

FY 2012 - Plainfield Chamber of Commerce

\$18,358 to Plainfield Chamber of Commerce, Plainfield, IN, to promote and expand the Plainfield Farmers Market and to develop a comprehensive marketing plan for vendor and customer recruitment.

[Final Report](#)

FMPP Final Performance Report

Report Period: 9/30/2012 – 9/30/2014
Date: 10/1/2014
Contact: Brad DuBois / 317-839-3800 / bdubois@town.plainfield.in.us
Recipient Name: Plainfield Chamber of Commerce
Project Title: Plainfield Farmers Market Expansion and Growth Project
Grant Number: 12-25-G-1569
Project Location: Plainfield, IN
Total Awarded Budget: \$18,358.00

1. **Objective:** 1. To give local farmers and producers a quality venue to sell their products in a central location to the community. 2. To design and implement a comprehensive marketing plan to recruit vendors and promote the market. 3. To secure Plainfield as a destination for the farmers' market by implementing special informative demonstrations, activities and entertainment.
2. **Summary of Activities:** We've had two successful farmers' market seasons since the grant was won. Because of the grant we were able to purchase the following:
 - a. Large banner sign to display across US 40 throughout the farmers' market season
 - b. Three retractable banner signs to display at library, rec center and local mall throughout the farmers' market season
 - c. Feather banner sign to display each market day in front of the site of the market
 - d. Wind sign to display at Hummel Park throughout the farmers' market season
 - e. Wind sign w/ changeable letters to display each market day in front of the site of the market
 - f. Yard signs to display around the town of Plainfield
 - g. Poster signs to display around the town of Plainfield
 - h. Four streetlamp signs to display on US 40 in front of the site of the market
 - i. Canopy for the Plainfield Chamber of Commerce (PCC) to set up at each market day for our booth
 - j. Table and chairs for PCC to use at our booth each market day
 - k. Tablecloth w/ PCC logo to use at our booth each market day
 - l. Portable hand wash station for use at farmers market on food demo days
 - m. Two years of a website devoted to the PCC Farmers' Market (www.plainfieldchamberfarmersmarket.org)
 - n. Weekly ads in the local newspaper (Hendricks County Flyer)
 - o. Part time intern(s) throughout the farmers' market seasons (June-September)

Our marketing plan included the following timeline:

April of each Market year:

1. Review the rules, vendor agreements, budget and calendar for the upcoming season
2. Install seasonal signs and repair as necessary
3. Update website and social media
4. Hire intern for the upcoming season
5. Order/purchase supplies needed for upcoming season

May of each Market year:

1. Design flyers, posters and handouts
2. Newspaper advertising begins
3. Arrange guests for special event dates
4. Design surveys for vendors and customers

June – September of each Market year:

1. Newspaper advertising continues with weekly ad throughout season
2. Posters and flyers completed and replaced as necessary for special events
3. Website and social media updated as needed
4. Continuously track number of vendors and estimate customers
5. Host/oversee special events and weekly Market
6. Begin surveys

October:

Review, tally and record evaluation criteria

Notes:

- a. The vendor agreements (*Attachment A) were mailed out in an information packet to past vendors and vendors on our waiting list in mid-April each year. The packets included the rules, the calendar for the upcoming season and instructions on how to sign up as a vendor.
- b. Our website is updated regularly and includes a listing of participating vendors as well as a link to our vendor agreement. Our Facebook page is updated 4-5 times weekly and includes vendor information. We have grown to over 800 followers in the two years our page has been operating!
- c. We hired one intern the first year and two interns our second year. They were available at different times since both were students. The Market has grown considerably since 2012. We have gone from an average of 18-20 vendors each week to over double that number. The set up and take down, as well as organizing the special event dates takes a lot of labor and the extra body helps immensely.
- d. 2014 was the first year we entered the Farmers' Market data into our Chamber data base (WebLink). It became necessary as the Market grew. The bookkeeping is much easier to handle now.
- e. Beginning in September of each year, we asked both customers and vendors to participate in a survey on line (surveymonkey.com). Most of our feedback was obtained through these surveys. (*See Attachments C and D– surveys)

The following table shows the vendors who participated in our market during the 2012, 2013 and 2014 season:

2012 (22)	2013 (38)	2014 (53)
Produce-Plants-Herbs (13)	Produce-Plants-Herbs (16)	Produce-Plants-Herbs (16)
Baker Farms	BFE Trading Post	BFE Trading Post
BFE Trading Post	Brock's Produce	Brock's Produce
Brock's Produce	Chandler's Farm	Chandler's Farm
Chandler's Farm	Graham Gardens	Daylily Dementia
Hitchcock Farm & Garden	Himsel Farms	Himsel Farms
Hobbit Gardens	Hitchcock Farm & Garden	Hitchcock Farm & Garden
Homegrown Harvest	Hobbit Gardens	Hobbit Gardens
Lazy A Ranch	Homegrown Harvest	Homegrown Harvest

Meranda Farms Neier Farms Red Barn Farms Stamper Farms Weber's Produce	Lazy A Ranch Meranda Farms Neier Farms Nysewander Farms Red Barn Farms Red Belly Growers Sugar Grove Greenhouse & Garden Weber's Produce	Lazy A Ranch Meranda Farms Neier Farms Nysewander Farms Red Barn Farms Red Belly Growers Sugar Grove Greenhouse & Garden Weber's Produce
Food Products (3) Bluffwood Creek Gathering Together, The Oberweis Dairy	Food Products (8) Gathering Together, The Hoosier Sugar Daddy Lazy J's Kettle Corn Mabel on the Move My Hunny's Honey Oberweis Dairy TP-Brewhouse VanLoran's Vanilla Products	Food Products (10) Arcane Coffee Co. Fruit Tea by Tara Gathering Together, The Heeter's Homegrown Hoosier Sugar Daddy Lazy J's Kettle Corn Mabel on the Move Oberweis Dairy Reyburn Honey VanLoran's Vanilla Products
Baked Goods (3) Something Completely Different Sweet Pea Kitchen Tina's Traditional Old English Kitchen	Baked Goods (7) Amen Affordable Bakery Bo-Mar Farm Li'l Country Kitchen Old MG Bed & Breakfast Red Oak Comfort Food & Pie Co. Tina's Traditional Old English Kitchen For the Love of Dogs	Baked Goods (12) 4 Paws Only, LLC Amen Affordable Bakery Bite of Heaven, A Bo-Mar Farm Crystal's Creations Food Florist, The For the Love of Dogs Li'l Country Kitchen Louise's Sweets Old MG Bed & Breakfast Pawfect Dog, A Taste and See
Crafters/Other (3) Bags, Embroidery & More Sew Cute by Mishael Wild Roses Bath & Candle	Crafters/ Other (7) Bags, Embroidery & More DoTerra Essential Oils Global Soaps Sew Cute by Mishael Smoky Hollow Hots Sublime Naturals Wild Roses Bath & Candle	Crafters/Other (15) Bags, Embroidery & More Colee Creations Creative Wandering DoTerra Essential Oils Fairie Hill Glass Garden Art Global Soaps Indy Cutting Edge Kristin's Kandles Lilly's Soap Kitchen Monkey & Goose Sew Cute by Mishael Smoky Hollow Hots Sublime Naturals Wild Roses Bath & Candle

*See Attachment B - Spreadsheet listing of all vendors including their contact information.

- 3. Performance:** Statistically, our Market has grown to nearly triple its size in the past two years. We expanded to a second pathway at our Market site at the beginning of the 2014 season in order to accommodate all of our vendors. During both seasons, the number of customers seemed to stay steady at approximately 75-80 each half hour of operation during the time frame of 4:30-6:30pm. The opening and closing half hours had less traffic (about half). The totals come to about 400 customers each week. There were a couple of weeks with less (bad weather days) and a couple of weeks with higher numbers (Kids' Day events).

2012 – Plainfield Friends Meeting Lawn	
16 weeks (June 6 – September 26)	
Highest # of Vendors	16
Lowest # of Vendors	8
Average # of Vendors	12
Estimate of largest customer day	150-200 in three hours
2013 – Plainfield Friends Meeting Lawn	
18 weeks (May 29 – September 25)	
Highest # of Vendors	32
Lowest # of Vendors	15
Average # of Vendors	24
Estimate of largest customer day	7/3/13 – 150 customers in half hour using a customer counter – steady all day – possibly 500-600 visitors that day
2014 – Plainfield Friends Meeting Lawn	
17 weeks (June 4 – September 24)	
Highest # of Vendors	41 (7/30)
Lowest # of Vendors	26 (6/4)
Average # of Vendors	34.9 as of 9/24/14
Estimate of largest customer day	8/13/14 – 162 customers in half hour using customer county – possibly 600 visitors that day.

