

# POULSBO FARMERS MARKET

ESTABLISHED IN 2003

38 MARKET DAYS EACH SEASON

POULSBO, WA - POPULATION 12,171

\* smallest of the four incorporated cities in Kitsap County

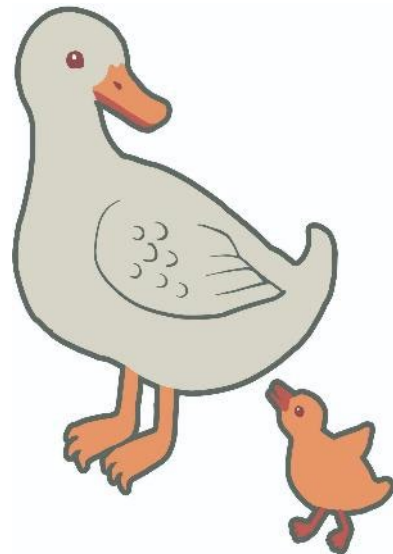
FOUR PART-TIME STAFF IN 2025  
MARKET MANAGER  
MANAGER-AT-LARGE  
TWO MARKET DAY ASSISTANTS

67 MEMBER VENDORS  
(2024)

BOARD TREASURER (EXCEL)



MARKET BOOKKEEPER  
(QUICKBOOKS)



LOCATED IN A PARKING LOT

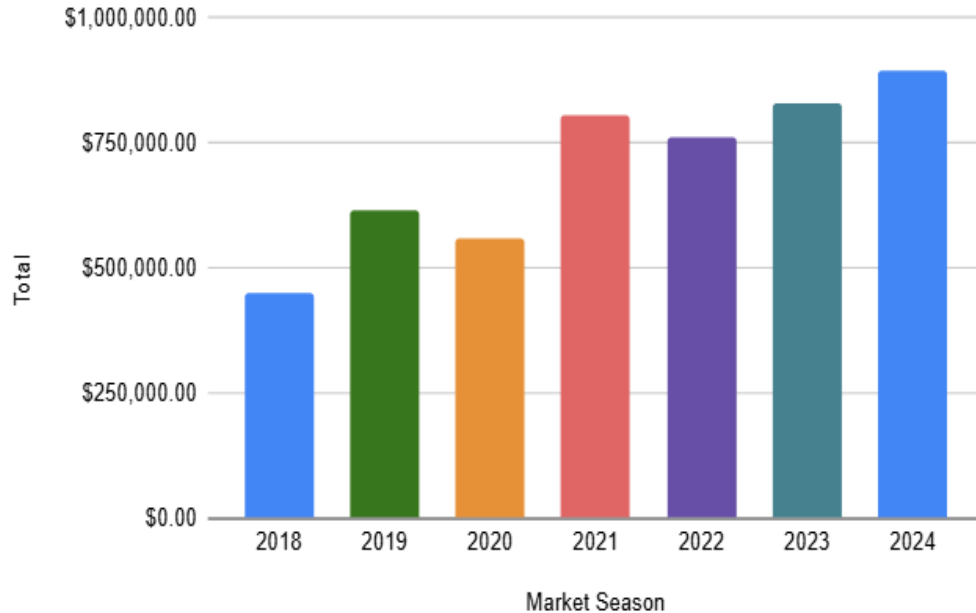
then 501c6 → now 501c3

WORKING BOARD OF DIRECTORS

CONSISTING OF FARMERS, ARTISANS,  
PREPARED FOOD VENDORS,  
AND COMMUNITY MEMBERS

# JUST THE FACTS: DATA TRENDS AND DECISIONS

## Total Vendor Sales 2018-2024



GROWTH POTENTIAL: PHYSICALLY? FINANCIALLY?

