

FARMERS' MARKET BUILDING TENANT OPERATING METRICS

The City of Saskatoon will require regular reports on the following metrics. The metrics have been developed as a means to measure the achievement of identified objectives for the Farmers' Market Building and include animation of the site, local products, and a return on investment for the building.

QUARTERLY REPORT REQUIREMENTS

METRIC	RATIONALE
Vendor Info (Name, Category, Location - 'home base')	<ul style="list-style-type: none"> Indicates building usage. Indicates a wide variety of offerings to patrons. Indicates the distance local products are traveling from vendor farm/home base to market. Supports theme of 100-mile food radius; freshest food for patrons.
Percentage of the Building Used by Vendors	<ul style="list-style-type: none"> Indicates financial success. Indicates success in animation efforts.
Attendance Numbers by Patrons	<ul style="list-style-type: none"> Indicates success in animation efforts.
Open for Business Days (minimum six-days-a-week)	<ul style="list-style-type: none"> Indicates animation.
Percentage of the Vendors Open During the Building's Operating Hours	<ul style="list-style-type: none"> Indicates animation. Indicates engagement by vendors in building success.
Number of Vendors Selling Local Products/ Items they Produced	<ul style="list-style-type: none"> Indicates authentic with respect to local produce and content.
Farmers' Market Days (minimum two-days-a-week, seasonally)	<ul style="list-style-type: none"> Indicates authentic with respect to local produce and content and fulfills City Council directive.

ANNUAL REPORT REQUIREMENTS

METRIC	RATIONALE
Gross Revenues	<ul style="list-style-type: none"> Indicates financial success. Indicates success in animation efforts.
Operating Hours	<ul style="list-style-type: none"> Indicates animation.
Number of External Rentals/Events and Self-Produced Events in the Building; and Attendance*	<ul style="list-style-type: none"> Indicates animation.
Number of Vendors on Waiting List	<ul style="list-style-type: none"> Indicates if building is operating at capacity.
Marketing Plan and Outcomes	<ul style="list-style-type: none"> Indicates engagement with patrons. Measures marketing efforts with turn-out of patrons.

*To accommodate operational start-up of the public market, this metric will be reviewed beginning in Year 2 of operation.