



# **FIREWEED COMMUNITY MARKET VENDORS SURVEY**

Prepared for  
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Whitehorse, Yukon

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# **FIREWEED COMMUNITY MARKET VENDORS SURVEY**

## **Introduction**

This report presents the results of a survey undertaken by the Fireweed Community Market (FCM) Society to obtain information from market vendors that can be used assist in planning for the market's future.

After four years of operation, the Board of Directors of the Fireweed Community Market Society recognized a need to assess current market operations to find out how well the market is working for those who are using it and to investigate why potential vendors may not be involved. The Board also wished to find out what vendors would like to see happen next in terms of the market's development, with an emphasis on the desirability and feasibility of establishing permanent facilities. This latter need arose following the publication in 2007 of a report by the Government of Yukon Agriculture Branch which outlines a five-year plan for the development of the Yukon agriculture and agri-food industry (Multi-Year Development Plan for Yukon Agriculture and Agri-Food 2008-2012). The report describes the goals and objectives for the industry and for specific sectors. Ten key priority areas, selected from a broader list of priorities, are highlighted in the implementation plan. One of these priorities is to "support the development of permanent community market facilities including infrastructure at the Fireweed Community Market". The Board needs to know what FCM vendors (and potential vendors) think about the idea of developing permanent market facilities before moving ahead with any planning. The survey was been designed to help the Board take the first steps toward identifying what permanent community market facilities could and should offer to meet the needs of its potential users.

The survey was conducted as the first phase of a broader two-phase project initiated by the Society and other interested parties to address the growing needs Yukon producers. Phase 2 of the project (to be initiated in August 2009) will follow up with a market analysis to establish the options for a location, funding, partnerships and management of a permanent facility. Information obtained from the survey will be used to inform Phase 2 decisions.

## **Background**

The Fireweed Community Market (FCM) was formed in 2005. It is run as a non-profit society (Fireweed Community Market Society) to provide direct marketing opportunities for Yukon producers. The market's mandate is to support "An enduring and cooperative community of people who wish to promote local production and consumption."

Membership averages 115 to 125 individuals and organizations per season. Members include sellers of agricultural produce and prepared food, artisans and crafts people, non-profit organizations, and buskers.

The FCM Society oversees the operation of a once a week summer market, a Christmas market, a permanent “Yukon-made” store, and the rental kitchen. The society’s operations are run primarily by volunteers with one paid position in the summer, one full time paid position for the Yukon Made Store manager, and cashier positions associated with the Christmas market. Market expenses are funded through agricultural-based grants and vendor fees. (More information about the Fireweed Community Market and the FCM Society can be found at <http://fireweedmarket.yukonfood.com/>)

The summer market runs for 18 weeks. It operates from a parking lot at Shipyards Park that is rented by the FCM Society from the City of Whitehorse. Hours of operation are from 3 to 8 PM on Thursdays. The summer market averages 20 to 30 vendors per week. There are no permanent structures in the parking lot. Most participants operated from vendor owned tents erected on market day. The FCM Society also has two large tents that provide rental space to those who require it. A nearby building provides washroom facilities. Weather conditions have been an ongoing challenge for most summer market vendors, with wind and rain frequently creating unfavourable conditions for sellers and buyers. Such unfavourable conditions have caused losses of product and are known to discourage vendor participation.

Fireweed Community Market Society also oversees the operation of the Yukon Made Store and the Fireweed Market Kitchen both of which are run out of a permanent structure also located in Shipyards Park. The store is open five days a week and sells the work of over 20 local artisans. The kitchen is used by a weekly roster of food vendors who each provide food and drinks on different days (11 am to 4 pm). Fireweed Market Kitchen also provides a catering service.

The FCM Society has operated an annual Christmas Market in a rented space located somewhere in Whitehorse. The site of this market has changed each year and depends on the availability of space. To date, between 35 and 40 vendors have taken part in the Christmas market each year.

## **Methodology**

The survey (Appendix 1) was developed and tested in consultation with the Fireweed Community Market Society Directors.

The survey distribution list was developed using the 2008 and 2009 (to date) market membership list (146 contacts in total). A further 49 contacts (non-

market members) listed in the "Yukon Farm Products and Services" booklet were also included.

The survey was mailed out to a total of 195 individuals, business and groups. Of these, nine were returned undelivered. An additional four surveys were downloaded from the website, giving a total distribution of 190 surveys.

Each survey was accompanied by a cover letter (Appendix 2) and a stamped return envelope. Participants were able to return their surveys anonymously. However, to encourage participation and obtain some indication of who had returned the survey, respondents were asked to complete a form for entry into a draw. (The prize consisted of a \$75 gift certificate for use at the market.) Potential participants were given a two-week turn around to complete the survey.

The survey was advertised on the FCM website, where it was also available for download. Two newspaper advertisements were placed in the Yukon News to let people know about the survey and where they could obtain a copy. The Society President sent two emails to all available addresses. The first email was to provide a notification of the survey; the second was to remind people of the due date. All vendors participating in the summer market the day the surveys were due were asked to complete the survey if they had not already done so. This final request resulted in a further 13 surveys being completed and assured that responses were obtained from all vendors in attendance that day.

## Who responded to the survey?

A total of 72 surveys were returned. This represents a response rate of 38%.

### Feedback on participation (Question #1)

- ◆ 62 of the 72 indicated that do or have participated in some aspect of the Fireweed Community Market
- ◆ 55 of the 62 indicated that they do or have participated at the summer market
- ◆ 18 of the 62 indicated that they do or have participated at the Yukon Made Store
- ◆ 23 of the 62 indicated that they do or have participated at the Christmas market
- ◆ 10 of the 62 indicated that they do or have participated at all three - the summer market, the Christmas market and the Yukon Made Store
  
- ◆ 10 of the 72 indicated that do not or have not participated in any aspect of the Fireweed Community Market

### *Who are the 55 summer market participants that responded?*

- ◆ 32 of the 55 participate in the summer market only
- ◆ 13 of the 55 participate in the summer market and in the Yukon Made Store
- ◆ 19 of the 55 participate in the summer market and in the Christmas market
- ◆ 10 of the 55 participate in the summer market, the Christmas market and the Yukon Made Store
- ◆ 18 identified themselves as a grower/ producer
- ◆ 32 identified themselves as a crafts person/ artisan
- ◆ 4 identified themselves as both a grower/ producer and as a crafts person/ artisan
- ◆ 10 identified themselves as a food vendor
- ◆ 3 identified themselves as a community group

### *Who are the 18 Yukon Made Store participants that responded?*

- ◆ 4 of the 18 participate in the Yukon Made Store only (all selling crafts)
- ◆ 12 of the 18 participate in the Yukon Made Store and in the summer market
- ◆ 10 of the 18 participate in the Yukon Made Store and in the Christmas market
- ◆ 10 of the 18 participate in the summer market, in the Christmas market and in the Yukon Made Store
- ◆ 3 identified themselves as a grower/ producer
- ◆ 14 identified themselves as a crafts person/ artisan
- ◆ 0 identified themselves as both a grower/ producer and as a crafts person/ artisan
- ◆ 3 identified themselves as a food vendor
- ◆ 0 identified themselves as a community group

***Who are the 23 Christmas market participants that responded?***

- ◆ 2 of the 23 participate in the Christmas market only
- ◆ 11 of the 23 participate in both the Christmas market and in the summer market
- ◆ 1 of the 23 participates only in the Christmas market and in the Yukon Made Store
- ◆ 10 of the 23 participate in both the Christmas market, the Yukon Made Store and the summer market
- ◆ 6 identified themselves as a grower/ producer
- ◆ 17 identified themselves as a crafts person/ artisan
- ◆ 2 identified themselves as both a grower/ producer and as a crafts person/ artisan
- ◆ 2 identified themselves as a food vendor and a grower/ producer
- ◆ 0 identified themselves as a community group

**What did the respondents say?**

***i) Feedback on reasons for not currently participating***

**Question:** If you are not currently participating at the SUMMER Fireweed Community Market, please tell us why. Check as many as apply.

- In total, 24 of the 72 respondents completed this question.
- Of these 24, 17 completed the remaining questions, indicating the possibility that have been market participants in the past and/or are familiar enough with market operations to provide feedback.
- All comments related to each feature are listed below. (A summary of all survey comments is also presented in Appendix 3.)

Reason	Number of people who checked this reason	Comments
Distance to market	5	
Don't have the time to commit to being there for a day during the summer	19	<ul style="list-style-type: none"> <li>◆ Hard to commit before day as weather is major impediment</li> <li>◆ I can't commit to every Thursday but would like to try it once or twice to see how sales are.</li> <li>◆ Wrong time and day when working full-time elsewhere</li> </ul>

Lack of appropriate facilities	6	<ul style="list-style-type: none"> <li>◆ Too windy, too wet when rainy</li> <li>◆ Don't want to get caught in bad weather (wind, rain)</li> <li>◆ The location is ideal except for the windy days. I would appreciate better protection from the elements, yet still have the exposure to the public and parking.</li> <li>◆ It would be nice to have a wet fish counter and ice available.</li> </ul>
All product sold at the farm gate	6	<ul style="list-style-type: none"> <li>◆ We do this but would like to be at the market as well.</li> </ul>
Don't produce enough to make it worthwhile	7	<ul style="list-style-type: none"> <li>◆ Not sure if I could produce enough product to be there every week.</li> <li>◆ My product needs to be kept cool and fly free.</li> <li>◆ I need to plan to produce more so I could make it worthwhile .</li> </ul>
Don't have product suitable for selling at the summer market	5	<ul style="list-style-type: none"> <li>◆ Not sure how products will sell- felted wool products, jewelry, purses.</li> </ul>
Other (describe)	4	<ul style="list-style-type: none"> <li>◆ Out of business - low food (meat/ veg) prices due to cheap imports.</li> <li>◆ Other things I might like to do are already being done by others.</li> <li>◆ Not set up at the market now but maybe later in the summer. (social activism information)</li> <li>◆ Cost in time / money that it takes to prepare and attend is not enough to off set losses of not doing other activities.</li> </ul>

**Additional comments:**

- ◆ Didn't participate in May- just too early in the season for us.
- ◆ We always enjoy the summer market when the wind isn't blowing. This is becoming a real problem for us as it is always a challenge to just get our shelter erected. It has taken a beating the last two years so this has a lot to do with us not attending. I also think (from

our perspective) that the market starts too early in the spring (cold and miserable) and goes too late into the fall.

