



# 2021 ANNUAL REPORT

OCTOBER 28, 2021

## 2021 SEASON REVIEW

The eighth year of Street Stall Saturdays has officially concluded, as of October 9 2021. This year was the second straight season to include Market Square, in addition to the 100-block of Sonnenschein Way. The old Farmer's Market Building remained vacant.

Following the introduction of a new brand, 2021 resulted in our most successful year yet. This report will illustrate key metrics from a vendor and sales perspective.



In contrast with 2020's late-June start date, we were able to start our season on May 1st this year. This added an additional seven market days. However, the market experience was still affected by COVID-19.

For the first 11 market days, numerous safety protocols were followed at the direction of the provincial government. Restrictive one-way traffic, a roped off market perimeter, and single entry and exit points were enforced. Lastly, we took a precautionary step to do our best to enforce mandatory masking for everyone inside the market up until July 11.



51%

Vendor Increase

36%

Sales Increase

46%

Social Media Audience  
Increase



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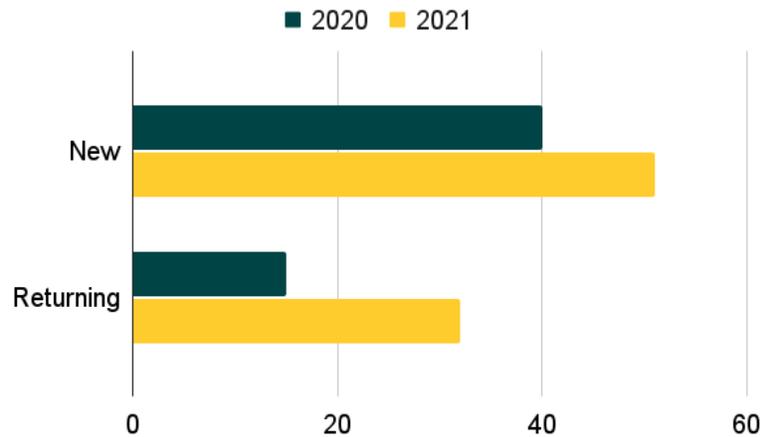
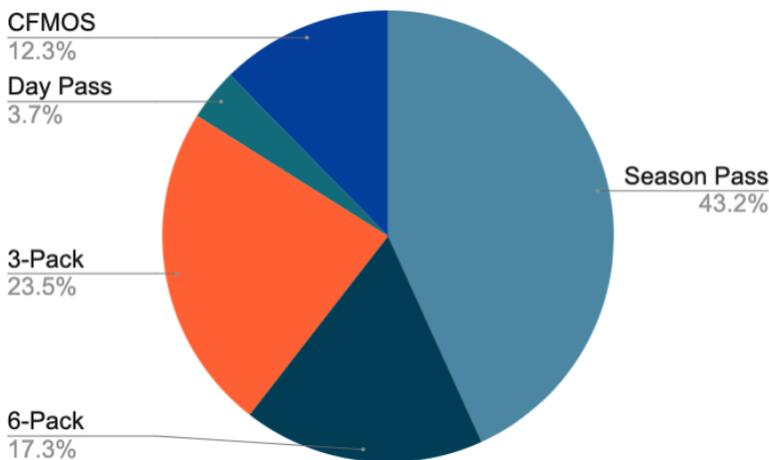
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### VENDOR PARTICIPATION

This season, we had 83 different vendors participate in our outdoor market. Our vendor base retained 32 vendors from 2020, gaining a substantial 51 new vendors for 2021.

Vendors had the option to purchase a season pass, 6-pack, 3-pack or day pass. The 6-packs, 3-packs and day passes were not advertised until later on in the season.

Greater quantity purchases resulted in a cheaper per-day cost for vendors, and vice versa.



Of the 84 participating vendors, 36 of which purchased a season pass. In 2020, we sold 24 season passes.

14 vendors purchased a 6-pack. In 2020, we sold 16 6-packs.

19 vendors purchased 3-packs. In 2020, we sold 6 3-packs.

5 vendors purchased day passes. In 2020, we sold 9 day passes.

10 vendors signed on for the season thanks to a partnership with the Community Farmer's Market of Saskatoon.

45

Total Season Pass Sales

38

Total Flex Pack Sales

32

Returning Vendors

51

New Vendors



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## VENDOR LIST

### ARTISAN & CRAFTERS

The LumberJohns  
Deep Weighted Comfort  
Two Basic Stitches  
Xplore Paverpol  
Homescapes Interiors  
Dispenzio  
BlueDipped Designs  
Sirius Health  
Tumbleweed Apparel  
Homescapes Interiors  
Analog Leathercraft  
Dirks

Bigler Custom Carpentry  
Charmed Creations  
Tutor Doctor  
Laire Jewelry  
Sharp Owl Soaps  
Authentic Africa  
Terra Supra Skincare  
Tupperware Consultant  
Noryang Dratsun  
Randys Sewing  
Linklater House  
LindyLu Baby Shoes

Saskatoon Blades  
Saskatchewan Rush  
Pink Chickie Scrunchies  
Quirks & Twists Jewelry  
Woodknit Creations  
Saskatchewan Rattlers  
Cheyenne Balnchard  
Extreme E-Rides  
Donna Fedyk Jewellery  
Rove and Rhythm  
Designs  
Howling Wolf Jewlery  
Glasshand Studio

### FOOD, BEVERAGE, GARDEN

Living Sky Winery  
Seamless Soda  
Treasure House  
Mexican Bakery  
Lockwood Sourdough  
Hanes Hummus  
Rebel Melt  
Little Quail Orchards  
The Local Kitchen  
Simply Grounded  
Living Sky Farms  
Pearsons Berry Farm  
Central Botanical Growers Ltd.  
Chelsey Parker  
SassyJayz Sweet Treats