We feel our objectives were met. Our first objective was met in that we certainly gave local farmers and producers a quality venue to sell their products in a central location to the community. Our vendor numbers have continued to grow each year and the results of our survey questions reflect that they feel we provide them with a great venue. Our second objective was also met. We were able to purchase permanent signage to display in strategic places throughout the town promoting our Market. We were also able to have weekly ads in the local newspaper promoting our Market. Many of our customers report that they learned of our Market this way. Our third objective continues to be met. Many of our customers have mentioned that they visit our Market each week as a family outing – a destination they look forward to each week. Much of this feedback comes from our on line survey results.

Customer Survey Statistics (*See Attachment C):

- The majority of our responding customers heard about the Market through friends, signs and Facebook.
- Over 30% of our responding customers spend between \$11 and \$25 each week they attend.
- An overwhelming 93% of respondents would recommend our Market to others.

- Of the respondents who attended our special event days, over half liked or loved the event.
- All but one of the items (clothing) listed as being sold at our Market were desired by our customers.
- Nearly 60% of the respondents believe we have a good balance of vendors although over a quarter of them believe we should have more produce vendors.
- Just under half of the respondents believe we have the right amount of vendors and just over half believe we should have more.
- Nearly two-thirds of the respondents rate their overall experience at our Market as excellent and 30% above average at "good".

Vendor Survey Statistics (*See Attachment D):

- 95% of the respondents strongly agree that they are happy with the location of our Market.
- Nearly 85% of the respondents are happy with the Market attendance.
- Over 80% of the respondents are happy with the balance of types of vendors at our Market.
- Nearly 90% of the respondents are happy with the amount of advertising the Chamber does for the Market.
- Over half the respondents feel our Market rates higher than other local Markets.
- Over half the respondents feel that we need not limit any vendors. A few of the vendors gave some good feedback to this question that we will take into account for future seasons.
- Again, over half (nearly 70%) of the respondents feel that no limits need to be set for the size of the Market at this point in time.

The vendors have been very helpful when asked for input. They are all very happy with how much we've expanded over the past two years and how the customer base has grown. The grant has funded the bulk of our advertising. Signs have definitely been a great help getting the word out as well as word of mouth and our Facebook page. Our Facebook page has grown from 200 likes two years ago to nearly 1000 as of today. We will continue to host special event dates through the coming years. These events promote healthy eating/living as well as provide our customers with free information. The Plainfield Chamber Farmers' Market has become the place to go on Wednesday afternoons for many local folks living in Plainfield and nearby towns.

4. Problems and Delays: There were no problems or delays during the two years of the grant period.

5. Financial Summary:

<u>Item</u>	<u>Budget</u>	<u>Actual</u>	<u>Difference</u>
Personnel	4000.00	3729.50	(270.50)
Signs	4386.00	4171.29	(214.71)
Supplies	1560.00	1231.65	(328.35)
Website	172.00	172.00	0
Advertising	8060.00	6684.00	(1376.00)
Training	180.00	30.00	(150.00)
TOTAL	18358.00	16018.44	(2339.56)

We came in under budget on most items:

Personnel: The interns were not available the entire Market season due to school conflicts.

Signs: Estimate for grant came from on line quotes – actual cost was less. We bought from a Chamber member.

Supplies: Printed materials came in under the estimate and some of the supplies were bought for less than original estimate (deals were found).

Website: on budget

Advertising: Did not use radio advertising second year.

Training: Schedule conflicts prevented Market Master from attending more training "boot camps".

	Vendor	First Name	Last Name	Phone	Email	Address	City	St	Zip	Product
1	4 Paws Only, LLC	Brenda	Hawkins	317-455-8127	4pawsonly@hawkusa.net	12827 N. Paddock Rd.	Camby	IN	46113	dog treats
2	Amen Affordable Bakery	Ernie	Hacker	317-538-9418	amenaffordbakery@att.net	138 W. Marion St.	Danville	IN	46122	homemade baked goods
3	Amoretto Biscotti	Glaucia	Wall	317-386-8027	glauciawall@hotmail.com		Avon	IN	46123	flavored biscotti
4	Arcane Coffee Company	Howell D.	Foreman	317-919-8199	cofeegeek@hotmail.com	1033 Lincoln St.	Danville	IN	46122	whole bean roasted coffee
5	Bags, Embroidery & More	Kathy and Donald	Harris	317-372-9526	bagsembroideryandmore@yahoo.com	110 N.W. Union Church Road	Monrovia	IN	46157	sewn items, hand turned bowls
6	Baker Farms	Bradley	Baker	765-652-0633	bradley.baker@co-alliance	202 N. CR 730 E.	Michigantown	IN	46057	sweet corn
7	BFE Trading Post, Inc.	Paula	Alkire	317-459-2250	treehouse1@tds.net	11388 N. CR 900 E.	North Salem	IN	46165	produce, pasta, breads, jams, salsa, eggs, hand crafted items
8	Bite of Heaven, A	Kim	Meyerholtz	317-908-9294	kmeyerholtz13@indy.rr.com	1908 Deerwalk Court	Avon	IN	46123	baked goods, homemade candy, jams, jellies
9	Bluffwood Creek Organic Farm & Apiary	Rob	Green	317-536-9700	honey@bluffwoodcreek.com	7057 Bluffwood Ct.	Brownsburg	IN	46112	honey, baked goods, popcorn
10	Bo-Mar Farm	Kathy	Knuth	317-679-4699	dknuth2@aol.com	6175 E. CR 600 S.	Plainfield	IN	46168	nuts, baked goods
11	Branches Community Church	Alex	Hershey	317-376-9789	hershey.alex@gmail.com		Plainfield	IN	46168	NON PROFIT
12	Brock's Produce	Sara	Brock	317-838-0905	sarajbrock@gmail.com	6014 Angela Ct.	Plainfield	IN	46168	produce
13	Brownie Troop 1308	Jessica	Montgomery	317-850-3147						lemonade
14	Chandler's Farm	Matt	Chandler	317-840-4523	chandlerms76@live.com	2849 S. CR 825 E.	Fillmore	IN	46128	apples, berries
15	Colee Creations	Sandra	Colee	317-987-3100	bandscolee@yahoo.com	211 N. Vine St.	Plainfield	IN	46168	Christmas ornaments, headbands
16	Creative Wandering	Charles	Lemermon	317-376-9084	clemeron@comcast.net	15193 Wandering Way	Noblesville	IN	46060	handcrafted custom jewelry
17	Crystal's Creations	Crystal	Hobbs	317-409-2136	crystal62234@yahoo.com	423 S. Cross St.	Danville	IN	46122	baked goods
18	Daylily Dementia	Michelle	Tramm	317-409-2438	michelle1224@sbcglobal.net	1396 Clara Ct.	Plainfield	IN	46168	daylilies
19	Do Terra Essential Oils	Linda	Tilley	317-696-5418	tilleylinda59@yahoo.com	3767 Barrington Lane	Plainfield	IN	46168	body scrubs, lotions with essential oils
20	Fairie Hill	Allyson	Hawkins	317-407-1609	silenceintime@aol.com	354 Meadow Dr.	Danville	IN	46122	muscle salves, lip balm, bug spray, body sprays
21	Food Florist, The	Trisha	Nusbaum-Rux	317-999-7010	tnusbaumrux@gmail.com	222 S. Ritter	Indianapolis	IN	46219	frozen casseroles, lasagna, baked pies
22	For the Love of Dogs	Patricia	Wiggam	317-748-3408	bettyboop24_46227@yahoo.com	6732 E. CR 600 S.	Plainfield	IN	46168	all natural dog biscuits, bandanas, blankets
23	Fruit Tea by Tara	Tara	Mitchell	317-750-0451	mitchell61413@gmail.com	11905 Kelso Dr., Unit 3	Zionsville	IN	46077	fruit flavored teas
24	Gathering Together, The	Rita	Fiorentino	317-797-2795	ritafiorentino@me.com	147 N. Center St.	Plainfield	IN	46168	salsa, jams, hand crafted items
25	Glass Garden Art	Linda	Rhoton	317-966-0902		870 Broadway N. Dr.	Plainfield	IN	46168	glass garden art
26	Global Soaps	Karen	Burgess	317-622-0911	karen@globalsoaps.com	PO Box 456	Plainfield	IN	46168	goat's milk soap, lotions, lip balm
27	Graham Gardens	Greg	Graham	765-918-8828		5122 SR 236	North Salem	IN	46165	fresh produce
28	Heeter's Homegrown, LLC	Chad	Heeter	317-413-9391	heetershomegrown@gmail.com	65 S. Audubon Rd.	Indianapolis	IN	46219	Mediterranean salsa
29	Hendricks County Master Gardeners	Chuck and Pat	Dallas	317-946-5586	cdpj@sbcglobal.net		Danville	IN	46122	NON PROFIT
30	Himsel Farms	Adam	Himsel	317-371-7386	himselfarms10@yahoo.com	4230 N. CR 200 W.	Danville	IN	46122	corn
31	Historic Plainfield Town Center	Lana	Pedigo	317-839-2561	lane.pedigo@plainfieldpd.org		Plainfield	IN	46168	NON PROFIT
32	Hitchcock Farm & Garden	Kathy	Hitchcock	317-745-2540	eughit@netzero.com	3340 E. CR 225 N.	Danville	IN	46122	produce and sewed items
33	Hobbit Gardens	Constance	Ferry	765-720-9727	hobbitgardens@tds.net	6213 E. CR 300 N.	Fillmore	IN	46128	herbs, perennials, plants
34	Homegrown Harvest	Lois	Lawson	317-539-5815	lawsonusa@tds.net	PO Box 155	Stilesville	IN	46180	produce, breads, blackberries
35	Hoosier Sugar Daddy	Eric	Enk	765-792-0144	enkwindows@sbcglobal.net	125 Cope Rd.	Martinsville	IN	46151	gourmet flavored syrups
36	Indy Cutting Edge	Jeff	Hall	317-500-3531	indycuttingedge@gmail.com	5245 Grapevine Dr.	Indianapolis	IN	46235	mobile sharpening of knives, scissors, blades, tools, etc.
37	Indy Reads: Hendricks Co.	Marcia	Gentleman	317-619-7717	mgentleman@indyreads.org	1120 Stafford Rd.	Plainfield	IN	46168	NON PROFIT
38	Kristin's Kandles	Emily	Burriss	317-985-7950	emmyinindy@gmail.com	6481 Round Oak Ct.	Indianapolis	IN	46241	candles
39	La Leche League of Hendricks County	Erin	Seacat	317-964-1720	erin_seacat@yahoo.com		Plainfield	IN	46168	NON PROFIT
40	Lazy A Ranch	Kelly	Allen	317-839-5607	lazyaranchin@att.net	5165 E. US 40	Plainfield	IN	46168	produce, honey
41	Lazy J's Kettle Corn	Ed	Price	317-627-3202	elprice64@yahoo.com	3595 E. US 40	Clayton	IN	46118	kettle corn, pork rinds, lemon shake-ups
42	Li'l Country Kitchen	Jean	Murphy	504-427-1124	the.kitchen@yahoo.com	1945 W. PR 1075 N.	Brazil	IN	47834	baked foods, meat, crafts, soaps
43	Lilly's Soap Kitchen	Sara	Clark	317-213-0809	lillyssoapkitchen@gmail.com	630 Virginia Ave.	Indianapolis	IN	46203	soaps, skincare w/ local ingredients & goat's milk
44	Louise's Sweets, LLC	Tuwanna	Roberson	317-603-0751	tuwannar@yahoo.com	6249 Coffman Rd.	Indianapolis	IN	46268	gourmet & crunch chocolate covered sandwich cookies
45	Mabel on the Move	Tracy	Jones	317-317-2569	tracyjones1963@yahoo.com	65 S. Washington St.	Danville	IN	46122	Airstream mobile eatery
46	Meranda Farms	Grant	Meranda	317-730-6832	grmeranda@gmail.com	3830 S. CR 101 E.	Clayton	IN	46118	produce
47	Monkey and Goose	Amanda	Wampler	317-407-7386	amandawampler@indy.rr.com	1791 Fortner Dr.	Indianapolis	IN	46231	hairbows, headbands, Tutu's and bowties
48	My Hunny's Honey	Shellie	Kemerly	317-650-3055	lkemerly@tds.net	3169 S. CR 250 W.	Danville	IN	46122	honey, honey sticks, creamed honey, bee pollen, comb honey