- ◆ Habitat for Humanity attends if and when we have a raffle. We will be holding a raffle again and hope to be there in July until market end.
- ◆ Trying to deal with the weather outdoors and tent flapping around in wind and rain is too much for me. I would be more than happy to pay more to be in a dry facility and sell more of my products.
- ◆ I only participated three times but my business got too busy and sales were low therefore did not come back and concentrated on web orders and telephone sales.
- ◆ I work outside the territory in the summer but sell at the market when I'm in town.
- ◆ I have a product that isn't Yukon made but deserves a market to be sold at. Your restrictions for Yukon made only products prevents many vendors from using your market.
- ◆ I don't have the time to commit and I already have items in other places.
- ◆ When we sold [specific food item] the first year, we were told we would be the only booth selling [specific food item]. That worked out just fine as there was just enough business for one booth selling [specific food item] to make it worth while. However, the next year the market allowed another booth to sell [specific food item] and we could not make enough to even cover expenses. I brought it up with [the market executive] but they didn't seem to remember that we had been told we would be the only booth selling [specific food item]. We cannot afford to lose \$ week after week with so few sales. There was not enough business for two [specific food item] booths. There is enough business for only one.
- ◆ I would like to (but don't) have product in the year round store. I would need to hire extra staff to participate in the summer market and initial management time to organize. Just don't have the time.
- ◆ I'm not available till mid-July
- ◆ I completely support this market. I want to be there- I visit to shop. I haven't yet worked out how to participate more fully as a vendor due to other work/ kids commitments. Eventually I will be there selling my stuff too.
- ◆ I refuse to pay \$90+ a table for having half a dozen more items on my one table from other people (other crafts). It's not reasonable.
- ◆ I don't have a tent. It's too hard to move my table in and out of my car and shuffle kids pick up times. And I'm scared of being affected by wind and rain that can ruin my cards on my jewelry. It looks like a great fun market but it's the moving in and out and loading and unloading the car each week, all summer that stops me- and being affected by weather.

**ii) Feedback on current site and operating rules of the summer market**

**Question:** How well do the current site and operating rules of the SUMMER Fireweed Community Market work for you?

- Respondents were asked to indicate their responses using a scale ranging from 2 (very satisfied) to -2 (very unsatisfied)
- Not everyone who completed to this question provided a response for each identified feature. The number of people who responded to each individual feature is indicated.
- All comments related to each feature are listed below. (A summary of all survey comments is also presented in Appendix 3.)

**Hours of operation - 59 responded**

Ranking		Number	Percent
very satisfied	2	36	61
	1	19	32
	0	2	3
	-1	1	1.5
very unsatisfied	-2	1	1.5

Comments:

- ◆ 2 to 7 PM would be better.
- ◆ We could be open earlier – maybe 1 PM.
- ◆ Close earlier (comment from someone who is very unsatisfied)
- ◆ Market should finish at 7.
- ◆ Often dies down after dinnertime. Maybe earlier in the day could work better.
- ◆ Would prefer until 8 PM.
- ◆ Should close at 7. Very little activity between 7 and 8.

**Days of operation - 58 responded**

Ranking		Number	Percent
very satisfied	2	34	58
	1	17	30
	0	3	5
	-1	3	5
very unsatisfied	-2	1	2.5

Comments:

- ◆ I wish it was more often.
- ◆ 2 times a week
- ◆ Should be on weekend.
- ◆ Should be Saturday.

- ◆ Saturday would be better.
- ◆ Is one day a week enough?
- ◆ Friday instead of Thursday might attract more customers.
- ◆ I would like to see a Saturday market also.
- ◆ Unfortunately I live out of town and I can't get a day off work during the week to come into town and sell.
- ◆ There is no information regarding days/ hour on the website.
- ◆ Would prefer Friday or Saturday.

***Security- 53 responded***

Ranking		Number	Percent
very satisfied	2	28	53
	1	15	28
	0	8	15
	-1	2	4
very unsatisfied	-2	0	0

Comments:

- ◆ Better now than before.
- ◆ What security?

***Parking for customers - 59 responded***

Ranking		Number	Percent
very satisfied	2	46	78
	1	12	20
	0	1	2
	-1	0	0
very unsatisfied	-2	0	0

Comments:

- ◆ As far as I know this is OK. Once I heard from a customer that it was hard to find a parking spot.

***Downtown location - 59 responded***

Ranking		Number	Percent
very satisfied	2	46	78
	1	9	15
	0	2	3.5
	-1	0	0
very unsatisfied	-2	2	3.5

Comments:

- ◆ sign weak -could be more visible
- ◆ How about next to the Old Firehall?

- ◆ Should be in Main St with other stores.
- ◆ Location is not conducive to market- wind is always an issue and well as cold!

***Access to site for loading, unloading and set-up - 56 responded***

Ranking		Number	Percent
very satisfied	2	33	59
	1	18	32
	0	4	7
	-1	1	2
very unsatisfied	-2	0	0

Comments:

- ◆ It would be great if we could somehow park behind our tents for ease of loading at the end of the market.
- ◆ Good if I come early. If not, it's a bit crowded.
- ◆ Usually Ok. Sometime a bit frustrating.

***Availability and access to power and water – 47 responded***

Ranking		Number	Percent
very satisfied	2	17	36
	1	15	32
	0	12	25
	-1	1	2
very unsatisfied	-2	2	4

Comments:

- ◆ It isn't too hard to hook up an extension cord or bring a water container.
- ◆ I don't need power or water.

***Availability of washrooms – 58 responded***

Ranking		Number	Percent
very satisfied	2	31	53
	1	22	38
	0	2	3
	-1	2	3
very unsatisfied	-2	1	2

Comments:

- ◆ It's a bit awkward because I work alone. Thank goodness for friends. A specific volunteer for this (to spell people off) might be nice.
- ◆ Finally no port-a-potties!

***Opportunity to sell directly to consumer – 60 responded***

Ranking		Number	Percent
very satisfied	2	47	78
	1	11	18
	0	2	3
	-1	0	0
very unsatisfied	-2	0	0

Comments:

- ◆ Very good. It's why we're here.

***Opportunities for buskers – 26 responded***

Ranking		Number	Percent
very satisfied	2	16	62
	1	7	27
	0	2	8
	-1	1	4
very unsatisfied	-2	0	0

Comments:

- ◆ Love the entertainment! Excellent!
- ◆ Would like more
- ◆ Good opportunity
- ◆ I think we always need entertainment.
- ◆ Should be opportunities
- ◆ The music is nice.
- ◆ It always seems to be the same buskers. Variety might be nice.

***Set-up/ take down requirements - 56 responded***

Ranking		Number	Percent
very satisfied	2	24	43
	1	26	46
	0	4	7
	-1	1	2
very unsatisfied	-2	2	4

Comments:

- ◆ It is nice when everyone contributes.
- ◆ I like that I can sell out of the back of my truck.
- ◆ The market is run like a dictatorship. Very little room for flexibility in extenuating circumstances.

***Weather protection – 57 responded***

Ranking		Number	Percent
very satisfied	2	8	14
	1	12	21
	0	8	14
	-1	14	25
very unsatisfied	-2	15	26

Comments:

- ◆ Market location is extremely windy. Could be better situated in more sheltered area. Centre tents do not do as well. Sun shelter could help especially for fresh food vendors
- ◆ It's a problem but hey- it's outdoors!
- ◆ The wind!
- ◆ Beyond our control really.
- ◆ Difficult to sell if standing holding down tent.
- ◆ A wind block of some sort would be good.
- ◆ Move the market site to the opposite side of the parking lot by 2nd Ave to minimize wind and dust exposure.
- ◆ Very tough in wind and rain. Sunny days are OK.
- ◆ Very windy days are tough for everyone.
- ◆ Stuff can be destroyed by rain.
- ◆ There is NONE!

***FCM costs for booths/ space – 55 responded***

Ranking		Number	Percent
very satisfied	2	19	35
	1	19	35
	0	8	15
	-1	7	13
very unsatisfied	-2	1	2

Comments:

- ◆ High considering I supply the tent.
- ◆ Please don't make it more.
- ◆ Wow...\$5 for a non-profit is too good to be true!
- ◆ Very reasonable
- ◆ Expensive for one small table for one product. Could differentiate.
- ◆ I don't really want to see higher prices though it depends on what returns we get.
- ◆ I was very disappointed that having a few items from other people meant paying an additional \$30 - \$60 per table. Costs should be per space not table only. Restricting what's on the table by charging by product is unreasonable.
- ◆ It would be nice of two vendors are to share a tent. The rental fee could be reduced to, say 75% each.

- ◆ Prices have nearly doubled in two years reducing accessibility for smaller vendors.

**Advertising - 57 responded**

Ranking		Number	Percent
very satisfied	2	21	37
	1	20	35
	0	10	18
	-1	4	7
very unsatisfied	-2	2	4

Comments:

- ◆ Not seen in local papers.
- ◆ Need more
- ◆ Many people still don't know about us.
- ◆ Public relations are very important.
- ◆ Need more
- ◆ Would like to see more volunteer efforts here (putting up advertising) and perhaps more paid advertising.
- ◆ Advertising is good but we need more visible signage please!
- ◆ Advertising and promotion of the market is poor. Many people are unaware of the market after 4 years!

**Role of Market Manager in supporting vendors - 53 responded**

Ranking		Number	Percent
very satisfied	2	20	38
	1	19	36
	0	11	21
	-1	1	2
very unsatisfied	-2	2	4

Comments:

- ◆ Improvement needed. Don't feel supported.
- ◆ They have all been very helpful so far.
- ◆ Great!
- ◆ Would the manager have time to spell 'singles' for washroom breaks?
- ◆ I've seen vendors embarrassed for not having organic items like other vendors.
- ◆ Too much nepotism. Stop hiring your children!

**Opportunity for social interaction – 61 responded**

Ranking		Number	Percent
very satisfied	2	40	66

	1	18	30
	0	2	3
	-1	0	0
very unsatisfied	-2	1	2

Comments:

- ◆ Excellent
- ◆ Harder when one works alone but ultimately I'm there for business.
- ◆ Always good.

