

Timestamp	Name (Option to Leave Anonymous)	Favorite Vendor Types	2. Market Operations: A) How satisfied are you with the overall organization and management of the farmers market?	B) Are there any specific aspects of market operations that you think could be improved? Please provide details.	3. Vendor Engagement: A) How would you rate the level of vendor engagement at your stall?	B) What initiatives or improvements could be implemented to enhance vendor engagement?	4. Communication: A) How satisfied are you with the communication from the market organizers?	B) Is there any additional information or communication you would like to receive from the organizers?	5. Market Promotion: A) How effective do you think the market's promotional efforts are in attracting customers?	B) Do you have any suggestions for improving the market's promotional activities?	6. Market Audience: A) What percent of the customers do you believe are local community members of Carmel-by-the-Sea?
2/1/2024 8:56:18		Prepared Food	- Very Satisfied	Saturdays!	- Excellent		- Very Satisfied		- Very Effective		70%
2/9/2024 16:54:52		Prepared Food	- Satisfied	Keep on keeping dogs out	- Good		- Satisfied		- Effective		30%
2/9/2024 17:03:00		Agricultural Vendor	- Satisfied		- Excellent		- Satisfied		- Effective		60%
2/9/2024 17:24:49		Agricultural Vendor	- Satisfied		- Good		- Neutral		- Neutral		50%
2/9/2024 17:46:17		Prepared Food	- Very Satisfied		- Excellent		- Satisfied		- Effective		70%
2/9/2024 17:55:41		Small gift items	- Satisfied		- Good	Some new and different vendors	- Neutral		- Neutral		70%
2/9/2024 18:09:18		Agricultural Vendor	- Satisfied		- Excellent		- Neutral		- Neutral		80%
2/9/2024 18:22:28		Agricultural Vendor	- Satisfied		- Excellent		- Satisfied		- Effective		70%
2/9/2024 19:02:02	Fran Vardamis	Agricultural Vendor	- Very Satisfied	Perfect.dont change anything!	- Excellent	It's all good	- Satisfied		- Very Effective		70%
2/9/2024 19:03:43		Agricultural Vendor	- Very Satisfied		- Excellent		- Very Satisfied		- Effective		70%
2/10/2024 0:27:28		Agricultural Vendor	- Neutral	Less prepared food. More	- Good		- Neutral	Specific info on what vendors	- Ineffective		70%
2/10/2024 7:46:19		Agricultural Vendor	- Very Satisfied		- Good		- Satisfied		- Neutral		60%
2/12/2024 14:25:27		Hot Food	- Very Satisfied	more vendors and broader	- Excellent	If we could somehow know who was coming and	- Satisfied	If they could give us advance	- Very Effective		70%
2/14/2024 8:50:28	LoveFresh	Agricultural Vendor	- Very Satisfied	More vendors	- Good	Name tags on vendors: Hi, I'm xxxx	- Satisfied	Change of season products	- Neutral	food demos; hats and t-shirts	90%
2/16/2024 10:13:15	Susan Murphy	Books for the library	- Satisfied		- Excellent		- Very Satisfied		- Neutral		60%
2/16/2024 16:51:35	Paul Falworth	Flowers, prepared food, fish	- Satisfied		- Excellent	Recruiting new vendors to broaden the breadth of	- Neutral		- Neutral	Promoting instagram/FB Farmers Market accounts with small paper leaflets (6 per page, cut up) handed out by vendors to market buyers	60%
2/16/2024 17:43:44		Agricultural Vendor	- Satisfied	Please, no crafts	- Good		- Satisfied		- Effective		70%
2/16/2024 18:01:48	Joanie Deis	Agricultural Vendor	- Very Satisfied		- Excellent		- Neutral		- Very Effective		70%
2/16/2024 18:30:53		Agricultural Vendor	- Satisfied	More organically grown products	- Good		- Satisfied		- Neutral	Sidewalk promotions, sandwich board wearing, displays in libraries, PSA's on KAZU	80%
2/19/2024 15:05:02		Agricultural Vendor	- Neutral		- Good		- Neutral		- Ineffective		60%
2/23/2024 16:39:41		Agricultural Vendor	- Neutral	more diversity	- Average	a better selection...and more	- Dissatisfied		- Ineffective	a few more ads in the pine cone	30%
