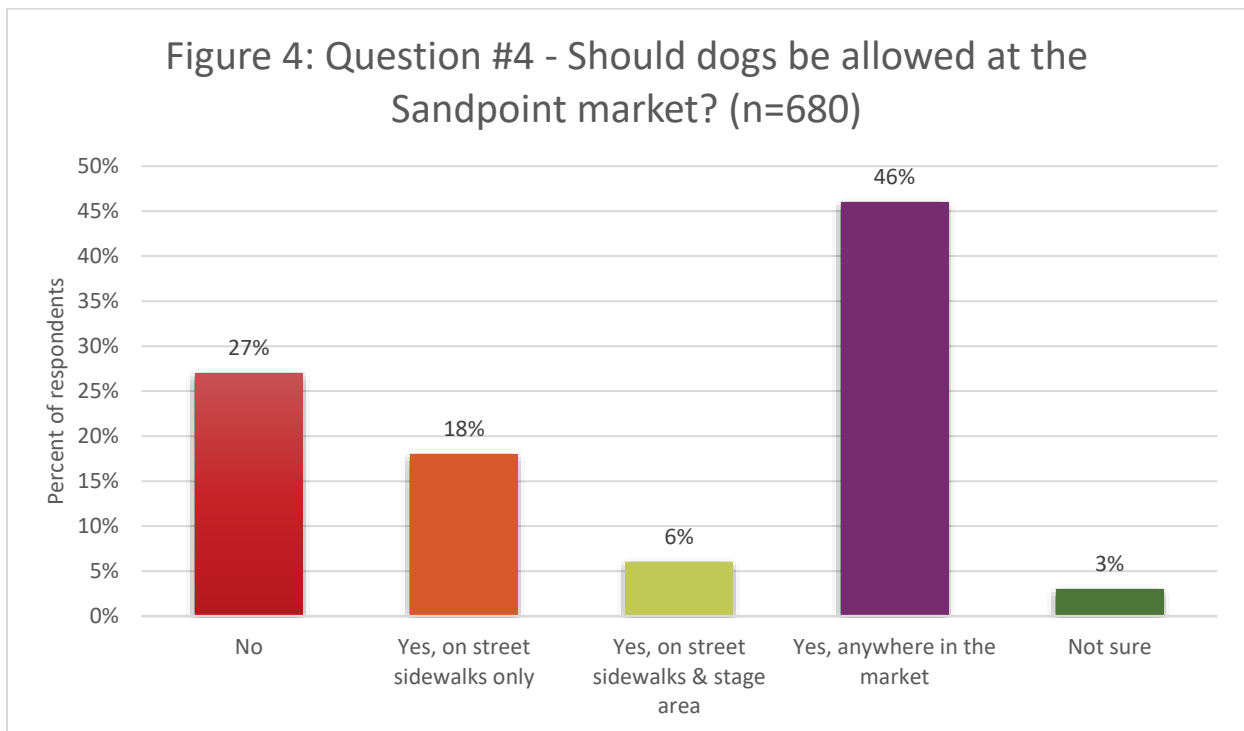
Table 6: Estimated Total Downtown Spending by Market Shoppers on August 3, 2019			
Estimated Total Number of Shoppers	Shopping Group Size	Number of Shopping Groups	Estimated Downtown Spending (\$24.46 basket)
4113	2.0	2057	\$50,302
4113	1.6	2571	\$62,877

The estimated total downtown spending by market shoppers ranges from \$50,302 to \$62,877 (Table 6). Since at least 49% of the survey respondents indicated they lived outside Bonner County (Table 3), we can estimate that 49% of downtown spending (between \$24,648 and

\$30,810) was by market customers residing outside of Bonner County, assuming there is no difference in average spending between these two groups.