***Additional comments:***

- ◆ I love the atmosphere at the market on a sunny evening (or a rainy one for that matter). What a great place for the community to come together.
- ◆ Many markets ensure that vendors begin commerce at opening time i.e. vendors may not sell to 'early bird' customers. Makes sense.
- ◆ I really love this market and the opportunity to be part of the group.
- ◆ First come, first serve did not get enforced when I was out which made it very difficult. I would get moved around so much that it was too late to set up. And the wind meant that there were very few places where I could set up – plus I needed my truck to tie to!
- ◆ (from a community group) This is our second season here and we appreciate the guidance and support of the FCM.
- ◆ If there were people available for a couple of bucks, it would help single vendors to set up.
- ◆ I would like a regular spot that works for me instead of having to scramble. It's like musical chairs.
- ◆ I have trouble putting up tent alone. Difficulty acquiring a spot that is not being saved etc.
- ◆ I would like to see more care given to setting up market booth i.e. table coverings on straight, the market manager at booth site to answer questions, questioning people as to what is Yukon made. I have a concern with the people selling jewelry. I don't think they make the jewelry- not all vendors, just one vendor in particular. I asked and they said they made it, but...
- ◆ This is a great event and everything works smoothly! I'm so proud of the FCM!!
- ◆ I feel the location is windy and chilly. Is moving to the other end of the parking lot an option? More street visibility and the buildings would provide more wind break. Also I find closing time to be too late and we are not allowed to leave early. I sell out and have to stick around. That said, I realise for now they are the rules and I'll abide.
- ◆ Thanks you for providing this opportunity for vendors, but also for the community. It is an invaluable contribution.
- ◆ I would like to see the market extend later into the fall by two weeks.

- ◆ An early weekend market would bring out more customers. The outdoor location is very windy at the best of times.
- ◆ I think that there should be some rules for food vendors so that rights are protected. There was awareness that two taco/ whatever vans would be one too many and that only one soup seller was required, one bannock seller, etc. There should have been a requirement for only one burger seller and if another person wanted to sell meat products then split it with the other booth selling Smokies of something like that, and the burger booth just selling burgers. Each food booth needs its own unique specialty and there is not enough difference between elk, bison (or beef burger) to support two booths of such nature for a small market.
- ◆ The actual market is not part of the community of Whitehorse. The location is in a parking lot away from walking distance. It should be part of other businesses, with music, terraces. It should be alive and vibrant- a place where customers want to go.
- ◆ I think that the cost of participating (market fee) is too high, given that we are unable to reserve a space from week to week. It's a five hour market and I am away from home for nine hours in order to get the place I want.
- ◆ A 'weather wall' to decrease wind could be the ticket if we can't get a complete building. The tents do attract people who have either forgotten that it's market day and visitors who didn't know about it. Is there grant \$ available for a shelter?
- ◆ I actually would like to attend planning or just general FCM meetings. I have not received any email about when or where the FCM meets.
- ◆ [Paying current fees] doesn't make sense for those with a single product.
- ◆ The requirement than products be "Yukon made" without any consistency in standardization of what than means results in the uneven and arbitrary application of the rules by several individuals. There is no policy, no process for complaints and no appeals process. This leads to favouritism and undermines the concept of "community". This problem is becoming acute and must be addressed, if this NGO is to mature and function professionally.

### ***iii) Feedback on the "ideal" market facility***

**Question:** What would the "ideal" Whitehorse Community Market facility look like to you – one that you would or might participate in?

- Respondents were asked to indicate their responses using a scale ranging from 2 (very satisfied) to -2 (very unsatisfied)
- Not everyone who completed to this question provided a response for each identified feature. The number of people who responded to each individual feature is indicated.
- All comments related to each feature are listed below. (A summary of all survey comments is also presented in Appendix 3.)

***Open all year round – 45 responded***

Ranking		Number	Percent
very important	2	10	22
	1	12	27
	0	8	18
	-1	5	11
not very important	-2	10	22

Comments:

- ♦ One day a week
- ♦ If combined with others such as café or bulk import foods
- ♦ I'd use a year round venue if it had enough vendors
- ♦ We don't really have anything to sell all year
- ♦ Possibly, if I spend the winter here.
- ♦ Commerce supported by locals can stimulate quality of products when box stores are bombarding peoples' choices
- ♦ Don't do this. Most vendors are not full time. Focus on summer and Christmas.

***Open seasonal (as it is now) – 45 responded***

Ranking		Number	Percent
very important	2	20	44
	1	18	40
	0	4	9
	-1	2	4
not very important	-2	1	2

Comments:

- ♦ Try one day per month from March to December like Portabello markets in Vancouver, Calgary, Toronto
- ♦ I think this makes more sense
- ♦ Open as it is now and in December for Christmas sales
- ♦ I would not want to participate in winter months
- ♦ Keep it as it is
- ♦ Maintaining a seasonal component – outdoor market has a great environment and draw for people.

- ◆ Close the store. It is a waste of money.

***Structure with wind and rain protection – 58 responded***

Ranking		Number	Percent
very important	2	40	69
	1	10	17
	0	7	12
	-1	1	2
not very important	-2	0	0

Comments:

- ◆ Would like some protection
- ◆ Outdoor market feel is important
- ◆ I'm concerned about loosing the atmosphere we have now
- ◆ Absolutely!
- ◆ Would be nice – could extend season
- ◆ Not if summer only
- ◆ But open to the air for market feel
- ◆ Tent with back wall in row may help
- ◆ Would be great
- ◆ Tents are OK but need more protection and structures to tie down the tents.
- ◆ Wind protection would be great. But it would change the character of our market.
- ◆ That would be wonderful.
- ◆ It could be open all year round if combined with a permanent structure. If the space permitted it could be open all year round; even have semi-permanent vendors. So wouldn't have to have only fresh items and set up each day.
- ◆ The open roofed structure would be good to include.
- ◆ I've seen peoples' products damaged by wind and rain.
- ◆ PLEASE!
- ◆ The tents don't work and the wind is currently the biggest impediment to participation. The location is HORRID!

***Located downtown – 61 responded***

Ranking		Number	Percent
very important	2	46	75
	1	11	18
	0	3	5
	-1	0	0
not very important	-2	1	2

Comments:

- ◆ Absolutely!
- ◆ Very important
- ◆ Probably the most central and ideal spot for lots of people
- ◆ If it's not located downtown, I anticipate a much lower turnout.
- ◆ Good central location, easy parking and multipurpose area works well.
- ◆ Access is everything – bikers, walkers

***Requires low vendor involvement in facility operations and maintenance – 56 responded***

Ranking		Number	Percent
very important	2	29	52
	1	15	27
	0	9	16
	-1	1	2
not very important	-2	2	4

Comments:

- ◆ Low involvement is very important- don't want extra work
- ◆ I think a co-op would be a good thing and if you're not regular you pay more per day
- ◆ Not sure how I would be involved but I'm willing
- ◆ This is important. It is hard enough to get it together to be there with product.
- ◆ Many vendors have full time jobs other than their crafting.
- ◆ Clean up requirements of vendors only.

***Provides opportunities for buskers – 50 responded***

Ranking		Number	Percent
very important	2	26	52
	1	12	24
	0	6	12
	-1	2	4
not very important	-2	4	8

Comments:

- ◆ We love it!
- ◆ Opportunities for buskers are very important. It draws the right crowd.
- ◆ Music is a nice atmosphere enhancer.
- ◆ Music is a great way to draw people in.
- ◆ Yes- a real positive addition.
- ◆ Buskers bring life and animate the space.
- ◆ They add to the great atmosphere.

***Operates in partnership with like-minded groups (e.g. Food Coop, Food Bank) – 58 responded***

Ranking		Number	Percent
very important	2	25	43
	1	11	19
	0	12	21
	-1	4	7
not very important	-2	6	10

Comments:

- ◆ May bring in undesirable clientele
- ◆ This could be a great way to get started on a permanent facility.
- ◆ Include but not driven by.
- ◆ Like-minded groups sometime become bullies rather than just supportive. Encourage diversity.
- ◆ It is unclear what is implied by this point. If partnerships reduces costs without adding bureaucracy – go for it!

***Availability of storage - 52 responded***

Ranking		Number	Percent
very important	2	14	27
	1	11	21
	0	11	21
	-1	7	13
not very important	-2	9	17

***Availability of water - 55 responded***

Ranking		Number	Percent
very important	2	16	29
	1	15	27
	0	13	24
	-1	3	5
not very important	-2	8	15

***Availability of refrigeration - 51 responded***

Ranking		Number	Percent
very important	2	12	24
	1	9	18
	0	13	25
	-1	5	10
not very important	-2	12	24

**Availability of freezer space - 48 responded**

Ranking		Number	Percent
very important	2	12	25
	1	5	10
	0	15	31
	-1	4	8
not very important	-2	12	25

**Availability of electrical outlets - 53 responded**

Ranking		Number	Percent
very important	2	26	49
	1	9	17
	0	9	17
	-1	1	2
not very important	-2	8	15

Comments on availability of storage, water, refrigeration, freezer space, electrical outlets:

- ◆ Could be useful to have some storage
- ◆ Not really relevant to me
- ◆ Not really important to me but some people definitely need electrical outlets
- ◆ I don't need any of these but I know some people really do
- ◆ All are important if a permanent facility – water both inside and outside
- ◆ If the market is going to be once a week, then storage would be great.
- ◆ Not necessary in an outdoor market.

**Additional comments:**

- ◆ Combining summer market, Christmas store and year round store in the same venue/ area would be very helpful to the public
- ◆ A daily market all year round would be overkill and customers would become disinterested – novelty would wear off.
- ◆ Should be downtown on waterfront or downtown- tourist will find us there.
- ◆ Also white tent motif implies flea market to many buyers – not the message I want to send
- ◆ Need to be indoors from wind and weather
- ◆ (Locked) cage lockers (that can be padlocked) to accommodate tent, with some extra space for the table/ chairs, supplies, particularly group vendors who sign on for a long term
- ◆ Currently appreciate the use of coffee maker and 2 FMC carafes
- ◆ If the market remains summer only, keep it outside. If all year, make a shelter.

