

Farmers' Market Building Tenant Metrics

The City of Saskatoon is requesting regular metrics from the tenant of the Farmers' Market Building to better reflect the objectives the City, namely, animation of the site and a return on investment for the building.

	Metric	Frequency	Rationale
High Level Information:			
	Number of Vendors	Quarterly	<ul style="list-style-type: none"> indicates building usage.
	Vendor Mix	Quarterly	<ul style="list-style-type: none"> indicates a wider variety of offerings to patrons.
	Gross revenues (aggregate of all vendors, not individual)	Annually	<ul style="list-style-type: none"> indicates financial success. indicates success in animation efforts.
	Percentage of the building/market stalls used by Vendors	Quarterly	<ul style="list-style-type: none"> indicates financial success. indicates success in animation efforts.
	Attendance Numbers by Patrons (if possible to track)	Quarterly	<ul style="list-style-type: none"> indicates success in animation efforts.
City's Objective of Building Animation:			
	Open for Business Days	Quarterly	<ul style="list-style-type: none"> indicates animation.
	Operating Hours	Annually	<ul style="list-style-type: none"> indicates animation.
	Percentage of the building/market stalls occupied during Open for Business Days	Quarterly	<ul style="list-style-type: none"> indicates animation.
	Attendance by Vendors on Open for Business Days	Quarterly (the first year will be a benchmark, and then subsequent	<ul style="list-style-type: none"> indicates if building is animated. indicates engagement by vendors in building success.

		years will have mutually-agreed upon targets attached to them)	
	Number of external rentals/events in the building; and attendance	Annually	<ul style="list-style-type: none"> • indicates animation.
	Number of Tenant's self-produced events; and attendance	Annually	<ul style="list-style-type: none"> • indicates animation.
	Number of Vendors on waiting list	Annually	<ul style="list-style-type: none"> • indicates if building is operating at capacity.
	Marketing Plan (including social media presence) and outcomes	Annually	<ul style="list-style-type: none"> • indicates engagement with patrons. • measures marketing efforts with turn-out of patrons.
City's Objective of Local Food Focus:			
	Average kilometres from vendor farm to Farmers' Market Building		<ul style="list-style-type: none"> • indicates the distance food travels from vendor farm to market; supports theme of 100 mile food radius; and freshest food for patrons.
	Map of locations of vendors (urban and rural)		<ul style="list-style-type: none"> • indicates local taxpayers and range of vendor base.