Dogs at Market

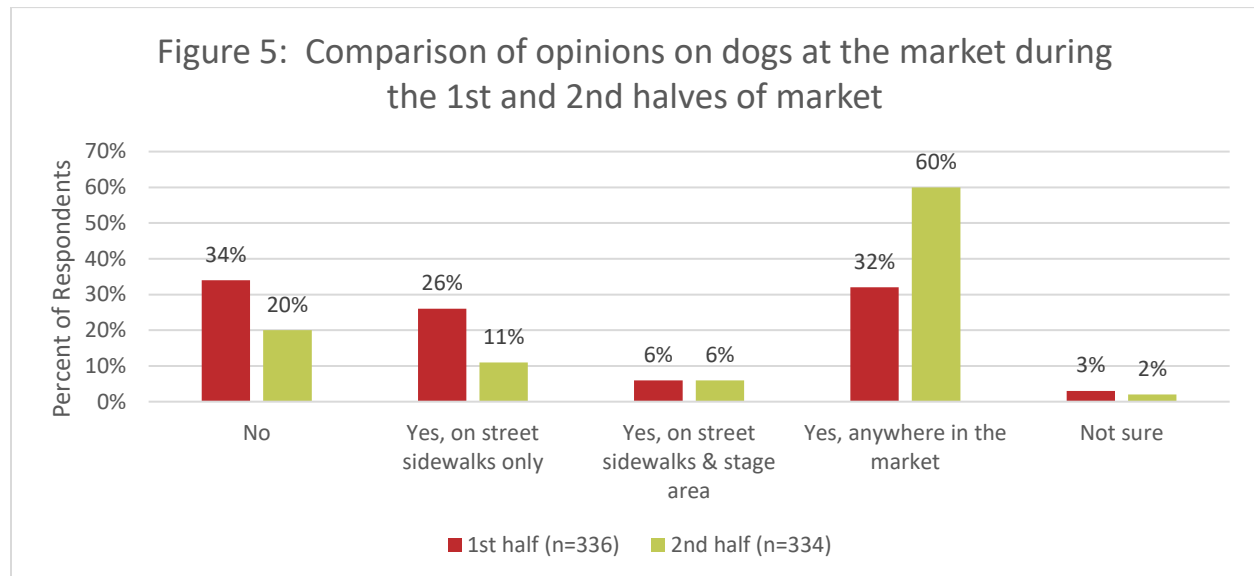
The Farmers' Market at Sandpoint Board of Directors and market management were interested in learning whether market customers believe dogs should be allowed at market and, if so, where in the market they should be allowed.



As shown in Figure 4, most respondents (97%) were clear about whether they believe dogs should be allowed at market. Approximately 70% of respondents said yes, dogs should be allowed in the market. Looking closer, 46% of respondents believe dogs should be allowed anywhere in the market, 18% believe dogs should be allowed on street sidewalks only and 6% believe dogs should be allowed on both street sidewalks and the stage area. Approximately 27% of respondents believe dogs should not be allowed at market.

Figure 5 shows differences in respondents' opinions between the 1st and 2nd half of market. Responses suggest earlier market shoppers tend to have a greater preference for restrictions on where dogs can be in the market (32%) and a greater preference for not having dogs at the market (34%) than later shoppers (17% and 20% respectively). Conversely, only 32% of earlier

respondents believed dogs should be allowed anywhere in the market, compared to 60% of later respondents.



RMA FINDINGS COMPARISON: 2019 AND 2003

On Saturday, August 30, 2003, Rural Roots, Inc., a regional small acreage non-profit organization, under the leadership of Colette DePhelps, performed a Rapid Market Assessment (RMA) of the Farmers' Market at Sandpoint. Two of the dot survey questions asked in 2003 were the same as two of the questions asked on August 3, 2019. As a result, there are some 2003 RMA findings that can be compared to 2019 findings (Table 7). In comparing 2003 and 2019 findings, it is important to remember that RMA results are a snapshot of one market day during the market season. With that in mind, the comparison shows considerable growth in the number of market customers, estimated daily market sales and number of vendors at market on the day of the RMA.