## 2024 REVENUE

66% BOOTH FEES AND PERCENTAGE SALES

19% SPONSORSHIPS AND DONATIONS

15% OTHER: APP FEES, MEMBERSHIP DUES, MERCHANDISING, RENTAL FEES, CANCELLATION FEES, ETC

## 2024 EXPENSES

73% PAYROLL EXPENSES

8% MARKET DAY OPERATIONS

4% MARKETING AND PRINT

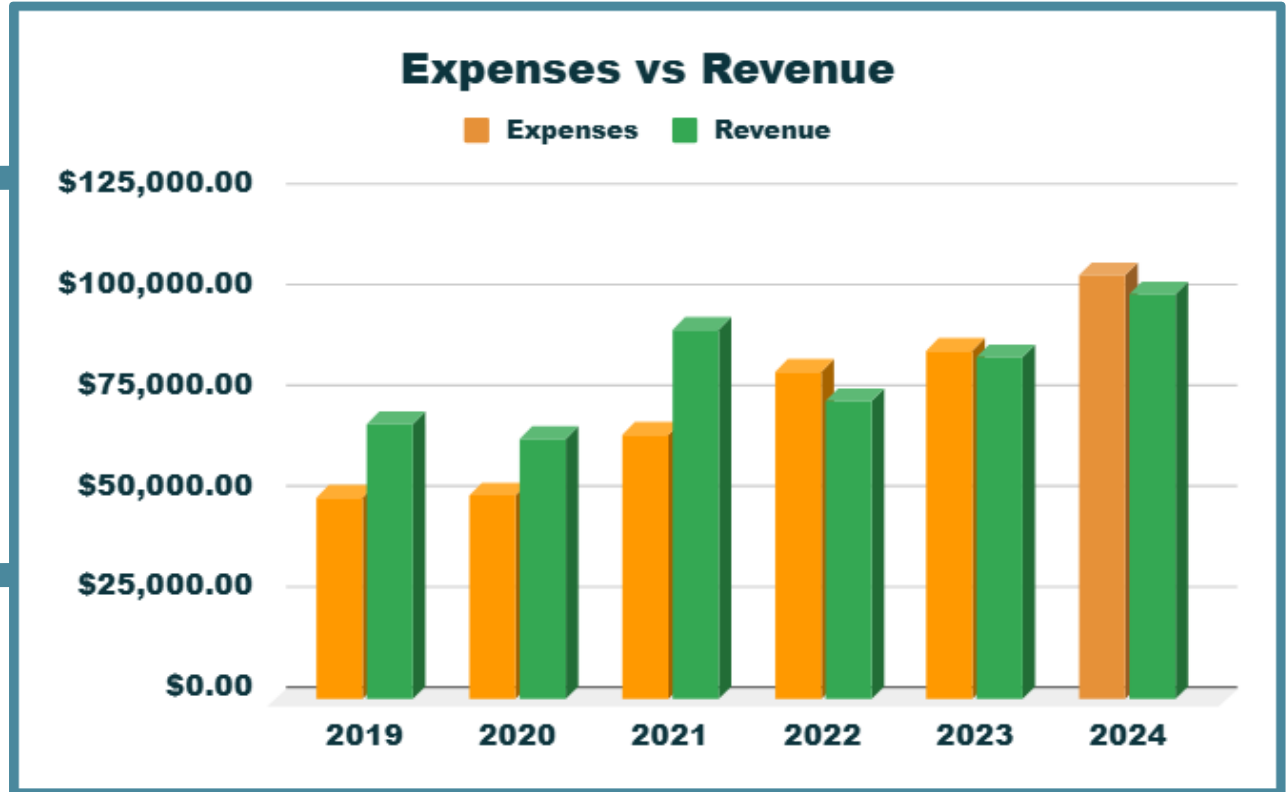
11% OTHER: INSURANCE, SOFTWARE, OFFICE SUPPLIES, DUES, PERMITS

# HISTORY REPEATS ITSELF...OR DOES IT?

USE PREVIOUS YEAR(S)  
EXPENSE NUMBERS TO  
BUDGET FOR THE  
COMING SEASON

MARKET NEEDS CHANGE  
SEASON TO SEASON -

KNOW WHAT WILL AND  
WON'T BE REQUIRED IN  
THE COMING SEASON



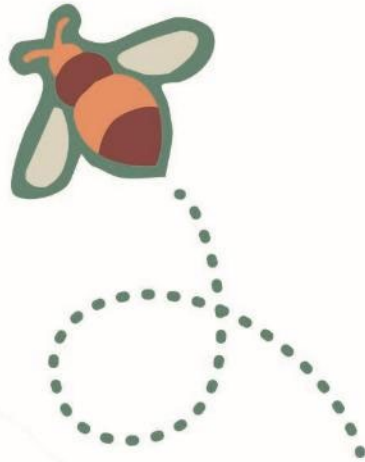
# KNOW YOUR PRIORITIES AND GOALS

The PFM has two primary goals:

- 1) to provide an outlet for Washington State's farming families to direct-sell their farm products
- 2) to provide farm-fresh food for consumers in a fun, safe, honest environment.