- ◆ The FCM must see that unless there is committed support from a volunteer group, the cost for a permanent facility would be far in excess of what is sustainable
- ◆ In the regs it says selling prior to opening is discouraged. But left to our discretion - if this is the rule, this is the rule - if I'm set up, I'm going to sell. It would be great to have kitchen facilities, and then the space could be rented out to other user groups.
- ◆ Shipyard's Park is really an excellent spot. I think having a structure put up for the summer season to block the wind is a good idea. Also more visibility from 2nd Ave would be nice...maybe moving the tents to the other end of the parking lot. A semi-permanent structure would require less weekly set-up.
- ◆ There is an awesome market in Charlottetown. A building just for that. Each vendor has their own spot that stays up. There could also be empty spots available for people on a daily/ weekly basis.
- ◆ Those in charge of the market (especially the outdoor market) do a wonderful job and I firmly believe that we need such a market, but we've just given up fighting the elements. We do hope to participate, but not on a seasonal basis.
- ◆ Would love to see an enclosed, heated, year round facility with ample room for each vendor to sell their products. I think we would attract even more vendors and customers in all climates then.
- ◆ Not sure if you 'tap' into other organizations' events with advertising i.e. last years international soft ball tournament.
- ◆ The outdoor ambience represents an "ideal" farmers' market. Moving it indoors may change that.
- ◆ I wouldn't participate in a market open all year round. My products (veggies) are seasonal, but I definitely would be a customer, if it was attractive and pleasant.
- ◆ Indoor facility with meat and fish counters, dairy/ cheese counters etc
- ◆ I think during special events in Whitehorse (ie Canada Games) we need to continue with seasonal stores.
- ◆ Christmas 2007 was poor for me. Others have been better. We are competing with China now and a downturn in the market. We must tread lightly and carefully. Could we do a "special" market day where people watch and partake in demonstrations and a promotional day? On a weekend maybe?
- ◆ It's important to know whether full time facilities work in other places. Are there statistics on permanent facilities in other communities with same population size? If so how big a thing is location? This may help us decide re. a permanent location.
- ◆ For the summer it would be great if there was a way to do a 'community basket' or something like that. E.g. I could combine with others in [community outside of Whitehorse] who want to support the market and get a fixed price basket of whatever is available and pick it up on Saturday or Sunday for the Fireweed kitchen or similar.

- ◆ If the market is year round, downtown or equivalent, few days a week...then I may pay much more [than twice the current fee] but people that like to be a apt-timer should have the opportunity with paying current fees.
- ◆ Less set-up/ take-down time would be good with a more permanent structure – leaving the opportunity for individual displays.
- ◆ Maybe there could be a place established at the market- for 'occasional' vendors and kids with a few things for sale
- ◆ Funky fun signage that could identify the different vendors would add to the festive nature of the market.
- ◆ Regular booth space so people can find you in the same spot all the time
- ◆ Stalls outside, but sheltered.
- ◆ The location of the current market on a wind swept dusty parking lot is its biggest weakness. It is always cold and products can be blown around and severely damaged. Vendors with delicate breakable products are often discouraged by the poor location. The public often does not linger as there is no protection from the weather. A more permanent faculty will need to address these issues to attract both new and more vendors and a more consistent public base of support. I support the creation of a permanent shelter site and a shutting down of the current store.

***iv) Feedback regarding willingness to pay for an “ideal” market***

**Question:** Creating the “ideal” market may increase these costs. What would you be willing to pay to participate in your “ideal” market?

A total of 50 people responded to this question. The breakdown of responses is as follows:

- ◆ No increase - 20 (40%)
- ◆ Twice the current amount - 28 (56%)
- ◆ Three times the current amount - 2 (4%)

Comments:

- ◆ I would pay up to \$20/ day for an indoor facility during high Christmas or tourist season.
- ◆ This depends on the structure. Permanent booth inside is worth more than set-up/ tear-down. Also is it open daily or just one day a week?

- ◆ Or negotiate depending on space etc
- ◆ I would pay up to twice the amount but would like to see it remain low to encourage more people to give it a shot and not be a lot of work to break even.
- ◆ I can't afford any increase
- ◆ An increase is OK, but 2 times??
- ◆ Twice but only if year round
- ◆ No more than this (twice).
- ◆ The question is too vague. Tell me what I will get and I'll tell you what it is worth.

**v) Feedback on percentage of overall total annual sales**

**Question:** What percentage of your overall total annual sales is through the Fireweed Community Market?

41 people responded to this question as follows:

	Percent	1	2	5	7	8	10	15	20	25	30	35	40	50	60	70	75	80	85	90
Number of people	Summer market	2		1	1		6		6	2	3	1	1	4	1	1	3	1	1	1
	Yukon Made Store	2		2			2	1			2			1						
	Christmas store		1	2		1	6	1	1	1	1		1	1						

**vi) Feedback on estimated annual income from the FCM**

**Question:** What is your estimate of your annual income from the Fireweed Community Market?

The survey asked respondents to indicate one of the following four ranges: less than \$2000; between \$2001 and \$5000; between \$5001 and \$10,000 and; over \$10,000. 55 people responded to this question as follows:

Estimated annual income	Number	Percent
Less than \$2000	23	41
Between \$2001 and \$5000	18	33
Between \$5001 and \$10,000	8	15
Over \$10,000	6	11

**vii) Additional comments**

**Question:** Is there anything else you would like to tell us?

- ◆ I would like to know why there are vehicles on the market - the allowance is changing the layout and it's not so good.
- ◆ More communication re market management i.e. who is hired, their role and responsibilities. A bit more flexibility with rules.
- ◆ I enjoy the market.
- ◆ I don't know what my income will be. This is my first go at this.
- ◆ I love the community feeling of the market and I love that it's outdoors...really...even though it's sometime awful out.
- ◆ I am not in favour of a high wage for the cashiers (Christmas store) and I don't think we need to have three of them on full wages. If we have volunteers why can't some of them spell the cashiers for short periods and help with wrapping of purchases. We need to keep costs down or fewer will be able to participate.
- ◆ Due to the fact that I work elsewhere, it's too hard and stressful to harvest and spend full day plus at the Thursday market. I can sell elsewhere at my convenience, bringing in orders (e.g. biweekly). I would consider delivery to market to other vendors.
- ◆ I am not inclined to pay even current rates at the summer market when I supply the facility. I also do not want to pay cashiers \$18/hr at the Christmas market when the going rate is \$10/hr
- ◆ Better promotion of the Yukon Made Store is needed.
- ◆ Space should be reserved if possible.
- ◆ I do not see the need of a building for a summer only market.
- ◆ For the most part, I do think we all do a great job and the glitches will work themselves out. I do think a set up plan needs to be worked on.
- ◆ I think more thought needs to be put into how and where the tents are set up – maybe some space on centre of market tents for picnic tables. I think this would add even more to the feeling of community spirit.

- ◆ We need not rush into any big changes...we could wait until interest and momentum gathers before embarking in anything new.
- ◆ I would like to see feedback from vendors on their sales market i.e. what types of items sell best, effect of weather on sales, what variety of products being sold? Will I be directly competing with other vendors? (Comment from someone currently not selling at the market but would like to.)
- ◆ I am happy you sent this questionnaire. I was going to contact you. I'm wondering about using the other end of the parking lot.
- ◆ I really feel strongly that an enclosed all year round or even seasonal market would really open new ventures for many who don't currently participate in the outdoor market due to weather, set-up/ take down issues.
- ◆ Thanks for doing this survey!
- ◆ You do a great job. Maybe people who don't make the cost of market in sales could pay a percent?
- ◆ In my experience at the market, the market clientele dies off by 7 PM. Therefore the market hours should be changed to 3 to 7 PM.
- ◆ Your fees are fine but vendors should be allowed to pay weekly.
- ◆ Whether I participate more depends on my need to be there -costs to be there and exposure to public.
- ◆ FCM is a great idea for vendor and buyer. Well done guys. Thank you.
- ◆ I think that the market stores are very customer-friendly. I wish FCM summer would be more vendor friendly.
- ◆ The \$35 fee to use the FCM shelter doesn't make sense for those selling a single product.
- ◆ The Christmas market was not very good for me therefore I'm unsure if I will participate again.
- ◆ Our big sign could be altered to brighter colours. It is too 'quite' – not eye catching enough. Perhaps blue and orange.
- ◆ I would rather put more time into a possible permanent facility that pay someone. (Although a cashier is nice, it costs money.)
- ◆ A permanent facility that could be used as needed by any member- therefore own cash and work space.
- ◆ Keep up the good work. Whitehorse would be much poorer without you.
- ◆ The kitchen rent is approaching the level where it is unaffordable.
- ◆ It was very quiet starting out there and I thought that the lower rent would remain perhaps till the year anniversary. Now the rent is up- affectively it's been doubled since it opened. I'll need to pay \$10/ hour for after hours i.e. cleaning.
- ◆ There is no way that I can make a profit there selling only lunch.
- ◆ I think that people that are extending their hours in the kitchen to over the whole day need to pay much less rent [per hour] than those who rent the kitchen for an hour or two.
- ◆ Vendors should be able to have control of what they want on their table without charging more for each person. Charge per table, not per person!

- ◆ I feel that the market should be limited to vendors who are agricultural producers or crafts people. Buskers should not be allowed. No flea market/ second-hand dealers. Food vendors should be included as legitimate vendors.
- ◆ I still believe we need better signage for the year-round store. We need a huge neon open sign and/or a huge bright sign that faces the stop light intersection. The building still looks unoccupied even when the store and café are open.
- ◆ Thanks for asking the vendors what they think. Much appreciated.

## What do the responses tell us?

### *i) Response rate*

- The number of surveys returned and the extent of the comments indicates a general willingness to provide feedback on the existing market conditions. They also indicate an active interest in future of market.

### *ii) Why are people not currently participating?*

- 19 of the 23 (83%) who responded to this question indicated their reason for not currently participating as being “Don’t have the time to commit to being there for a day during the summer”. This was by far the most common reason given.
- The additional comments in this section provide some insight into the reasons why people are not participating. The challenges associated with weather conditions appear to be a notable factor limiting participation.