Table 7: Comparison of Select RMA Findings 2003 and 2019			
Finding	2003	2019	Change
Number of Adult Shoppers	1598	4113	+2514
Estimated Market Sales	\$13,700	\$49,109 to \$61,387	+\$35,409 to \$47,687
Number of Vendors	51	66	+15
Shoppers Living in Sandpoint	46%	38%	-12%
Tourists/Visitors	28%	47%	+19%

As shown in Table 7 and Figure 6, the number of adult shoppers in the market increased by approximately 157% (2514 shoppers) between 2003 and 2019 and market sales increased between 258% to 348% (\$35,409 to \$47,687). There were 15 more vendors at market on August 3, 2019 than were at market on August 30, 2019.

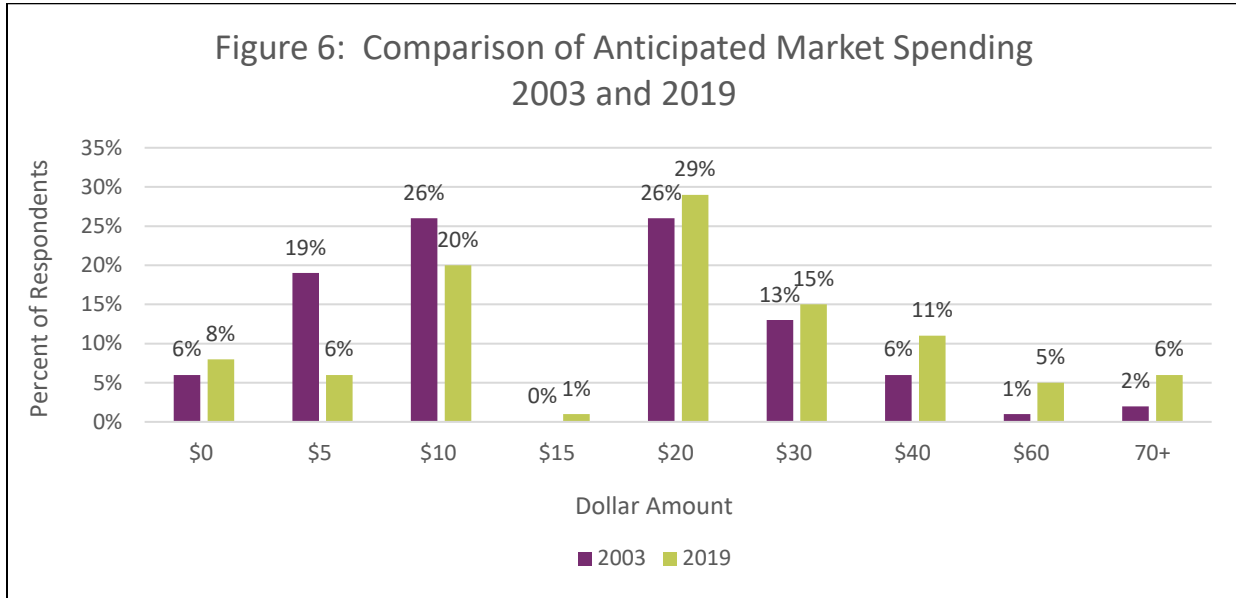
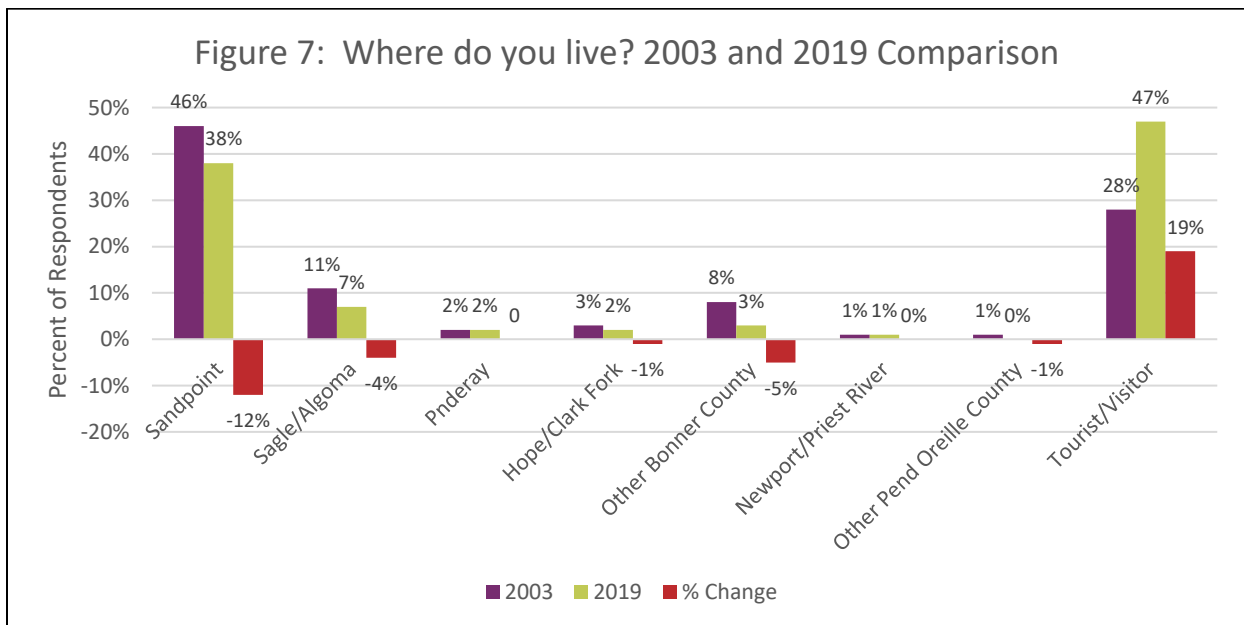