## PERMANENT LOCATION NEEDS / FUNDING

- PROFESSIONAL SERVICES
- INFRASTRUCTURE
- RENOVATIONS
- CAPITAL CAMPAIGN



## COMMUNITY EDUCATION AND ASSISTANCE

- DEI EDUCATION
- SNAP/FMNP MATCHING
- FARMER ASSISTANCE

# THE SPREADSHEET PART ONE: INCOME

## MARKET DAY REVENUE

- \* VENDOR MEMBERSHIP FEES
- \* BOOTH FEES
- \* PERCENTAGE FEES
- \* ELECTRICITY/EQUIPMENT FEES
- \* SERVICES/CANCELLATIONS
- \* APPLICATION FEES
- \* PRODUCT SALES
- \* GIFT CARDS
- \* OTHER DONATIONS/INCOME

## SPONSORSHIPS

- \* SPONSORSHIP
- \* MUSIC SPONSORSHIP
- \* KIDS DAY SPONSORSHIP
- \* EVENT SPONSORSHIP

## FUNDRAISING

- \* RAFFLES
- \* MARKET DAY FUNDRAISERS
- \* GRANTS
- \* OTHER

# THE SPREADSHEET PART TWO: EXPENSES

COST OF GOODS SOLD

## EVENTS

- \* KIDS CLUB
- \* MARKET DAY EVENTS

POSTAGE/P O BOX  
BANK FEES  
MERCHANT FEES  
SEMINARS/EDUCATION  
TRAVEL/MILEAGE  
OFFICE SUPPLIES  
SOFTWARE  
ACCOUNTING TAX PREPARATION  
EQUIPMENT (OFFICE & OTHER)  
PROFESSIONAL FEES  
LEGAL FEES

## MARKETING

- \* PRINT MEDIA
- \* DESIGN/BRANDING
- \* ONLINE MEDIA
- \* HIGHWAY SIGNS
- \* SIGNS AND BANNERS

## PAYROLL

- \* EMPLOYEE NET WAGES
- \* BONUS
- \* PAYROLL TAXES

## OPERATIONS

- \* MUSIC
- \* PORTABLE TOILETS
- \* MISC NON-EVENT SUPPLIES
- \* TELEPHONE/INTERNET
- \* REPAIRS/MAINTENANCE
- \* UTILITIES
- \* RENT
- \* CANOPIES & EQUIPMENT

## DUES/INSURANCE/PERMITS

- \* CHAMBER OF COMMERCE
- \* WSFMA DUES
- \* LIABILITY INSURANCE
- \* PERMITS
- \* TAXES
- \* LICENSES

# POULSBO FARMERS MARKET BUDGET REPORT

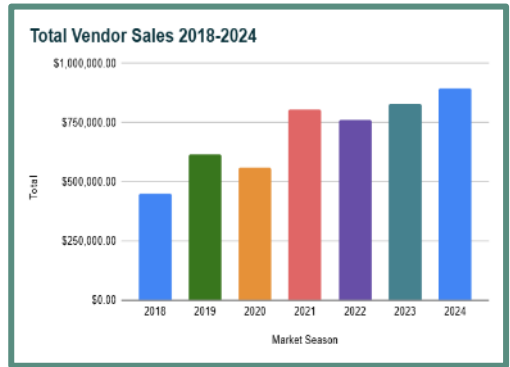
CATEGORY	YEAR-TO-DATE ACTUAL	PROJECTED BUDGET	VARIANCE
INCOME LINE ENTRIES			
REVENUE TOTALS	SUM OF ALL ACTUAL INCOME	SUM OF ALL PROJECTED INCOME	DIFFERENCE + OR -
EXPENSE LINE ENTRIES			
TOTAL EXPENSES	SUM OF ALL ACTUAL EXPENSES	SUM OF ALL PROJECTED EXPENSES	DIFFERENCE + OR -
NET OPERATING REVENUE	ACTUAL INCOME MINUS ACTUAL EXPENSES	PROJECTED INCOME MINUS PROJECTED EXPENSES	★ PROGRESS ★

DURING OFF-SEASON:  
BOARD AND STAFF SET THE  
PROJECTED BUDGET

ON-GOING: STAFF AND  
BOARD REVIEW BUDGET AT  
THE MONTHLY MEETING

# MARKET MEMBERS & VENDORS: SHARING IS CARING

Income	2019	2020	2021	2022	2023
Market Day Revenue					
Sponsorships					
Fundraising					
Income Totals					
Expenses	2019	2020	2021	2022	2023
Payroll					
Marketing					
Events					
Expenses					
Dues/Permits					
Expense Totals					
<b>NET</b>					





# TIPS AND TRICKS

ASSIGNED USERS TO THE EXPENSE BANK ACCOUNT (MARKET MANAGER & TREASURER)

WRITE THE EXPENSE CATEGORY ON EACH RECEIPT TO REDUCE CONFUSION

REGULARLY REVIEW THE ACTUAL VS PROJECTED BUDGET

BE FLEXIBLE AND READY TO MAKE CHANGES TO OPERATING STRATEGY

OTHER TIPS AND TRICKS? PLEASE SHARE

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