[illegible]



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Customer Survey

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SHOW: Page 1: Q1, Q2, Q3, Q4, Q5, Q6, Q7, Q8, Q9;

SAVED VIEWS (1)

Original View (No rules applied)

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RESPONDENTS: 30 of 30

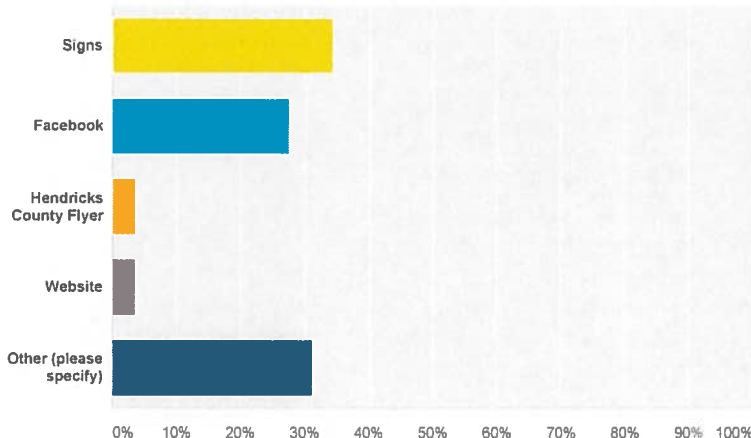
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PAGE 1

Q1

[Customize](#)[Export](#)**How did you hear about the market?**

Answered: 29 Skipped: 1



Answer Choices	Responses
Signs	34.48% 10
Facebook	27.59% 8
Hendricks County Flyer	3.45% 1
Website	3.45% 1
Other (please specify)	31.03% 9
Total	29

Customer Q 1

all of the above

9/7/2014 6:57 PM View respondent's answers
Friends9/5/2014 4:49 PM View respondent's answers
Mom volunteers at The Gathering Together.9/5/2014 3:44 PM View respondent's answers
Friend9/5/2014 11:48 AM View respondent's answers
Friends9/5/2014 11:12 AM View respondent's answers
I don't remember9/5/2014 11:03 AM View respondent's answers
I've come in years past. Not sure how I know.9/5/2014 10:55 AM View respondent's answers
don't remember, have gone last couple of years9/3/2014 9:39 AM View respondent's answers
my friend Sara Friedman who goes every Wed.

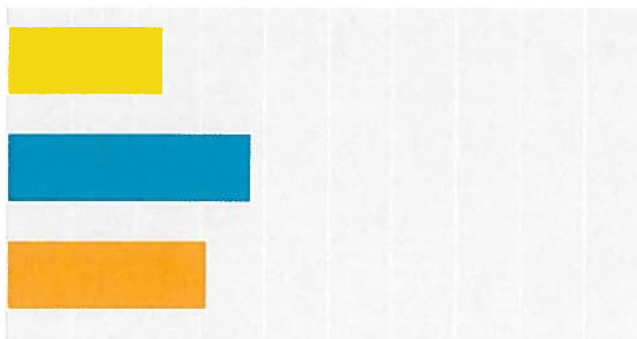
8/30/2014 9:59 AM View respondent's answers

Q2

[Customize](#)[Export](#)**How much do you typically spend at the market?**

Answered: 29 Skipped: 1

\$0 - \$10



Answer Choices	Responses
\$0 - \$10	24.14% 7
\$11 - \$25	37.93% 11
\$26 - \$50	31.03% 9
\$50 or more	6.90% 2
Total	29

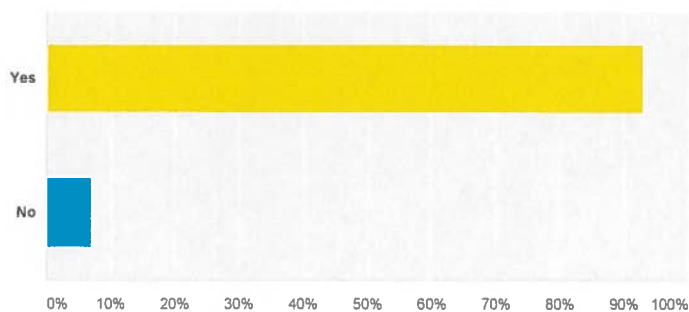
Q3

Customize

Export

Would you recommend the market to others?