Figure 7 shows an interesting decline in the percent of adult shoppers living in Sandpoint, from 46% in 2003 to 38% in 2019. At the same time, the number of market shoppers who are tourists/visitors increased from 28% to 47%.



PART 3: CONSTRUCTIVE COMMENTS AND OBSERVATIONS SUMMARY

The purpose of this section of the report is to provide the Market with feedback about individual aspects of the market observed by the RMA Team. Comments and observations were not solicited from market volunteers. These remarks are not intended to be comprehensive nor do they provide an overall “grade” to the market. Rather, the feedback provides information as to what team members appreciated and what they thought might be changed or improved. When multiple team members made the same or a very similar comment or observation, x2, x3, etc. are used to indicate the number of times the comment was made.

Vendors and Products

Product mix, product quality, signage, display, customer service, etc.

Most important message to Market Manager from this sheet:

- Good variety of vendors x2
- Service is generally good
- Food vendors use gloves and/or tongs
- Where are vendors for meat and coffee?
- Some vendors (particularly jewelry) are finding the market is not worth their time, insufficient sales over last several years

Most significant observation I will take back with me:

- Market offers something for everyone, one-timers and regulars
- Beautiful, fresh produce x2
- Great atmosphere, very enjoyable x2
- People are buying snacks and produce mainly, also beverages and flowers
- Families with children are hanging out, listening to music, getting fresh air

What I appreciated about the Market:

- Variety of vendors x4
- Quality of produce and products offered- colorful, fresh looking products x5
- Produce stands are labeled and laid out well x4
- Produce stands are in the shade
- Unique products like cultivated mushrooms
- Friendly, informative vendors
- Very friendly atmosphere, lots of children and families
- Music is great

Changes or improvements that may be needed:

- Vendors could display prices more clearly, interact with customers more
- Food vendors with long lines cause sidewalk congestion, vendor location could be better allocated x3
- Rough, uneven surface to navigate in center of park
- More booths:
 - artisanal food like bread
 - pickled items
 - other specialties
 - coffee
- Explanation of difference between “organic”, “ecological”, and “all natural” for customers
- Signage for Saturday Market on Main St.
- Better enforcement of “no dogs” rule
- Agricultural vendor comment: significantly less sales than last year, “people aren’t buying”, Wednesday market more lucrative than Saturday