### *iii) What do the respondents think about the current site and operating rules of the summer market?*

**Hours of operation** – 93% of respondents indicated that they are satisfied or very satisfied with the current hours of operation. Some suggestions were made to start and close a little early, but given the large majority who are satisfied with the hours, there is no indication that a change is needed.

**Days of operation** – 88% of respondents indicated that they are satisfied or very satisfied with the current days of operation. A few comments were made about holding the market on weekends or twice a week – especially if the second market was on a Saturday. Overall there is no indication that a change is needed.

**Security** - 81% of respondents indicated that they are satisfied or very satisfied with the current level of security. Overall there is no indication that a change is needed.

**Parking for customers** - 98% of respondents indicated that they are satisfied or very satisfied with the parking that is available for customers. Overall there is no indication that a change is needed.

**Downtown location** – The downtown location is important to people with 93% indicated that they are satisfied or very satisfied with the market being held downtown. Overall there is no indication that a change is needed. However

comments provide some suggestions for potential alternatives related to the physical positioning of the market itself (i.e. location in the parking lot).

**Access to site for loading, unloading and set-up** - 91% of respondents indicated that they are satisfied or very satisfied with the current access to the site. Overall there is no indication that a change is needed.

**Availability and access to power and water** – This feature had a lower approval rating than some of the others, with 68% reporting that they are satisfied or very satisfied. This is still a lot of people. However, 25% indicated a “0” satisfaction level which means that there is some room for improvement.

**Availability of washrooms** - 91% of respondents indicated that they are satisfied or very satisfied with the current availability of washrooms. The construction of a permanent building at the site improved the situation. Overall there is no indication that a change is needed.

**Opportunity to sell directly to consumer** – This is a big draw of the market, as vendors do not have to pay part of their earnings to a ‘middle-man’. 96% of respondents indicated that they are satisfied or very satisfied with having this opportunity.

**Opportunities for buskers** – Buskers add to the overall atmosphere of the market, keeping the vendors and shoppers entertained. 89% of respondents indicated that they are satisfied or very satisfied with the opportunity the market provides for buskers to participate.

**Set-up/ take down requirements** - 89% of respondents indicated that they are satisfied or very satisfied with the requirements for setting up and taking down their booths/ tents. Overall there is no indication that a change is needed.

**Weather protection** – This feature drew the greatest criticism with over 50% indicating that they are unsatisfied or very unsatisfied with the current level of protection from the weather. Only 21% indicated they are satisfied and 14% indicated they are very satisfied. Most comments referred to the wind causing the problems. Although vendors generally recognized that this is a problem beyond their control, they feel that it is an important issue to try to address.

**FCM costs for booths/ space** – Although 70% of respondents indicated that they are satisfied or very satisfied with the current costs, there is a higher proportion of people who expressed some dissatisfaction in this category as compared to some of the other current operating features. Comments ranged from being very satisfied with the rate charges to non-profits to identifying the need to reduce the fees of vendors shared or only carried one specialty

item. Results indicate that current fees should be assessed and that some changes and /or adjustments may be required.

**Advertising** - Although 72% of respondents indicated that they are satisfied or very satisfied with the current advertising, 18% gave advertising a “0” rating. This indicates that there is room for some improvement in the current level and/ or nature of market advertising, including more visible signage. Results indicate that some action should be taken to improve advertising.

**Role of Market Manager in supporting vendors** - 72% of respondents indicated that they are satisfied or very satisfied with the current role of the market manager. However 21% gave this feature a “0” rating and a further 6% indicated they are unsatisfied or very unsatisfied. Results indicate that some improvement should be considered.

**Opportunity for social interaction** – This characteristic drew the largest number of responses. 96% indicated that they are satisfied or vary satisfied with the opportunity the market offers for social interaction.

#### ***iv) What do the respondents see as the features of an “ideal” market?***

**Open all year round** – 49% of respondents indicated that having a market that is open all year round is important or very important. (A little over half of the 49% identified themselves as crafts people/ artisans.) However, 33% indicated that it was not of any importance to them. Some vendors noted that they would not have or could not produce enough products to sell all year round.

**Open seasonal (as it is now)** – 88% of the respondents indicated that having a seasonal market is important. Comments noted that an outdoor market provides a great environment and draw for people. Some vendors indicated that they are not able to participate all year round.

**Structure with wind and rain protection** – This design feature scored high in its importance with 86% of respondents identifying this as important or very important. However, comments indicated that this does not necessarily mean an enclosed space. The open air market atmosphere is important to maintain. There is an obvious need to find a way to improve the current situation by providing more protection and support for the tents.

**Located downtown** – The great majority (93%) of respondents identified the downtown location as being important or very important.

**Requires low vendor involvement in facility operations and maintenance** - 79% of respondents indicated that they feel low vendor involvement in facility operations and maintenance is important or very important.

Comments noted that vendors already have enough work to do and many already have full time jobs. Extra work would not be welcomed.

**Provides opportunities for buskers** – The majority of vendors indicated that they enjoy the buskers and see their presence as an important contributor to the market atmosphere. Opportunities for buskers should be supported.

**Operates in partnership with like-minded groups (e.g. Food Coop, Food Bank)** – 62% of respondents indicated partnerships to be important or very important: 17% considered such relationships to be either not very important or not important. A more clearly defined description of the nature of the partnerships and the groups involved may provide vendors with more certainty and/or commitment and interest.

**Availability of storage, water, refrigeration, freezer space and electrical outlets** – All of these features were recognized as important features of an “ideal” market. A number of vendors noted that these features are not personally important to them but they recognize that they were important to others.

***v) How much are the respondents willing to pay for their “ideal” market?***

The response to this question provides a rough indication of what vendors themselves are willing to pay for potential improvements. Over half (56%) of the respondents indicated that they would be willing to pay twice the current fees to have their “ideal” market. However, a further 40% indicated that they are not willing to pay any increase at all. Comments indicate that there may be more willingness to pay if the costs/ benefits are clearly indicated. However, some vendors indicated that they do not have the ability to pay any increase regardless of the benefit. In general, responses indicate that vendors will not be willing or able to bear any substantive costs of creating and maintaining their “ideal” market.

***vi) What is the economic importance of the FCM to those who participate?***

In indication of the income generated by the FCM based on survey responses can be calculated as follows:

- 18 respondents indicated they are earning between \$2001 and \$5000. For this group, the market is generating between \$36,000 to \$90,000 annually.
- 8 respondents indicated they are earning between \$5001 and \$10,000. For this group, the market is generating between \$40,000 to \$80,000 annually.
- 6 respondents indicated they are earning at least \$10,000. For this group, the market is generating a minimum of \$60,000 annually.

- An additional 22 indicated they are earning up to \$2000 for a maximum of \$44,000 annually.
- In total, FCM income ranges between \$114,000 to \$136,000 (for those who responded)

Of the 6 respondents who reported earning over \$10000 per year, one was a community (charitable) group who noted that they sold over this amount in raffle tickets while operating from the market venue.

Three people reported that 100% of their annual sales are made through the FCM – 1 is selling crafts at all 3 venues; 1 is a food vendor at the summer market and Yukon Made Store; 1 is selling crafts at the summer and Christmas markets.

Fourteen people reported that more than 50% of their annual sales are made through the FCM.

## Making use of the survey results

The Fireweed Community Market Society Directors must consider how they are able to and wish to respond to the results of the survey with respect to both the current conditions and in planning for the future (i.e. Phase 2 of the current initiative). The following actions are recommended:

### Follow-up on the assessment of current conditions

Based on the results of the survey, the Directors should take steps to improve or make some changes to the following features:

- **Location of market** – The downtown location was seen as an important feature. However, several suggestions were made to move the market site to the opposite side of parking lot by 2nd Ave to minimize wind and dust exposure. This location would also make the market more visible. The Directors should explore the feasibility and practicability of making such a move.
- **Weather protection** – Survey results indicate that this is the most important issue for the Directors to try to address. Many options and ideas were provided by survey participants. Planning for the market's future must focus on exploring options for assisting vendors in meeting the challenges posed by the weather while maintaining the "open" atmosphere of the market.
- **FCM costs for booths/ space** – The Directors should review comments and consider the issues that were raised. Results indicate that current fees should be assessed and that some changes and /or adjustments should be considered by the Board.
- **Advertising and market promotion-** Results indicate that some action should be taken to improve advertising and the promotion of the market to both consumers and potential vendors. Improved advertising and promotion can take many forms. The Directors should consider the development of a simple overall communication strategy for the market that would include options for advertising and promotion. The Board would then have the tools to assess all communication options based on suggested actions, cost effectiveness, available budget, target audience and desired outcomes.
- **Role of Market Manager in supporting vendors** – The Directors should take action to communicate the role of the Market Manager to all members. The role of the manager should be promoted on the website and through direct contact with the vendors.

### Planning for the "ideal" market

- **Features of the "ideal" market** – Survey results provide a general outline of what respondents considered to be features of an "ideal" market. The determination of which features should be developed in the future and in what form needs to be explored further in Phase 2. Infrastructure that provides protection from the wind and rain was consistently identified as

being an important feature. However, comments indicated that this does not necessarily mean an enclosed space. Those planning for how to meet the challenges posed by the weather should consider options in addition to the construction of a permanent facility.

- **Requirements for low vendor involvement in facility operations and maintenance** - 79% of respondents indicated that they feel low vendor involvement in facility operations and maintenance is important or very important. Comments noted that vendors already have enough work to do and many already have full time jobs. Extra work would not be welcomed. It is important for Phase 2 to identify mechanisms for the operation and maintenance of any future facility that ensure no additional responsibilities are placed on the vendors.
- **Willingness to pay for an "ideal" market** – Although over half (56%) of the respondents indicated that they would be willing to pay twice the current fees to have their "ideal" market, a further 40% indicated that they are not willing to pay any increase at all. This response provides only a rough indication of what planners can expect vendors themselves to pay for potential improvements. There may be more willingness to pay if the costs/ benefits are clearly indicated. However, some vendors indicated that they do not have the ability to pay any increase regardless of the benefit. It is important for Phase 2 to identify funding sources so that no additional financial responsibilities are placed on the vendors.

### **Communicating the results**

The results of the survey should be communicated to the membership and other interested parties. This can be achieved by 1) posting the results to the FCM website (either in summary form or the entire report); 2) Printing a summary (highlights) report or the full report and making it available to the membership, and; 3) presenting the results at the AGM. Notices regarding the availability of the report can be emailed to the membership, announced in the newsletter, or advertised at the summer market and in the Yukon Made Store.