Answered: 29 Skipped: 1



Answer Choices	Responses
Yes	93.10% 27
No	6.90% 2
Total	29

Q4

Customize

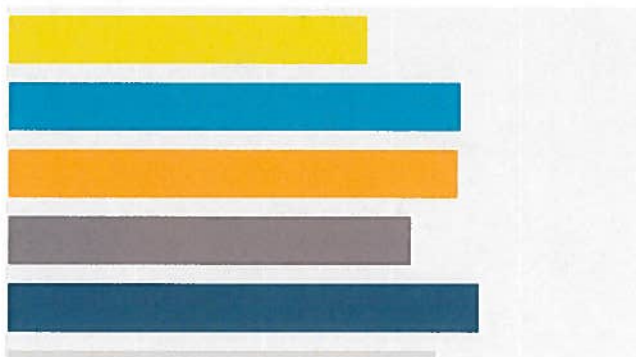
Export

How would you rate our special event days?

Answered: 28 Skipped: 2

Kids' Day 1
(June 11)Food Demo Day
with Jodi Sm...

Food Sample



	Love it!	Like it.	Could be better.	Don't like it.	Did not attend.	Total	Average Rating
▼ Kids' Day 1 (June 11)	33.33% 9	25.93% 7	3.70% 1	0.00% 0	37.04% 10	27	2.81
▼ Food Demo Day with Jodi Smith (June 25)	17.86% 5	25.00% 7	0.00% 0	0.00% 0	57.14% 16	28	3.54
▼ Food Sample Day with Bryan Agan (July 9)	18.52% 5	22.22% 6	3.70% 1	0.00% 0	55.56% 15	27	3.52
▼ Health Day (July 23)	18.52% 5	33.33% 9	3.70% 1	3.70% 1	40.74% 11	27	3.15
▼ Food Demo Day with Dave Broughton (August 13)	20.00% 5	16.00% 4	0.00% 0	4.00% 1	60.00% 15	25	3.68
▼ Kids' Day 2 (August 27)	19.23% 5	23.08% 6	7.69% 2	3.85% 1	46.15% 12	26	3.35
▼ Fiber Arts Day - Alpacas (September 3)	34.62% 9	23.08% 6	3.85% 1	0.00% 0	38.46% 10	26	2.85

Q5

Customize

Export

What do you come to the market for?
(select all that apply)

Answered: 30 Skipped: 0

Produce

Flowers

Baked goods

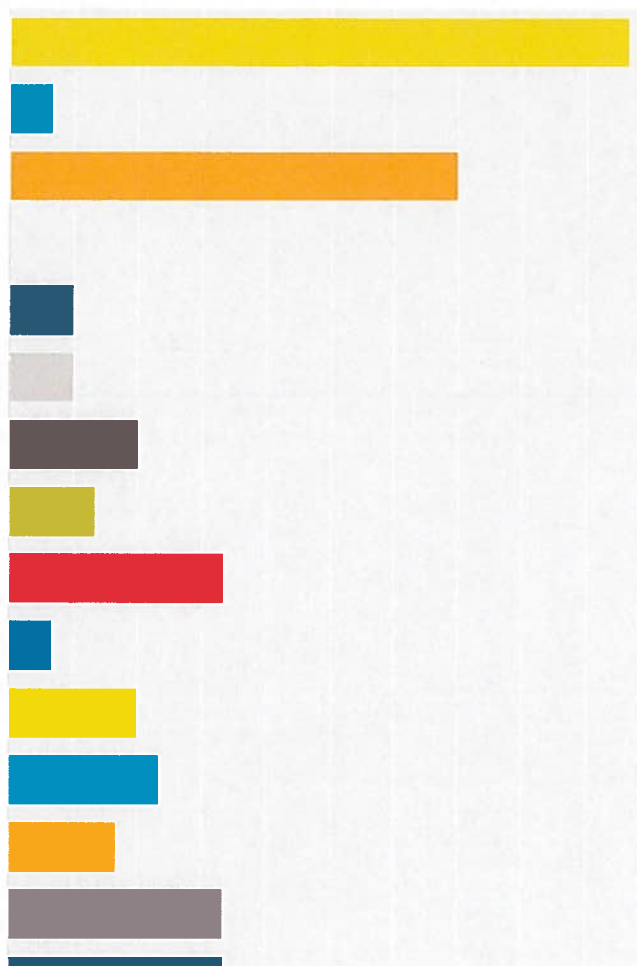
Clothing

Jewelry

Candles

Body products
(soaps,...

Coffee/Tea



Answer Choices	Responses	
▼ Produce	96.67%	29
▼ Flowers	6.67%	2
▼ Baked goods	70.00%	21
▼ Clothing	0.00%	0
▼ Jewelry	10.00%	3
▼ Candles	10.00%	3
▼ Body products (soaps, lotions, etc.)	20.00%	6
▼ Coffee/Tea	13.33%	4
▼ Kettle Corn/Pork Rinds	33.33%	10
▼ Vanilla	6.67%	2
▼ Dairy products	20.00%	6
▼ Meat	23.33%	7
▼ Syrup	16.67%	5
▼ Honey	33.33%	10
▼ Dog Treats	33.33%	10
▼ Jam	26.67%	8
▼ Pasta	10.00%	3
▼ Salsa	20.00%	6
▼ Knife/Tool Sharpening	13.33%	4
▼ Hand Craft Items	10.00%	3
▼ Other (please specify)	3.33%	1
Total Respondents: 30		

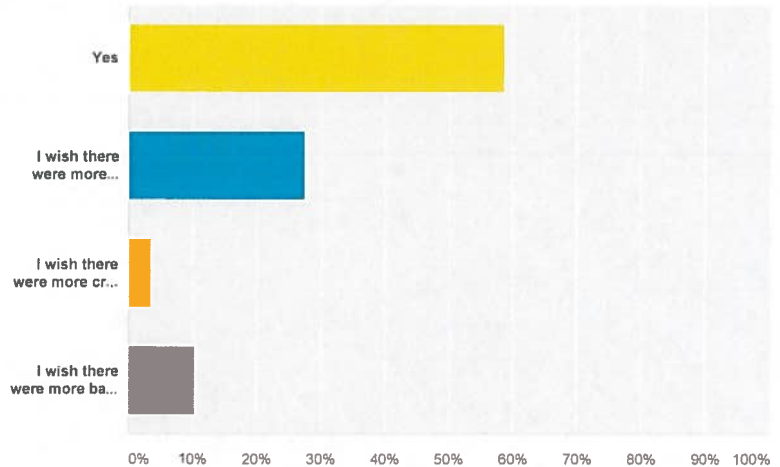
Q6

Customize

Export

Do you believe we have a good balance of vendors?

Answered: 29 Skipped: 1



Answer Choices

Responses

▼ Yes

58.62%

17

▼ I wish there were more produce vendors

27.59%

8

▼ I wish there were more craft vendors

3.45%

1

▼ I wish there were more baked goods vendors

10.34%

3

Total

29

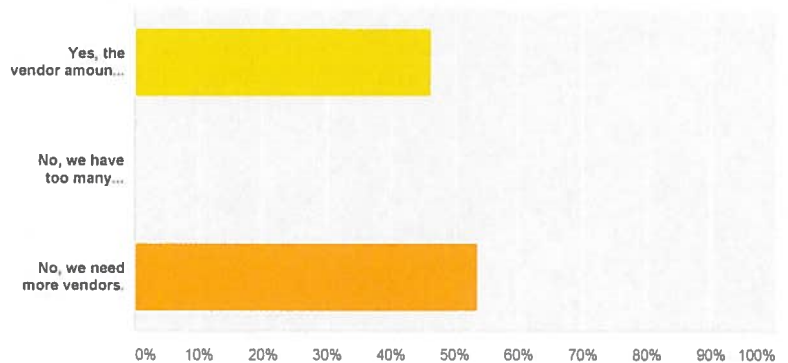
Q7

Customize

Export

Do you feel we have the right number of vendors?

Answered: 28 Skipped: 2



Answer Choices

Responses

▼ Yes, the vendor amount is just right.

46.43%

13

▼ No, we have too many vendors.