Physical Site

Access, parking, flow of people, liability issues, organization

Most important message to Market Manager from this sheet:

- Flow of people is generally good x2
- Problematic sidewalk drop-off’s and cracks
- Bike rack – water fountain
- More space for flow of traffic on sidewalk x3

Most significant observation I will take back with me:

- Number of people who enter through the arch at the east end of market
- Good variety and location of parking
- Trees, park setting are great
- Congestion of market and street
- Paths are beat up, could be better

What I appreciated about the Market:

- Very good site location- shaded areas for vendors x6
- Proximity to:
 - downtown Sandpoint x3
 - other shopping x2
 - public restrooms
 - parking x4

- Open area in center allows people to sit, meet, listen to music
- Steady flow of people
- Sidewalks very busy

Changes or improvements that may be needed:

- Vendors too close to sidewalk, flow could be better
- Sidewalk on main street is narrow, difficult for wheelchairs x4
- Would be nice to hold market in larger park
- Needs:
 - Bike parking x2
 - Trash and recycling
 - Water fountain
 - More advertising with the market times
 - More seating x2
 - Better signage for “no dog” policy
 - Handwashing station?
- No more riding bikes through market
- Oak St. side is significantly hotter than Main St., maybe consider using Main St. for vendor area

Atmosphere

Feel of the market, type of shoppers, conversations, educational activities, color, etc.

Most important message to Market Manager from this sheet:

- Good atmosphere- festive, friendly, conversational, interesting x3
- Some vendors are not as happy as others
- Library bus is a nice touch x2

Most significant observation I will take back with me:

- Diversity of attendees
- Good music
- Good, happy environment x2
- Crowded
- Market is a great draw for small towns

What I appreciated about the Market:

- Music is a great background for market x3
- Music started at 10 and some people brought their own chairs
- Proximity of food vendors
- Welcoming sense of community

- Great atmosphere - happy and laid-back market, very friendly x6
- Good flow of people
- People mostly grocery shopping
- Shady trees

Changes or improvements that may be needed:

- Chairs or benches in front of the music stage
- Activities for kids like face painting, henna tattoos, hair braids, etc. x2
- Some vendors could be more attentive to shoppers
- Additional bike racks
- Lines at vendors and pressure to keep walking on sidewalk make browsing hard
- Vendors struggle with level of sales, need more advertising
- Better enforcement of “no dogs” policy

General Public Comments

Additions to dot answers, conversation points, comments on survey, market, etc.

Most important message to Market Manager from this sheet:

- People don't want to come if they can't bring dogs
- Most people I talked to did not support dogs being in the market x2
- Great venue

Most significant observation I will take back with me:

- Most dog owners ignore the ban on dogs, lots of dogs x2
- Very happy market x2
- Come early before market gets too crowded

What I appreciated about the Market:

- Diversity/quality of goods x2
- Market brings the community together
- People are relaxed and enthusiastic about the market x2
- Survey is good, lots of room to provide feedback
- Difficult to get back onto sidewalk with stroller

Changes or improvements that may be needed:

- Better enforcement of “no dog” policy, security personal selectively enforce
- Improved walkways/pathways, tough to navigate x2
- Dogs should not be allowed in the market at all
- Vendors not happy with “flat fee approach”



ⁱ The Rapid Market Assessment methodology was developed by Larry Lev, et. al, at Oregon State University. For more information on Rapid Market Assessments, see Oregon Small Farms Technical Report No. 6: Lev, Larry, Linda Brewer and Garry Stephenson. Tools for Rapid Market Assessments. Special Report 1088-E, Oregon Small Farms technical Report No. 6. Oregon State University, May 2008. Retrieved from <https://catalog.extension.oregonstate.edu/sr1088>