Chonky Dog  
Rosemary Bakery & Kitchen  
Tasty Habits  
Husbandry Farms  
The Cure  
Revolve YXE  
Donnas Country Kitchen  
Kristen's Homemade Preserves  
Spring Creek Gardens  
Nestor's Bakery  
Chris Dunlop Farms  
3 Gen Orchard and Gardens  
Marisa Ferguson-Gyle  
Valley Centre Colony  
Nelly's West African Pies

Creative Cookie Co.  
Prairie Poppins  
Garlic Garden  
Name Your Nuts  
Vertfarms YXE  
Lo-D-Lo Hard Candy  
D & P Bakery  
Ralphy's Road Apples  
Bergamot & Basil  
Prairie Soul Smoothie  
Rose's Sweet Treats  
Bergamot & Basil  
Sue's Sweet Chili Oil  
316 Flower Co.  
Q-Bees Honey



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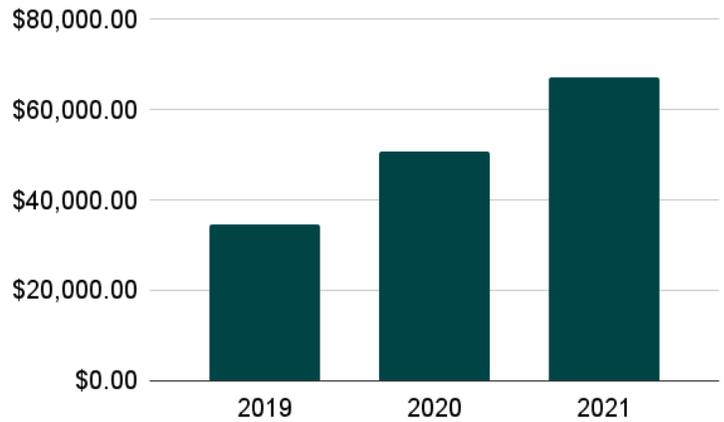
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### SALES REPORT

Financially, this season of Street Stall Saturdays was our most lucrative year to date by a considerable margin.

We finished the year with \$68,900 in gross sales, a 36% increase from last year. 2020 saw \$50,500 in sales, and 2019 saw \$34,500.

Simply put, we have doubled our sales in two years.



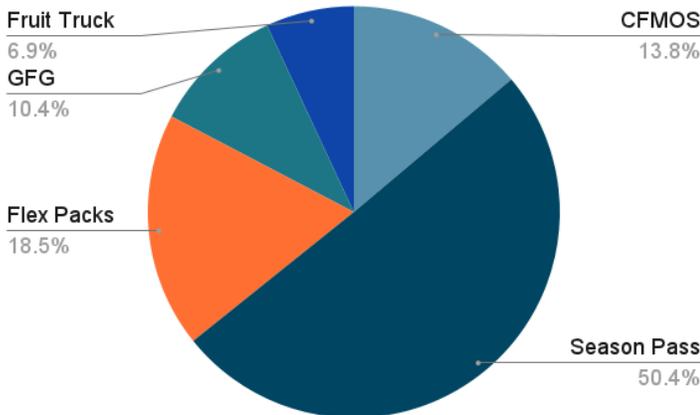
Over 50% of our gross sales came from individually sold season passes, amounting to \$36,378.

Flex packs amounted to 18.5% of gross sales, \$13,325.

Our agreement with the Community Farmers Market of Saskatoon represents 13.7% of gross sales, \$10,000.

Our Grillin' for Gratitude initiative covered 10.4% of gross sales, \$7,500.

Finally, the BC Fruit Truck amounted to 6.9%, \$5,000.



# 50%

Season Pass profit share

# 18.5%

Flex Pass profit share

# 13.8%

CFMOS profit share



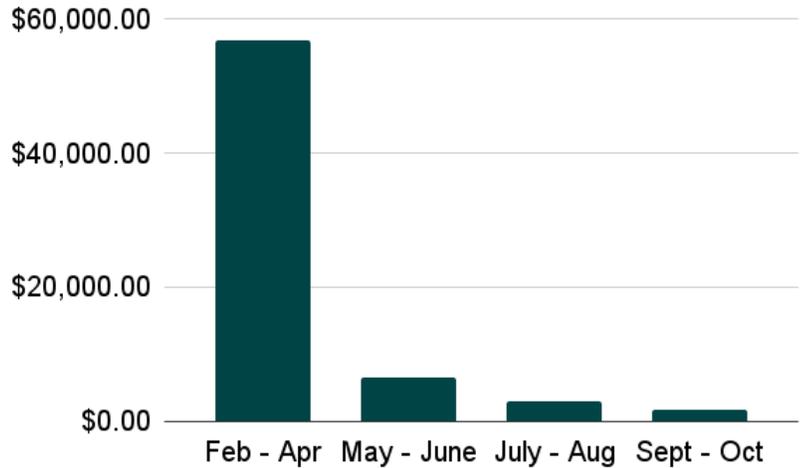
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### SALES REPORT CONT'D

The overwhelming majority of sales, \$56,850, was collected prior to the first day of our market, May 1st. This represents 82% of gross sales.

Over 95% of this pre-season revenue is attributed to season season passes, CFMOS agreement, and Grillin for Gratitude sponsorship.



Season passes contributed \$37,750 of revenue, compared to \$12,500 last year.

After May 1st, flex packs emerged as the revenue driver. Flex packs drove \$13,650 of revenue, compared to just under \$9,000 last year.

**83%**

Of Sales Collected  
Pre-Season

**300%**

Season Pass Increase

**52%**

Flex Pass Increase