

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

### ANNUAL REPORT REQUIREMENTS

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

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