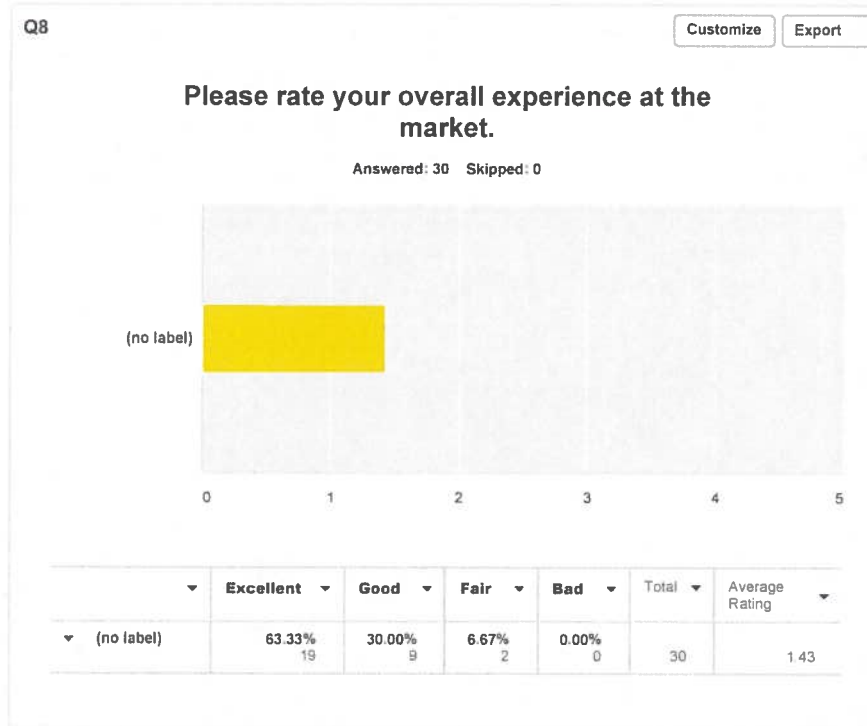
0.00%

0

▼ Total

28

Answer Choices	Responses	
No, we need more vendors.	53.57%	15
Total		28



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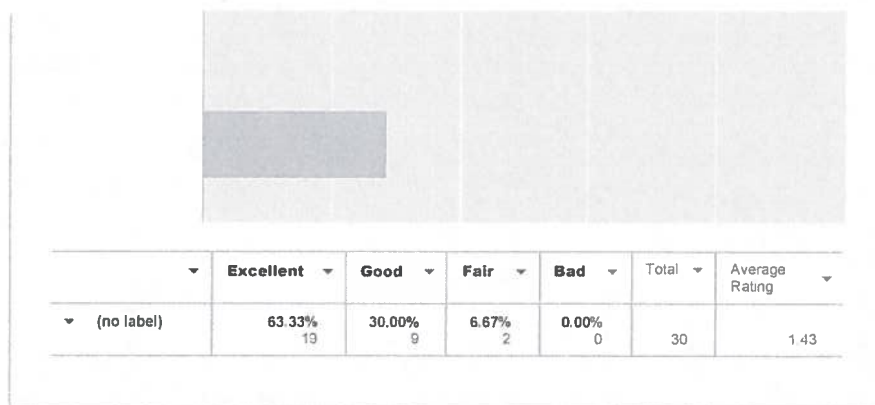
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Q9 Export

Please share any thoughts you have for the following:

Answered: 15 Skipped: 15

Answer Choices	Responses
How can we better our advertising?	Responses 20.00% 3
How can we make your experience better?	Responses 33.33% 5
What is your favorite part about the market?	Responses 66.67% 10
Any additional comments?	Responses 46.67% 7

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Customer Q 9A

Use electronic media more. Facebook. Twitter

9/10/2014 4:35 PM View respondent's answers

See if you can advertise at schools especially for kids day.

9/5/2014 4:51 PM View respondent's answers

Signs around town

9/5/2014 10:55 AM View respondent's answers

Customer Q 9B

Live weekly music

9/10/2014 4:35 PM View respondent's answers

Try to get a bigger range of food vendors

9/5/2014 4:51 PM View respondent's answers

More meat vendors!!

9/5/2014 3:56 PM View respondent's answers

Would love to see more food trucks.

9/5/2014 11:12 AM View respondent's answers

I would love to see more fruit options. We had more this year and it gets better every year!

9/5/2014 11:09 AM View respondent's answers

Customer Q 9C

Location variety of goods

9/10/2014 4:35 PM View respondent's answers

the location is great

9/7/2014 6:57 PM View respondent's answers

garden food

9/5/2014 4:40 PM View respondent's answers

All the fresh produce! Location is great with all the shade!!

9/5/2014 3:56 PM View respondent's answers

Love fresh food and small town feel

9/5/2014 2:38 PM View respondent's answers

Friendliness of ALL vendors

9/5/2014 12:03 PM View respondent's answers

I love the ability to purchase foods locally.

9/5/2014 11:27 AM View respondent's answers

the location makes it our fave in Hendricks County

9/5/2014 10:57 AM View respondent's answers

Fresh produce

9/5/2014 10:55 AM View respondent's answers

Great location with the shade trees.

8/30/2014 11:17 AM View respondent's answers

Customer Q 9D

Do not like all the cancellations due to weather. Those days turned out to be fine. I would love to see the market begin in May and continue through part or all of October!! I love the market!

9/10/2014 4:35 PM View respondent's answers

Need more meat vendors!!!!

9/5/2014 3:56 PM View respondent's answers

Not everyone works in town and the hours make it hard to get there after work. It's supposed to be open until 7 but vendors seem to start closing up much earlier.

9/5/2014 11:48 AM View respondent's answers

I wish there was a law that allowed people who cooked well to sell food from their homes.

9/5/2014 11:27 AM View respondent's answers

LOVE the market! I think you should have a pet day.

9/5/2014 11:09 AM View respondent's answers

People forget about the market so frequent reminders in paper and Facebook and signs

9/5/2014 10:55 AM View respondent's answers

I wish you had Saturday hours or later Wednesday hours. I come from Indy to yours because its so good

8/30/2014 9:59 AM View respondent's answers



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2014 Vendor Survey

[Summary](#) [Design Survey](#) [Collect Responses](#) [Analyze Results](#)

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SHOW: Page 1: Q1, Q2, Q3, Q4, Q5, Q6, Q7, Q8, Q9, Q10;

SAVED VIEWS (1)



Original View (No rules applied)

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EXPORTS

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RESPONDENTS: 19 of 19

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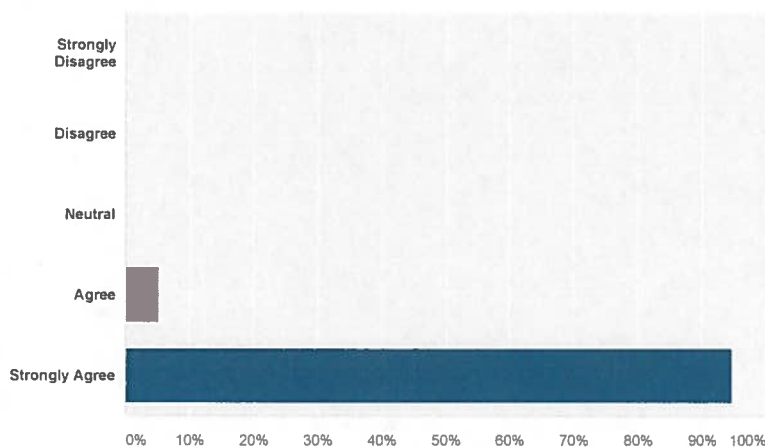
PAGE 1

Q1

[Customize](#)[Export](#)

I am happy with the location of the Plainfield Chamber Farmers' Market.

Answered: 19 Skipped: 0



Answer Choices	Responses
Strongly Disagree	0.00% 0
Disagree	0.00% 0
Neutral	0.00% 0
Agree	5.26% 1
Strongly Agree	94.74% 18
Total	19

[Comments \(3\)](#)

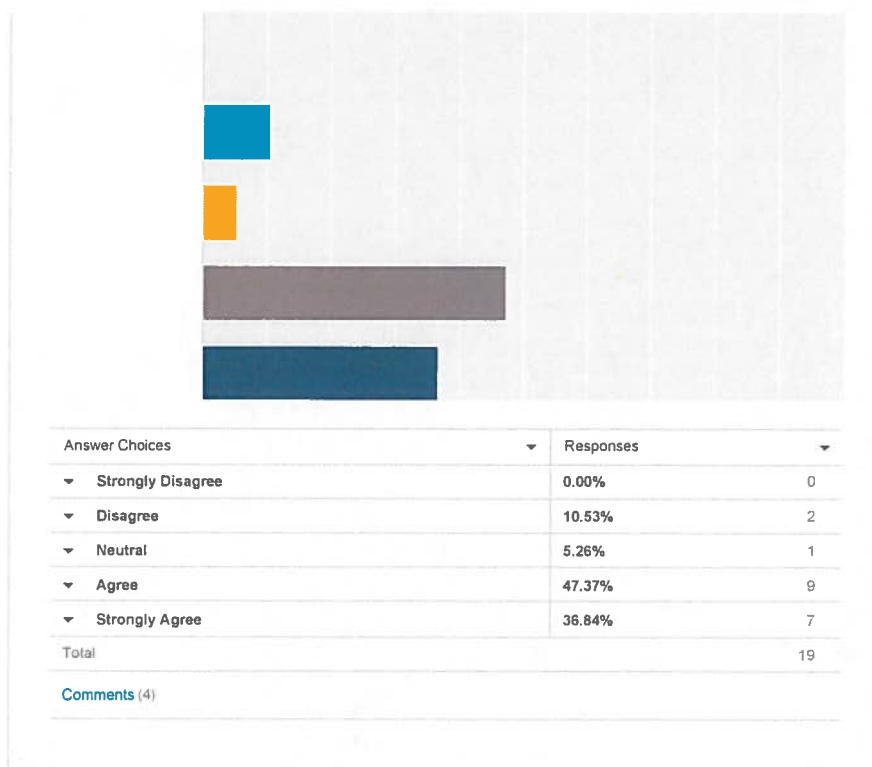
Q2

[Customize](#)[Export](#)

I am happy with the customer attendance at the Plainfield Chamber Farmers' Market.