### **Communicating the Board of Director's responses**

The Board of Directors should communicate their response to the results of the survey as soon as they have made any decisions and/or taken any steps to address the identified issues/ concerns. Updates on the responses should be provided as they occur. The membership has done its part by completing the survey. The Board should not leave them wondering about the follow-up.

## Appendix 1 - Fireweed Community Market (FCM) Vendors Survey

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1. How do you participate in the Fireweed Community Market? (Check as many as apply)

Where?	Grower or producer	Artisan or craftsperson	Food vendor	Community group
Summer market				
Yukon Made Store				
Christmas store				

2. If you are not currently participating at the SUMMER Fireweed Community Market, please tell us why.

Reason	Check as many as apply	Comment
Distance to market		
Don't have the time to commit to being there for a day during the summer		
Lack of appropriate facilities		Give example
All product sold at the farm gate		
Don't produce enough to make it worthwhile		
Don't have product suitable for selling at the summer market		
Other (describe)		

Additional comments:

**3. How well do the current site and operating rules of the SUMMER Fireweed Community Market work for you? (Please circle)**

	Very unsatisfied				Very satisfied	Comments
Hours of operation	- 2	- 1	0	1	2	
Days of operation	- 2	- 1	0	1	2	
Security	- 2	- 1	0	1	2	
Parking for customers	- 2	- 1	0	1	2	
Downtown location	- 2	- 1	0	1	2	
Access to site for loading, unloading and set-up	- 2	- 1	0	1	2	
Availability and access to power and water	- 2	- 1	0	1	2	
Availability of washrooms	- 2	- 1	0	1	2	
Opportunity to sell directly to consumer	- 2	- 1	0	1	2	
Opportunities for buskers	- 2	- 1	0	1	2	
Set-up/ take down requirements	- 2	- 1	0	1	2	
Weather protection	- 2	- 1	0	1	2	
FCM costs for booths/ space	- 2	- 1	0	1	2	
Advertising	- 2	- 1	0	1	2	
Role of Market Manager in supporting vendors	- 2	- 1	0	1	2	
Opportunity for social interaction	- 2	- 1	0	1	2	
Other (describe)	- 2	- 1	0	1	2	

**Additional comments:**

**4. What would the “ideal” Whitehorse Community Market facility look like to you – one that you would or might participate in? (Please circle)**

Design or operational feature	Not very important				Very important	Comments
Open all year round	- 2	- 1	0	1	2	
Open seasonal (as it is now)	- 2	- 1	0	1	2	
Structure with wind and rain protection	- 2	- 1	0	1	2	
Located downtown	- 2	- 1	0	1	2	
Requires low vendor involvement in facility operations and maintenance	- 2	- 1	0	1	2	
Provides opportunities for buskers	- 2	- 1	0	1	2	
Operates in partnership with like-minded groups (e.g. Food Coop, Food Bank)	- 2	- 1	0	1	2	
Availability of –						
• Storage	- 2	- 1	0	1	2	
• Water	- 2	- 1	0	1	2	
• Refrigeration	- 2	- 1	0	1	2	
• Freezer space	- 2	- 1	0	1	2	
• Electrical outlets	- 2	- 1	0	1	2	
Other (describe)						

**Additional comments:**

**5. Vendors are currently charged fees for participating in the market. (For example: Summer seasonal rate of \$180 for an adult vendor with own shelter; daily rate of \$18 for an adult vendor with own shelter, or \$35 if using FCM shelter; variable rates for Yukon Made Store depending on space required)**

**Creating the "ideal" market may increase these costs. What would you be willing to pay to participate in your "ideal" market?**

- No increase \_\_\_\_\_
- Twice the current amount \_\_\_\_\_
- Three times the current amount \_\_\_\_\_

**6. What percentage of your overall total annual sales is through the Fireweed Community Market?**

- Summer market \_\_\_\_\_
- Yukon Made Store \_\_\_\_\_
- Christmas store \_\_\_\_\_

**7. What is your estimate of your annual income from the Fireweed Community Market?**

- Less than \$2000 \_\_\_\_\_
- Between \$2001 and \$5000 \_\_\_\_\_
- Between \$5001 and \$10,000 \_\_\_\_\_
- Over \$10,000 \_\_\_\_\_

**8. Is there anything else you would like to tell us?**

THANK YOU FOR COMPLETING THIS SURVEY.

Please return it in the enclosed envelope or drop it off at the FCM store in Shipyards Park by Wednesday June 10, 2009.

## Appendix 2 - Cover letter



### Fireweed Community Market Vendors Survey

The Fireweed Community Market (FCM) was formed four years ago. The market is run as a non-profit society to provide direct marketing opportunities for Yukon producers. The market's mandate is to support "An enduring and cooperative community of people who wish to promote local production and consumption."

After four years of operation it's time to assess current operations and find out what vendors would like to see happen next. This survey will be used for two main purposes: (1) It will tell us how we are doing now and (2) it will help us plan for the future.

We want to know how well the market is working for those who are using it. We also want to know why people may not be involved. This will help us evaluate and improve our current operations. In addition, there has been a lot of talk recently about the creation of permanent community market facilities to serve Yukon producers. But before we move ahead with any planning, we need to know what FCM vendors (and potential vendors) think about this idea. Information we get from the survey will help us take the first steps toward identifying what permanent community market facilities should offer to meet the needs of its users.

Please complete the survey and return it in the enclosed envelope or drop it off at the FCM store in Shipyards Park by **Wednesday June 10, 2009**.

You don't have to put your name on the survey but we do need to be able to keep track of who has replied. You can help us do this by entering the draw for a **\$75 gift certificate for the Fireweed Community Market**. Complete the enclosed entry form and return it with your completed survey.

Thank you for taking the time to complete our survey. You are helping to build a better Fireweed Community Market.

Carolyn Campbell  
FCM Co-chair

Simone Rudge  
FCM Co-chair

## Appendix 3 – Summary of comments

**Question:** If you are not currently participating at the SUMMER Fireweed Community Market, please tell us why. Check as many as apply.

### **Don't have the time to commit to being there for a day during the summer**

- ◆ Hard to commit before day as weather is major impediment
- ◆ I can't commit to every Thursday but would like to try it once or twice to see how sales are.
- ◆ Wrong time and day when working full-time elsewhere

### **Lack of appropriate facilities**

- ◆ Too windy, too wet when rainy
- ◆ Don't want to get caught in bad weather (wind, rain)
- ◆ The location is ideal except for the windy days. I would appreciate better protection from the elements, yet still have the exposure to the public and parking.
- ◆ It would be nice to have a wet fish counter and ice available.

### **All product sold at the farm gate**

- ◆ We do this but would like to be at the market as well.

### **Don't produce enough to make it worthwhile**

- ◆ Not sure if I could produce enough product to be there every week.
- ◆ My product needs to be kept cool and fly free.
- ◆ I need to plan to produce more so I could make it worthwhile

### **Don't have product suitable for selling at the summer market**

- ◆ Not sure how product will sell- felted wool products, jewelry, purses

### **Other (describe)**

- ◆ Out of business - low food (meat/ veg) prices due to cheap imports
- ◆ Other things I might like to do are already being done by others
- ◆ Not set up at the market now but maybe later in the summer (social activism information)

### **Additional comments:**

- ◆ Didn't participate in May- just too early in the season for us.
- ◆ We always enjoy the summer market when the wind isn't blowing. This is becoming a real problem for us as it is always a challenge to just get our shelter erected. It has taken a beating the last two years so this has a lot to do with us not attending. I also think (from our perspective) that the market starts too early in the spring (cold and miserable) and goes too late into the fall.

- ◆ Habitat for Humanity attends if and when we have a raffle. We will be holding a raffle again and hope to be there in July until market end.
- ◆ Trying to deal with the weather outdoors and tent flapping around in wind and rain is too much for me. I would be more than happy to pay more to be in a dry facility and sell more of my products.
- ◆ I only participated three times but my business got too busy and sales were low therefore did not come back and concentrated on web orders and telephone sales.
- ◆ I work outside the territory in the summer but sell at the market when I'm in town.
- ◆ I have a product that isn't Yukon made but deserves a market to be sold at. Your restrictions for Yukon made only products prevents many vendors from using your market.
- ◆ I don't have the time to commit and I already have items in other places.
- ◆ When we sold [specific food item] the first year, we were told we would be the only booth selling [specific food item]. That worked out just fine as there was just enough business for one booth selling [specific food item] to make it worth while. However, the next year the market allowed another booth to sell [specific food item] and we could not make enough to even cover expenses. I brought it up with [the market executive] but they didn't seem to remember that we had been told we would be the only booth selling [specific food item]. We cannot afford to lose \$ week after week with so few sales. There was not enough business for two [specific food item] booths. There is enough business for only one.
- ◆ I would like to (but don't) have product in the year round store. I would need to hire extra staff to participate in the summer market and initial management time to organize. Just don't have the time.
- ◆ I'm not available till mid-July
- ◆ I completely support this market. I want to be there- I visit to shop. I haven't yet worked out how to participate more fully as a vendor due to other work/ kids commitments. Eventually I will be there selling my stuff too.
- ◆ I refuse to pay \$90+ a table for having half a dozen more items on my one table from other people (other crafts). It's not reasonable.
- ◆ I don't have a tent. It's too hard to move my table in and out of my car and shuffle kids pick up times. And I'm scared of being affected by wind and rain that can ruin my cards on my jewelry. It looks like a great fun market but it's the moving in and out and loading and unloading the car each week, all summer that stops me- and being affected by weather.

**Question:** How well do the current site and operating rules of the SUMMER Fireweed Community Market work for you?

### **Hours of operation**

- ◆ 2-7 would be better.
- ◆ We could be open earlier – maybe 1 PM.
- ◆ Close earlier (comment from someone who is very unsatisfied)
- ◆ Market should finish at 7.
- ◆ Often dies down after dinnertime. Maybe earlier in the day could work better.
- ◆ Would prefer until 8 PM.
- ◆ Should close at 7. Very little activity between 7 and 8.

