



Fireweed Community Market (FCM) Vendors Survey

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				
Year-round 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						
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)						
Structure with wind and rain protection						
Located downtown						
Requires low vendor involvement in facility operations and maintenance						
Provides opportunities for buskers						
Operates in partnership with like-minded groups (e.g. Food Coop, Food Bank)						
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 year-round 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 _____

Year-round 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**.



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