Answered: 19 Skipped: 0

Strongly Disagree

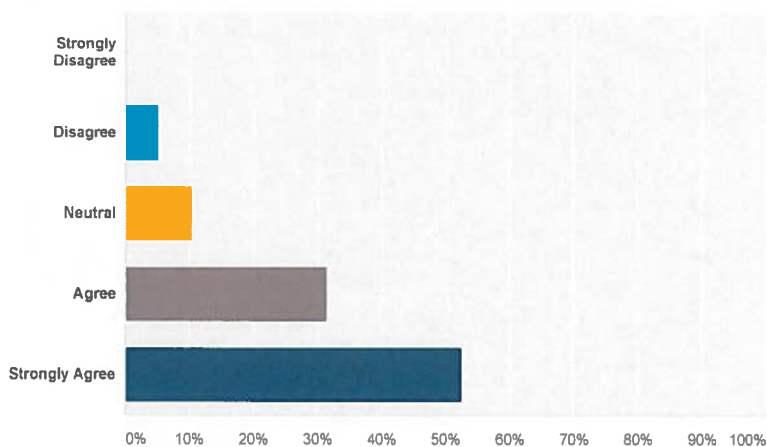


Q3

[Customize](#)[Export](#)

I am happy with the balance of types of vendors (produce, baked goods, crafts, etc.) at the Plainfield Chamber Farmers' Market.

Answered: 19 Skipped: 0



Answer Choices	Responses
Strongly Disagree	0.00% 0
Disagree	5.26% 1
Neutral	10.53% 2
Agree	31.58% 6
Strongly Agree	52.63% 10
Total	19

[Comments \(2\)](#)

Answer Choices	Responses	
Strongly Agree	52.63%	10
Total		19
Comments (2)		

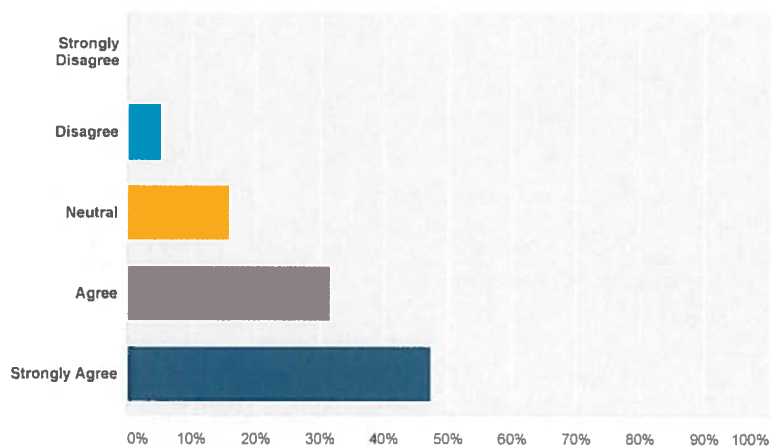
Q4

Customize

Export

I am happy with the advertising and publicity that the Plainfield Chamber Farmers' Market does for the Market.

Answered: 19 Skipped: 0



Answer Choices	Responses	
Strongly Disagree	0.00%	0
Disagree	5.26%	1
Neutral	15.79%	3
Agree	31.58%	6
Strongly Agree	47.37%	9
Total		19
Comments (6)		

Q5

Customize

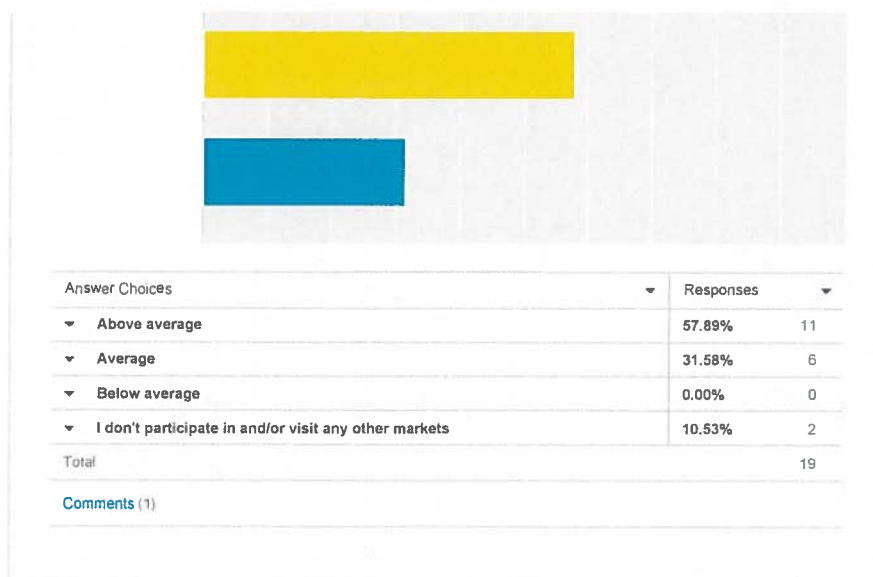
Export

In your experience, compared to other local farmers' markets, the Plainfield Chamber Farmers' Market rates:

Answered: 19 Skipped: 0

Above average

Average

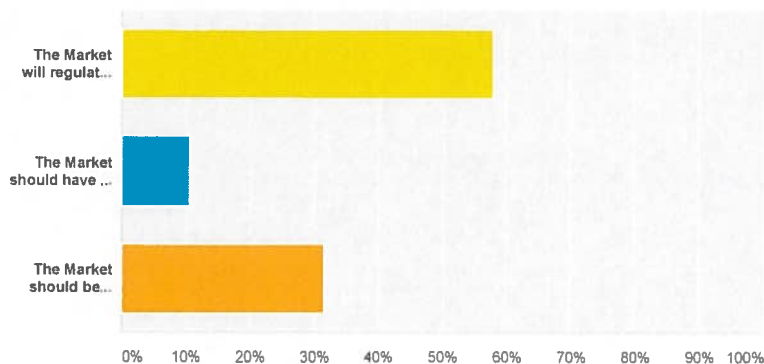


Q6

[Customize](#)[Export](#)

Currently, the Plainfield Chamber Farmers' Market does not limit the number of vendors in each category. We have vendors in the following categories: Produce/Plants/Herbs, Food Products, Baked Goods and Crafters/Others. Please explain whether you agree or disagree with this philosophy.

Answered: 19 Skipped: 0



Answer Choices

Responses

The Market will regulate itself - no limits are necessary.

57.89% 11

The Market should have a higher percentage of produce/plants/herbs vendors than any other category.

10.53% 2

The Market should be regulated and my suggestions are below in comments.