### **Days of operation**

- ◆ I wish it was more often.
- ◆ 2 times a week
- ◆ Should be on weekend
- ◆ Should be Saturday
- ◆ Saturday would be better.
- ◆ Is one day a week enough?
- ◆ Friday instead of Thursday might attract more customers.
- ◆ I would like to see a Saturday market also.
- ◆ Unfortunately I live out of town and I can't get a day off work during the week to come into town and sell.
- ◆ There is no information regarding days/ hour on the website.
- ◆ Would prefer Friday or Saturday

### **Security**

- ◆ Better now than before.
- ◆ What security?

### **Parking for customers**

- ◆ As far as I know this is OK. Once I heard from a customer that it was hard to find a parking spot.

### **Downtown location**

- ◆ sign weak -could be more visible
- ◆ How about next to the Old Firehall?
- ◆ Should be in Main St with other stores.
- ◆ The location is not conducive to market- wind is always an issue and cold as well!

### **Access to site for loading, unloading and set-up**

- ◆ It would be great if we could somehow park behind our tents for ease of loading at the end of the market
- ◆ Good if I come early. If not, it's a bit crowded

- ◆ Usually Ok. Sometime a bit frustrating.

#### **Availability and access to power and water**

- ◆ It isn't too hard to hook up an extension cord or bring a water container.
- ◆ I don't need power and water.

#### **Availability of washrooms**

- ◆ It's a bit awkward because I work alone. Thank goodness for friends. A specific volunteer for this (to spell people off) might be nice.
- ◆ Finally no port-a-potties!

#### **Opportunity to sell directly to consumer**

- ◆ Very good. It's why we're here.

#### **Opportunities for buskers**

- ◆ Love the entertainment! Excellent!
- ◆ Would like more.
- ◆ Good opportunity
- ◆ I think we always need entertainment.
- ◆ Should be opportunities
- ◆ The music is nice.
- ◆ It always seems to be the same buskers. Variety might be nice.

#### **Set-up/ take down requirements**

- ◆ It is nice when everyone contributes.
- ◆ I like that I can sell out of the back of my truck.
- ◆ The market is run like a dictatorship. Very little room for flexibility in extenuating circumstances.

#### **Weather protection**

- ◆ Market location is extremely windy. Could be better situated in more sheltered area. Centre tents do not do as well. Sun shelter could help especially for fresh food vendors.
- ◆ It's a problem but hey- it's outdoors!
- ◆ The wind!
- ◆ Beyond our control really.
- ◆ Difficult to sell if standing holding down tent.
- ◆ A wind block of some sort would be good.
- ◆ Move the market site to the opposite side of the parking lot by 2nd Ave to minimize wind and dust exposure.
- ◆ Very tough in wind and rain. Sunny days are OK.
- ◆ Very windy days are tough for everyone.
- ◆ Stuff can be destroyed by rain.
- ◆ There is NONE!

### **FCM costs for booths/ space**

- ◆ High considering I supply the tent.
- ◆ Please don't make it more.
- ◆ Wow...\$5 for a non-profit is too good to be true!
- ◆ Very reasonable
- ◆ Expensive for one small table for one product. Could differentiate.
- ◆ I don't really want to see higher prices though it depends on what returns we get.
- ◆ I was very disappointed that having a few items from other people meant paying an additional \$30 - \$60 per table. Costs should be per space not table only. Restricting what's on the table by charging by product is unreasonable.
- ◆ It would be nice if two vendors are to share a tent. The rental fee could be reduced to, say 75% each.
- ◆ Prices have nearly doubled in tow years reducing accessibility.

### **Advertising**

- ◆ Not seen in local papers.
- ◆ Need more
- ◆ Many people still don't know about us.
- ◆ Public relations are very important.
- ◆ Need more
- ◆ Would like to see more volunteer efforts here (putting up advertising) and perhaps more paid advertising.
- ◆ Advertising is good but we need more visible signage please!
- ◆ Advertising and promotion of the market is poor. Many people are unaware of the market after 4 years!

### **Role of Market Manager in supporting vendors**

- ◆ Improvement needed. Don't feel supported.
- ◆ They have all been very helpful so far.
- ◆ Great!
- ◆ Would the manager have time to spell 'singles' for washroom breaks?
- ◆ I've seen vendors embarrassed for not having organic items like other vendors.
- ◆ Too much nepotism. Stop hiring your children!

### **Opportunity for social interaction**

- ◆ Excellent
- ◆ Harder when on works alone but ultimately I'm there for business.
- ◆ Always good!

### **Additional comments:**

- ◆ I love the atmosphere at the market on a sunny evening (or a rainy one for that matter). What a great place for the community to come together.

- ◆ Many markets ensure that vendors begin commerce at opening time i.e. vendors may not sell to 'early bird' customers. Makes sense.
- ◆ I really love this market and the opportunity to be part of the group.
- ◆ First come, first serve did not get enforced when I was out which made it very difficult. I would get moved around so much that it was too late to set up. And the wind meant that there were very few places where I could set up – plus I needed my truck to tie to!
- ◆ (from a community group) This is our second season here and we appreciate the guidance and support of the FCM.
- ◆ If there were people available for a couple of bucks, it would help single vendors to set up.
- ◆ I would like a regular spot that works for me instead of having to scramble. It's like musical chairs.
- ◆ I have trouble putting up tent alone. Difficulty acquiring a spot that is not being saved etc.
- ◆ I would like to see more care given to setting up market booth i.e. table coverings on straight, the market manager at booth site to answer questions, questioning people as to what is Yukon made. I have a concern with the people selling jewelry. I don't think they make the jewelry- not all vendors, just one vendor in particular. I asked and they said they made it, but...
- ◆ This is a great event and everything works smoothly! I'm so proud of the FCM!!
- ◆ I feel the location is windy and chilly. Is moving to the other end of the parking lot an option? More street visibility and the buildings would provide more wind break. Also I find closing time to be too late and we are not allowed to leave early. I sell out and have to stick around. That said, I realise for now they are the rules and I'll abide.
- ◆ Thanks you for providing this opportunity for vendors, but also for the community. It is an invaluable contribution.
- ◆ I would like to see the market extend later into the fall by two weeks.
- ◆ An early weekend market would bring out more customers. The outdoor location is very windy at the best of times.
- ◆ I think that there should be some rules for food vendors so that rights are protected. There was awareness that two taco/ whatever vans would be one too many and that only one soup seller was required, one bannock seller, etc. There should have been a requirement for only one burger seller and if another person wanted to sell meat products then split it with the other booth selling Smokies of something like that, and the burger booth just selling burgers. Each food booth needs its own unique specialty and there is not enough difference between elk, bison (or beef burger) to support two booths of such nature for a small market.
- ◆ The actual market is not part of the community of Whitehorse. The location is in a parking lot away from walking distance. It should be

part of other businesses, with music, terraces. It should be alive and vibrant- a place where customers want to go.

- ◆ I think that the cost of participating (market fee) is too high, given that we are unable to reserve a space from week to week. It's a five hour market and I am away from home for nine hours in order to get the place I want.
- ◆ A 'weather wall' to decrease wind could be the ticket if we can't get a complete building. The tents do attract people who have either forgotten that it's market day and visitors who didn't know about it. Is there grant \$ available for a shelter?
- ◆ I actually would like to attend planning or just general FCM meetings. I have not received any email about when or where the FCM meets.
- ◆ [Paying current fees] doesn't make sense for those with a single product.
- ◆ The requirement than products be "Yukon made" without any consistency in standardization of what than means results in the uneven and arbitrary application of the rules by several individuals. There is no policy, no process for complaints and no appeals process. This leads to favouritism and undermines the concept of "community". This problem is becoming acute and must be addressed, if this NGO is to mature and function professionally.

**Question:** What would the "ideal" Whitehorse Community Market facility look like to you – one that you would or might participate in?

#### **Open all year round**

- ◆ One day a week
- ◆ If combined with others such as café or bulk import foods
- ◆ I'd use a year round venue if it had enough vendors
- ◆ We don't really have anything to sell all year
- ◆ Possibly, if I spend the winter here.
- ◆ Commerce supported by locals can stimulate quality of products when box stores are bombarding peoples' choices.
- ◆ Don't do this. Most vendors are not full time. Focus on summer and Christmas.

#### **Open seasonal (as it is now)**

- ◆ Try one day per month from March to December like Portabello markets in Vancouver, Calgary, Toronto.
- ◆ I think this makes more sense.
- ◆ Open as it is now and in December for Christmas sales.
- ◆ I would not want to participate in winter months.
- ◆ Keep it as it is.

- ◆ Maintaining a seasonal component – outdoor market has a great environment and draw for people.
- ◆ Close the store. It is a waste of money and was a bad idea to start.

### **Structure with wind and rain protection**

- ◆ Would like some protection
- ◆ Outdoor market feel is important
- ◆ I'm concerned about losing the atmosphere we have now
- ◆ Absolutely!
- ◆ Would be nice – could extend season
- ◆ Not if summer only
- ◆ But open to the air for market feel
- ◆ Tent with back wall in row may help
- ◆ Would be great
- ◆ Tents are OK but need more protection and structures to tie down the tents.
- ◆ Wind protection would be great. But it would change the character of our market.
- ◆ That would be wonderful.
- ◆ It could be open all year round if combined with a permanent structure. If the space permitted it could be open all year round; even have semi-permanent vendors. So wouldn't have to have only fresh items and set up each day.
- ◆ The open roofed structure would be good to include.
- ◆ I've seen peoples' products damaged by wind and rain .
- ◆ PLEASE!
- ◆ The tents don't work and the wind is currently the biggest impediment to participation. The location is HORRID!

### **Located downtown**

- ◆ Absolutely!
- ◆ Very important
- ◆ Probably the most central and ideal spot for lots of people
- ◆ If it's not located downtown, I anticipate a much lower turnout.
- ◆ Good central location, easy parking and multipurpose area works well.
- ◆ Access is everything – bikers, walkers

### **Requires low vendor involvement in facility operations and maintenance**

- ◆ Low involvement is very important- don't want extra work
- ◆ I think a co-op would be a good thing and if you're not regular you pay more per day
- ◆ Not sure how I would be involved but I'm willing
- ◆ This is important. It is hard enough to get it together to be there with product.
- ◆ Many vendors have full time jobs other than their crafting.
- ◆ Clean up requirements of vendors only.

