

2009 Fernley Farmers Market Questionnaire:

1. Please give us a detailed list of everything you sell or promote. This list should also include any food/concession items.

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2. How long have you been in business?

\_\_\_\_\_ We're brand new!    \_\_\_\_\_ 0 – 1 years    \_\_\_\_\_ 2-4 years    \_\_\_\_\_ 5+ years

3. Please indicate a category for your business.

- Farmer
- Farmer - Organic
- Farmer – Poultry/eggs
- Home Garden Grower
- Community Garden Grower
- Market Manager or Assistant
- Vendor – Artisan (your own works; not works from others)
- Vendor – Crafter (only Homemade items)
- Vendor – Pre-packaged products (Anything that is NOT homemade)
- Vendor – Concession/Foods
- Vendor – Non-profit (info booth/No sales)
- Vendor – Non-profit (info booth/with sales)
- Vendor – Part of a franchise business \_\_\_\_\_
- Vendor - Bounce House
- Vendor - Performance group
- Community Service Group (Child ID, Food Bank, Car Seat Inspection, Bicycle Safety groups)
- Other (please specify)

4. How many farmers markets, craft fairs and open air markets do you participate in per year? Please indicate the names and locations.

Craft Fairs & Location: \_\_\_\_\_

Craft Fairs & Location: \_\_\_\_\_

Farmers Market & Location: \_\_\_\_\_

Farmers Market & Location: \_\_\_\_\_

Other & Location: \_\_\_\_\_

Other & Location: \_\_\_\_\_

5. What is your average weekly sales per market?

- |   |   |
|---|---|
| _____ \$0 - \$50 per week per/market    | _____ \$51 - \$75 per week per/market   |
| _____ \$76 - \$100 per week/per market  | _____ \$101 - \$150 per week/per market |
| _____ \$151 - \$200 per week/per market | _____ \$201 - \$250 per week/per market |
| _____ \$251 - \$300 per week/per market | _____ Over \$300 per week/per market    |

Questionnaire Cont'd.....

6. Please indicate how you advertise. Choose all that apply and indicate the names or provider(s).

- Mailers                       Flyers                       Newspaper
- Posters                       Brochures                       Big Nickel
- Radio                                       TV                                       Website
- Billboard                       Banners                       Craigslist or others like that

7. Business Licenses, Internet Sales, Sales Tax Info & Health Permit.

- Yes  No    Do You Have A Business License
- Yes  No    Do You Sell Products Via The Internet
- Yes  No    Are You Required To Collect Sales Tax
- Yes  No    Are You Required To Have A Health Permit
- Yes  No    Does Your Business Take Debit/Credit Cards?
- Yes  No    Does Your Business Use Paypal?
- Yes  No    We Have Documented Exemption
- Yes  No    Other, Please Specify

8. New Market questions. Are you interested in a year-round market?

Yes  No

\$\_\_\_\_\_ How much WEEKLY space rent are you willing to pay for an INDOOR market?

\$\_\_\_\_\_ How much WEEKLY space rent are you willing to pay for an OUTDOOR/OPEN AIR market?

9. Do you have any ideas or suggestions you would like to share? Any questions or comments:

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