31.58% 6

Total Respondents: 19

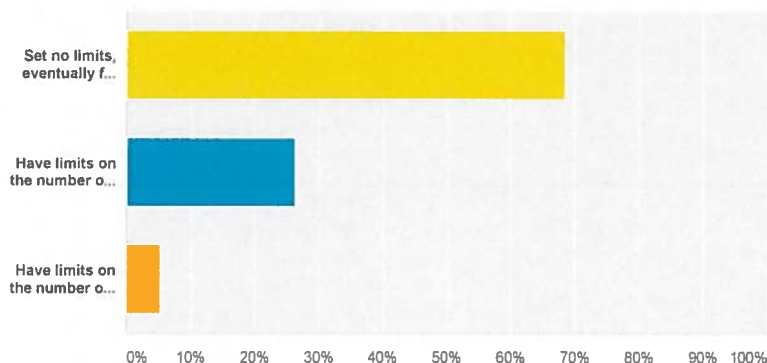
[Comments \(10\)](#)

Q7

[Customize](#)[Export](#)

This year, the Market expanded to two pathways. The Chamber is interested in how you feel about this expansion. Do you feel the Plainfield Chamber Farmers' Market should:

Answered: 19 Skipped: 0



Answer Choices	Responses
Set no limits, eventually fill up both paths and strive to keep "like" vendors apart as much as possible.	68.42% 13
Have limits on the number of "like" vendors and continue to use both paths	26.32% 5
Have limits on the number of "like" vendors and fill up only one path - the Plainfield customer base cannot support two paths of vendors.	5.26% 1
Total	19

[Comments \(5\)](#)

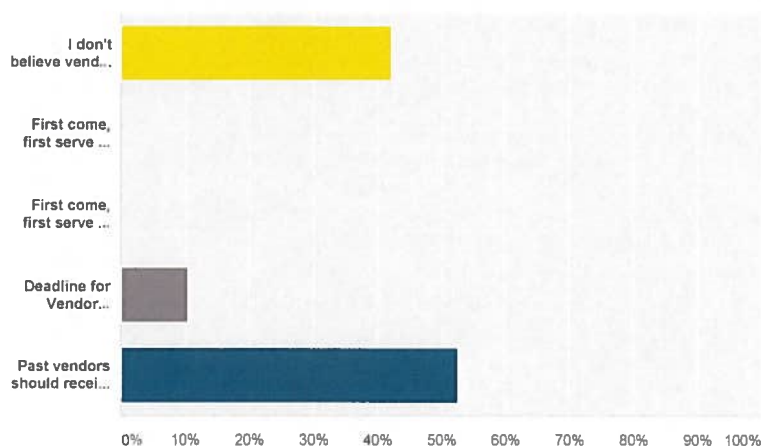
Q8

[Customize](#)

[Export](#)

If you believe vendors should be limited, how should that process work?

Answered: 19 Skipped: 0



Answer Choices	Responses
I don't believe vendors should be limited.	42.11% 8
Total Respondents	19

[Comments \(4\)](#)

Answer Choices	Responses
▼ First come, first serve - Vendor Agreement and payment received by Chamber	0.00% 0
▼ First come, first serve - Vendor Agreement received by Chamber	0.00% 0
▼ Deadline for Vendor Agreements and panel chooses on vendors after deadline	10.53% 2
▼ Past vendors should receive first priority with deadline to commit - after deadline, new vendors can be accepted	52.63% 10
Total Respondents 19	
Comments (4)	

Q9

Export

Not all vendors were happy with their assigned slot at this year's Market. Do you have any suggestions on how to improve on this?

Answered: 15 Skipped: 4

Responses (15)

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Showing 15 responses

Vendors should be allowed to keep the spot they had this year for next year's market if they like. Other than that, it doesn't seem realistic to have multiple people choose their locations. Lay out a map like you did telling everyone where they will be and when a vendor stays in their spot, their customers will always know where to find them. Unless something comes up such as adding a new vendor and needing to separate them from a 'like' vendor then Alison, or the new person, would pick a place to move them. In reality, people that come to the market are going to go up and down each path in its entirety so other than being next to a competitor, not sure why a vendor would be unhappy. Maybe early on if there are open spots and someone asks to move there and it doesn't conflict with 'like' vendors, ok. But moving vendors mid way or end season seems fruitless. Unfortunately as with anything, it's not going to be possible to please everyone.

9/7/2014 9:22 PM

[View respondent's answers](#)

Since this is a farmers market, I believe that those selling produce should be given priority and in the most frequented locations.

9/2/2014 7:10 AM

[View respondent's answers](#)

I think that at each end of both paths there needs to be vendors that will draw the customers along the entire path. Produce typically will do this. Other types that would also achieve this would be kid's face painting, free balloons, food vendors.

9/1/2014 7:14 AM

[View respondent's answers](#)

Resale items seem to be coming into the market. I thought we signed an agreement not to resale, but grow

Q10

Export

If you have any further comments/input you'd like to contribute, please use the space below. Thank you for your participation in our survey!

Answered: 10 Skipped: 9

Responses (10)

Text Analysis

My Categories

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Showing 10 responses

It's been a great experience. Thank you!
9/7/2014 9:22 PM [View respondent's answers](#)

Thanks Allison for all of your hard work with the market!
9/2/2014 7:10 AM [View respondent's answers](#)

I would like to see the season extended May-October. As a vendor, I would like to have the option to sell my goods for a longer period of time. Many customers have expressed this to me as well.
9/1/2014 7:14 AM [View respondent's answers](#)

Some of the produce vendors buy some of their produce to go along with what they do grow. I don't know how to fix the problem, but I know they sign off that the chamber can visit the growing site, and I think a visit at least once during the growing season would be good. We do understand that the market is a service to the community and not a money maker, but it is maddening to see some sell to unsuspecting customers who are then disappointed in the whole experience when they get home with hot house tomatoes or corn that couldn't possibly be ready in Indiana when they sell it and tastes old.
8/24/2014 12:34 PM [View respondent's answers](#)

Thank you Chamber for all the work you have done for this Market. Love the location! Love that the local police dept has activities and that they come to the market as well. There is quite a bit of cash flow @ the markets and is appreciated to have the police available and noted in the background. Would it be possible to

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Vendor question 1

Beautiful location!

9/1/2014 7:14 AM View respondent's answers

My favorite market location of the 5 markets I've participated in.

8/23/2014 2:20 PM View respondent's answers

It is beautiful - couldn't ask for a better one!

8/21/2014 3:14 PM View respondent's answers

Vendor question 2

Could there be more advertisement; such as Facebook, Twitter, etc.?

9/1/2014 7:14 AM View respondent's answers

It appears to be the same people every week. I don't know how we would get more people to come though

8/22/2014 5:04 PM View respondent's answers

It comes and goes. Weather can affect it. School starting seemed to make it drop off quite a bit.

8/21/2014 5:43 PM View respondent's answers

Of course, we could always use more customers :)

8/21/2014 3:14 PM View respondent's answers

Vendor question 3

To many home based bakeries.

8/21/2014 10:20 PM View respondent's answers

There is a good variety and it is nice that you allow home made craft sellers at the market.

8/21/2014 3:14 PM View respondent's answers

Vendor question 4

Not sure I'm aware of what advertising is done for the market other than the banner across 40.

9/7/2014 9:22 PM View respondent's answers

I'm not aware of the places it is being advertised.

9/5/2014 7:55 AM View respondent's answers

Already commented on this.

9/1/2014 7:14 AM View respondent's answers

Since I don't live within Plainfield all I know about is the banner over 40 but I'm sure there is much more.

8/23/2014 2:20 PM View respondent's answers

the banner over the road is awesome!

8/21/2014 7:35 PM View respondent's answers

You do a good job - especially with facebook.

8/21/2014 3:14 PM View respondent's answers

Vendor question 5

Adding live music (bands)?

9/1/2014 7:14 AM View respondent's answers

Vendor question 6

I have mixed feelings. Obviously as a business owner it's not ideal to have a competitor at the same event as you. However, spreading similar vendors out to where they aren't close to each other helps and makes a difference. I don't believe you need to limit other vendors to have more produce because there is plenty of produce there with a wide variety and always enough to choose from. But if you were to reduce other vendors, you would have to look at limiting similar vendors in a category.

9/7/2014 9:22 PM View respondent's answers

I think you have to be careful of having a balance of different types of vendors and of the number of competing vendors. If you let the market regulate its self you run the risk of the whole market breaking down because competing vendors won't make enough and too many of the same vendors will cause customers to not come back. I would suggest talking to other market masters to see how they keep their markets viable. (i.e. Broadripple and Winter market downtown)

9/5/2014 7:55 AM View respondent's answers

When it comes to specialty products such as dog treats, honey, soap, jewelry, coffee & tea. I have found that this size of a market can accommodate 2-3 of these.

9/1/2014 7:14 AM View respondent's answers

This is a farmers market!! We tend to forget. Also, the producers don't always raise their produce. Hard to compete with them

8/29/2014 12:18 PM View respondent's answers

People go to Farmer's Markets for vegetables & plants more than any other thing. While there is room for food & crafts-they can not make up the majority of vendors. I like variety because it brings in different types of people, but if the market gets too crafty it becomes a flea market and that is death to a farmer's market.

8/23/2014 2:20 PM View respondent's answers

There is no need to limit the categories. The most popular vendors will continue and the ones with lesser sales will stop going.

8/22/2014 1:38 PM View respondent's answers

Regulate how many home based bakeries. I worry about cats on the kitchen counters.