### **Provides opportunities for buskers**

- ◆ We love it!
- ◆ Opportunities for buskers are very important. It draws the right crowd.
- ◆ Music is a nice atmosphere enhancer.
- ◆ Music is a great way to draw people in.
- ◆ Yes- a real positive addition.
- ◆ Buskers bring life and animate the space.
- ◆ They add to the great atmosphere.

### **Operates in partnership with like-minded groups (e.g. Food Coop, Food Bank)**

- ◆ May bring in undesirable clientele
- ◆ This could be a great way to get started on a permanent facility.
- ◆ Include but not driven by.
- ◆ Like-minded groups sometime become bullies rather than just supportive. Encourage diversity.
- ◆ It is unclear what is implied by this point. If partnership reduces costs without adding bureaucracy – go for it!

### **Availability of storage, water, refrigeration, freezer space, electrical outlets**

- ◆ Could be useful to have some storage
- ◆ Not really relevant to me
- ◆ Not really important to me but some people definitely need electrical outlets
- ◆ I don't need any of these but I know some people really do
- ◆ All are important if a permanent facility – water both inside and outside
- ◆ If the market is going to be once a week, then storage would be great.
- ◆ Not necessary in an outdoor market.

### **Additional comments**

- ◆ Combining summer market, Christmas store and year round store in the same venue/ area would be very helpful to the public
- ◆ A daily market all year round would be overkill and customers would become disinterested – novelty would wear off.
- ◆ Should be downtown on waterfront or downtown- tourist will find us there.
- ◆ Also white tent motif implies flea market to many buyers – not the message I want to send
- ◆ Need to be indoors from wind and weather
- ◆ (Locked) cage lockers (that can be padlocked) to accommodate tent, with some extra space for the table/ chairs, supplies, particularly group vendors who sign on for a long term
- ◆ Currently appreciate the use of coffee maker and 2 FMC carafes
- ◆ If the market remains summer only, keep it outside. If all year, make a shelter.

- ◆ The FCM must see that unless there is committed support from a volunteer group, the cost for a permanent facility would be far in excess of what is sustainable
- ◆ In the regs it says selling prior to opening is discouraged. But left to our discretion - if this is the rule, this is the rule - if I'm set up, I'm going to sell. It would be great to have kitchen facilities, then the space could be rented out to other user groups.
- ◆ Shipyard's Park is really an excellent spot. I think having a structure put up for the summer season to block the wind is a good idea. Also more visibility from 2nd Ave would be nice...maybe moving the tents to the other end of the parking lot. A semi-permanent structure would require less weekly set-up.
- ◆ There is an awesome market in Charlottetown. A building just for that. Each vendor has their own spot that stays up. There could also be empty spots available for people on a daily/ weekly basis.
- ◆ Those in charge of the market (especially the outdoor market) do a wonderful job and I firmly believe that we need such a market, but we've just given up fighting the elements. We do hope to participate, but not on a seasonal basis.
- ◆ Would love to see an enclosed, heated, year round facility with ample room for each vendor to sell their products. I think we would attract even more vendors and customers in all climates then.
- ◆ Not sure if you 'tap' into other organizations' events with advertising i.e. last years international soft ball tournament.
- ◆ The outdoor ambience represents an "ideal" farmers' market. Moving it indoors may change that.
- ◆ I wouldn't participate in a market open all year round. My products (veggies) are seasonal, but I definitely would be a customer, if it was attractive and pleasant.
- ◆ Indoor facility with meat and fish counters, dairy/ cheese counters etc
- ◆ I think during special events in Whitehorse (ie Canada Games) we need to continue with seasonal stores.
- ◆ Christmas 2007 was poor for me. Others have been better. We are competing with China now and a downturn in the market. We must tread lightly and carefully. Could we do a "special" market day where people watch and partake in demonstrations and a promotional day? On a weekend maybe?
- ◆ It's important to know whether full time facilities work in other places. Are there statistics on permanent facilities in other communities with same population size? If so how big a thing is location? This may help us decide re. a permanent location.
- ◆ For the summer it would be great if there was a way to do a 'community basket' or something like that. E.g. I could combine with others in [community outside of Whitehorse] who want to support the market and get a fixed price basket of whatever is available and pick it up on Saturday or Sunday for the Fireweed kitchen or similar.

- ◆ If the market is year round, downtown or equivalent, few days a week...then I may pay much more [than twice the current fee] but people that like to be a apt-timer should have the opportunity with paying current fees.
- ◆ Less set-up/ take-down time would be good with a more permanent structure – leaving the opportunity for individual displays.
- ◆ Maybe there could be a place established at the market- for 'occasional' vendors and kids with a few things for sale
- ◆ Funky fun signage that could identify the different vendors would add to the festive nature of the market.
- ◆ Regular booth space so people can find you in the same spot all the time
- ◆ Stalls outside, but sheltered.
- ◆ The location of the current market on a wind swept dusty parking lot is its biggest weakness. It is always cold and products can be blown around and severely damaged. Vendors with delicate breakable products are often discouraged by the poor location. The public often does not linger as there is no protection from the weather. A more permanent faculty will need to address these issues to attract both new and more vendors and a more consistent public base of support. I support the creation of a permanent shelter site and a shutting down of the current store.

**Question:** Creating the “ideal” market may increase these costs. What would you be willing to pay to participate in your “ideal” market?

- ◆ I would pay up to \$20/ day for an indoor facility during high Christmas or tourist season.
- ◆ This depends on the structure. Permanent booth inside is worth more than set-up/ tear-down. Also is it open daily or just one day a week?
- ◆ Or negotiate depending on space etc
- ◆ I would pay up to twice the amount but would like to see it remain low to encourage more people to give it a shot and not be a lot of work to break even.
- ◆ I can't afford any increase
- ◆ An increase is OK, but 2 times??
- ◆ Twice but only if year round
- ◆ No more than this (twice).
- ◆ The question is too vague. Tell me what I will get and I'll tell you what it is worth.

**Question:** Is there anything else you would like to tell us?

- ◆ I would like to know why there are vehicles on the market - the allowance is changing the layout and it's not so good.
- ◆ More communication re market management i.e. who is hired, their role and responsibilities. A bit more flexibility with rules.
- ◆ I enjoy the market
- ◆ I don't know what my income will be. This is my first go at this.
- ◆ I love the community feeling of the market and I love that it's outdoors...really...even though it's sometime awful out.
- ◆ I am not in favour of a high wage for the cashiers (Christmas store) and I don't think we need to have three of them on full wages. If we have volunteers why can't some of them spell the cashiers for short periods and help with wrapping of purchases. We need to keep costs down or fewer will be able to participate.
- ◆ Due to the fact that I work elsewhere, it's too hard and stressful to harvest and spend full day plus at the Thursday market. I can sell elsewhere at my convenience, bringing in orders (e.g. biweekly). I would consider delivery to market to other vendors.
- ◆ I am not inclined to pay even current rates at the summer market when I supply the facility. I also do not want to pay cashiers \$18/hr at the Christmas market when the going rate is \$10/hr
- ◆ Better promotion of the Yukon Made Store is needed
- ◆ Space should be reserved if possible
- ◆ I do not see the need of a building for a summer only market
- ◆ For the most part, I do think we all do a great job and the glitches will work themselves out. I do think a set up plan needs to be worked on.
- ◆ I think more thought needs to be put into how and where the tents are set up – maybe some space on centre of market tents for picnic tables. I think this would add even more to the feeling of community spirit.
- ◆ We need not rush into any big changes...we could wait until interest and momentum gathers before embarking in anything new.
- ◆ I would like to see feedback from vendors on their sales market i.e. what types of items sell best, effect of weather on sales, what variety of products being sold? Will I be directly competing with other vendors, (Comment from someone currently not selling at the market but would like to)
- ◆ I am happy you sent this questionnaire. I was going to contact you re. wondering about the other end of the parking lot.
- ◆ I really feel strongly that an enclosed all year round or even seasonal market would really open new ventures for many who don't currently participate in the outdoor market due to weather, set-up/ take down issues.
- ◆ Thanks for doing this survey!
- ◆ You do a great job. Maybe people who don't make the cost of market in sales could pay a percent?

- ◆ In my experience at the market, the market clientele dies off by 7 PM. Therefore the market hours should be changed to 3 to 7 PM.
- ◆ Your fees are fine but vendors should be allowed to pay weekly
- ◆ Whether I participate more depends on my need to be there -costs to be there and exposure to public.
- ◆ FCM is a great idea for vendor and buyer. Well done guys. Thank you.
- ◆ I think that the market stores are very customer-friendly. I wish FCM summer would be more vendor friendly.
- ◆ The \$35 fee to use the FCM shelter doesn't make sense for those selling a single product.
- ◆ The Christmas market was not very good for me therefore I'm unsure if I will participate again.
- ◆ Our big sign could altered to brighter colours. It is too 'quite' – not eye catching enough (Perhaps blue and orange).
- ◆ I would rather put more time into a possible permanent facility that pay someone (though a cashier is nice, it costs \$).
- ◆ A permanent facility that could be used as needed by any member- therefore own cash and work space.
- ◆ Keep up the good work. Whitehorse would be much poorer without you.
- ◆ The kitchen rent is approaching the level where it is unaffordable.
- ◆ It was very quiet starting out there and I thought that the lower rent would remain perhaps till the year anniversary. Now the rent is up- affectively it's been doubled since I'll need to pay \$10/ hour for after hours i.e. cleaning.
- ◆ There is no way that I can make a profit there with selling only lunch
- ◆ I think that people that are extending the hours there are in the kitchen to over the day rent need to pay much less [per hour] than those who rent the kitchen for a hour or two.
- ◆ Vendors should be able to have control of what they want on their table without charging more for each person. Charge per table, not per person!
- ◆ I feel that the market should be limited to vendors who are agricultural producers or crafts people. Buskers should not be allowed. No flea market/ 2nd hand dealers. Food vendors should be included as legitimate vendors.
- ◆ I still believe we need better signage for the year-round store. We need a huge neon open sign and/or a huge bright sign that faces the stop light intersection...the building still looks unoccupied even when the store and café are open.
- ◆ Thanks for asking the vendors what they think. Much appreciated.