8/21/2014 10:20 PM View respondent's answers

i think the market is great right now. Just feel that customers expect more produce than crafts.

8/21/2014 7:35 PM View respondent's answers

I personally have no problem with the number of vendors in each category, but have heard many negative comments regarding number of craft/other vendors.

8/21/2014 3:21 PM View respondent's answers

I go back and forth on this matter, but lean more towards limiting. People who sell at the market are in it to make money. When you have more than a couple or a few vendors in each area (it does depend on the area) income can be very limited to the seller. For instance, vegetables are perishable. Customers come back each week to buy more. Candles/soaps/lotions etc are not that perishable - it takes awhile for customers to go through them and do not buy each week. Having more than one or two vendors in these categories depending on the size of the market severely impacts their income. I wouldn't have more than one soy candle seller, but maybe a candle seller with a different base. I wouldn't have more than one goat's milk soap seller, but maybe one other with a oil base. I wouldn't have more than one or two honey sellers..etc etc. or dog biscuit sellers.

8/21/2014 3:14 PM View respondent's answers

Vendor question 7

I would prefer to see that if you have 'like' vendors, it be limited to 2 and to only have 1 on each path (not possible with produce, but it is with other vendors). That gives each enough space being on a separate path, but still allows you to have enough vendors.

9/7/2014 9:22 PM View respondent's answers

As stated above having 2-3 of the same specialty type products is sufficient.

9/1/2014 7:14 AM View respondent's answers

The fuller the market, the more enticing it appears to customers. That in itself will bring a wider range of people and what they are shopping for.

8/22/2014 1:38 PM View respondent's answers

As long as the crowd seems to visit/travel both paths, I think the more vendors the better. The "other" vendors get the crowds there early in the season, the produce vendors keep them coming back through the rest of the season.

8/21/2014 9:58 PM View respondent's answers

Traffic seemed slower on the east path. A solution might be to figure out which vendors draw the most shoppers and place them on the east path. Forcing shoppers to walk beyond the west path and wonder more. Also, I understand that since this was the first year, that traffic will increase as the shoppers become more aware of the other options.

8/21/2014 5:43 PM View respondent's answers

The bigger market is drawing customers from further away. It's great! But again, I think the number of "like" vendors should be limited.

8/21/2014 3:14 PM View respondent's answers

Vendor question 8

Existing vendors should be allowed to have first option to accept or decline before accepting new vendors into the market.

9/1/2014 7:14 AM View respondent's answers

however, i do like the idea of reaching out to last year's vendors, first,(after all they have a proven history of showing up)

8/21/2014 7:35 PM View respondent's answers

as long as you can safely accommodate vendors, I love the diversity. Although I am a soap crafter, my product is not really competitive with the other soap vendors. I offer a wide variety of scents, and customers respond to that. Also, I added jams, jellies, candles, and sometimes baked pumpkin bread, which helps my sales if no-one wants soap. Every week is different!

8/21/2014 4:18 PM View respondent's answers

I go back and forth on this one also. Having a panel choose vendors would make it more like a "juried" market, which could increase the quality of the market. Past vendors should receive first priority though. It would be horrible to have been a vendor there for years only to find out you couldn't get in next year because someone else applied with a similar product and was chosen instead of you :)

8/21/2014 3:14 PM View respondent's answers

Vendor question 9

Vendors should be allowed to keep the spot they had this year for next year's market if they like. Other than that, it doesn't seem realistic to have multiple people choose their locations. Lay out a map like you did telling everyone where they will be and when a vendor stays in their spot, their customers will always know where to find them. Unless something comes up such as adding a new vendor and needing to separate them from a 'like' vendor then Alison, or the new person, would pick a place to move them. In reality, people that come to the market are going to go up and down each path in its entirety so other than being next to a competitor, not sure why a vendor would be unhappy. Maybe early on if there are open spots and someone asks to move there and it doesn't conflict with 'like' vendors, ok. But moving vendors mid way or end season seems fruitless. Unfortunately as with anything, it's not going to be possible to please everyone.

9/7/2014 9:22 PM View respondent's answers

Since this is a farmers market, I believe that those selling produce should be given priority and in the most frequented locations.

9/2/2014 7:10 AM View respondent's answers

I think that at each end of both paths there needs to be vendors that will draw the customers along the entire path. Produce typically will do this. Other types that would also achieve this would be kid's face painting, free balloons, food vendors.

9/1/2014 7:14 AM View respondent's answers

Resale items seem to be coming into the market. I thought we signed an agreement not to resale, but grow our own produce and make our other products also...

8/29/2014 12:18 PM View respondent's answers

Give the current vendors the chance to retain their spots from past years and then let the ones who were unhappy have a chance to move before opening it up to new vendors.

8/24/2014 12:34 PM View respondent's answers

There are no bad spots if you offer a product that people desire they will find you. That's my opinion but I believe the majority of people traveled both paths.

8/23/2014 2:20 PM View respondent's answers

I think all vendors should be allowed to have the same spot they had the previous year, if they liked that spot. Vendors are also responsible for creating their own following by advertising, Facebook, Twitter so on and so forth. You can't expect the Chamber to do all the work!

8/22/2014 5:04 PM View respondent's answers

Past vendors should have their previous spot if they want. It's helpful to the customers to not switch them from place to place. However, it is impossible to make Everyone happy so doing your best is all you can do.

8/22/2014 1:38 PM View respondent's answers

You can't please everyone, no matter how hard you try. As long as we don't get moved around, customers will find you and if you have a good product, they will come back.

8/21/2014 9:58 PM View respondent's answers

N/A

8/21/2014 9:03 PM View respondent's answers

no

8/21/2014 7:35 PM View respondent's answers

Based on who signed up first, send a map to the vendor with available spaces marked, for them to make a 1st, 2nd, 3rd selection. Give them a deadline to respond with choices (ex: 24hrs). For example, the vendor who's application was received 25th, would receive a map with 24 slots already filled, and would give their 1st, 2nd, 3rd choice based on what is left.

8/21/2014 5:43 PM View respondent's answers

We came in late, so we are happy to have a spot at all. Other than that, I'd guess the original vendors should have the more choice spots. We did very well our last two weeks at your market, so as long as the weather holds up, we plan to participate and sell products.

8/21/2014 4:18 PM View respondent's answers

You can't please everyone. I think the way it was done this year worked fine.

8/21/2014 3:21 PM View respondent's answers

I was happy with mine :) Assigned spots are so much better than first come first served. Customers never know where to find you. You need to design the market so that it is at its best for customer appeal. I appreciate that you don't put like vendors next to one another.

8/21/2014 3:14 PM View respondent's answers

Vendor question 10

It's been a great experience. Thank you!

9/7/2014 9:22 PM View respondent's answers

Thanks Allison for all of your hard work with the market!

9/2/2014 7:10 AM View respondent's answers

I would like to see the season extended. May-October. As a vendor, I would like to have the option to sell my goods for a longer period of time. Many customers have expressed this to me as well.

9/1/2014 7:14 AM View respondent's answers

Some of the produce vendors buy some of their produce to go along with what they do grow. I don't know how to fix the problem, but I know they sign off that the chamber can visit the growing site, and I think a visit at least once during the growing season would be good. We do understand that the market is a service to the community and not a money maker, but it is maddening to see some sell to unsuspecting customers who are then disappointed in the whole experience when they get home with hot house tomatoes or corn that couldn't possibly be ready in Indiana when they sell it and tastes old.

8/24/2014 12:34 PM View respondent's answers

Thank you Chamber for all the work you have done for this Market. Love the location! Love that the local police dept has activities and that they come to the market as well. There is quite a bit of cash flow @ the markets and is appreciated to have the police available and noted in the background.

Would it be possible to give the church some music? I'm a little tired of Veggie Tale songs :-) I mean that in a very kind way...

8/22/2014 5:04 PM View respondent's answers

We feel the Plainfield Farmers Market is great. It has grown in size and customer count. We feel

Alison has done a great job and hate to see her go!

8/22/2014 1:38 PM View respondent's answers

Thank you for all you do Allison, you're awesome :)

8/21/2014 9:58 PM View respondent's answers

Over all I have been happy with my experience with the market this year. This was my first participation with a farmers market.

8/21/2014 5:43 PM View respondent's answers

We love the location and atmosphere. My only complaint is that we are too far away from the music to hear it. lol. The music is always beautiful. Thank you.

8/21/2014 4:18 PM View respondent's answers

Thank you so much for your time in putting the market together and for working at building it up!

8/21/2014 3:14 PM View respondent's answers