2/23/2024 16:45:32	Micar Hill	Agricultural Vendor	- Very Satisfied	Dairy vendor would be nice	- Excellent	They are pretty engaged and very hospitable.	- Very Satisfied	Dog friendly, Daily for milk	- Effective	How about the Pinecone Have a weekly segment, what's in season at Thursday's Carmel market? With vendor highlights and education about the seasonality Of agriculture.	80%
2/25/2024 9:12:50	Shelly Littlewood	Agricultural Vendor	- Very Satisfied		- Excellent		- Very Satisfied		- Neutral		60%
2/26/2024 9:28:31		Agricultural Vendor	- Very Satisfied		- Excellent		- Very Satisfied		- Effective		70%
3/16/2024 12:13:36		Agricultural Vendor	- Very Satisfied		- Excellent		- Very Satisfied		- Neutral		80%
3/17/2024 6:39:06		Agricultural Vendor	- Neutral	Too many rules!	- Good		- Neutral		- Effective		60%
3/22/2024 16:28:53		Flowers	- Satisfied	Let me walk my dogs in the	- Good		- Satisfied				80%
3/22/2024 16:39:59		Agricultural Vendor	- Very Satisfied		- Excellent		- Very Satisfied		- Very Effective		80%
3/22/2024 17:07:24	Anne Herzog	Agricultural Vendor	- Very Satisfied		- Excellent		- Satisfied	If you add any special days	- Effective		80%
3/22/2024 17:48:48		Agricultural Vendor	- Neutral	Parking and day of operation	- Average		- Satisfied		- Neutral		40%
3/22/2024 17:51:56	Cari White (Customer)	Agricultural Vendor	- Very Satisfied	I think it's great!	- Excellent	Can't think of anything	- Very Satisfied		- Very Effective		80%
3/22/2024 18:15:18	Elen Martin	Agricultural Vendor	- Very Satisfied		- Excellent		- Very Satisfied		- Very Effective		60%
3/22/2024 18:34:33		Prepared Food	- Satisfied		- Good		- Satisfied		- Effective		60%
3/23/2024 8:44:49		Agricultural Vendor	- Very Satisfied		- Good		- Satisfied		- Effective		80%
3/23/2024 15:30:24		Agricultural Vendor	- Satisfied		- Excellent		- Very Satisfied		- Very Effective		70%
3/24/2024 6:34:09	Ann Marie Palmer	Agricultural Vendor	- Very Satisfied		- Excellent		- Very Satisfied		- Very Effective		80%
3/24/2024 8:21:12		Agricultural Vendor	- Satisfied	More fresh veggie vendors	- Excellent		- Satisfied		- Effective		90%
3/25/2024 9:45:51		Agricultural Vendor	- Very Satisfied		- Excellent		- Very Satisfied		- Effective		70%

B) How do you best suggest we increase local attendance benefiting the hyper local residents of Carmel-by-the-Sea?	8. Additional Market Day: A) Do you think an additional market on the weekend would be better for locals living in Carmel?	If so which day?	If so what time?	8. General Comments: Please use this space to share any additional comments, suggestions, or feedback you may have about your experience at the farmers market.
Shuttle/regular transportation running from residential areas to market.	Maybe	Saturday	10AM-2PM	
	No, too many people			
	yes	Saturday	10AM-2PM	Dog owners seem to often ignore signs saying: " No Dogs Allowed." Frequently, large dogs get too close to produce, etc. and it is very disgusting to see them drool over the displays, et
		Saturday	9AM-1PM	
	yes			
	No - too m as my tourists	N/A		
	Yes	N/A		More organic certified produce
	No			Carmel has a good thing going for locals and tourists. Everyone is happy. Don't change anything
	Yes	N/A		
	Yes	Saturday	9AM-1PM	
Increase selection of agricultural products. keep bringing in locally produced, affordable foods that are really delicious like Wise Goat punch card from vendors for repeat biz to earn free item(s)	Yes	Saturday	8AM-12PM	Great resource for the community!
	yes	Sunday	10AM-2PM	I wish there were more kinds of items offered, like clothing and also shopping bags, baskets, t-shirts, hats, bumper stickers, dog items, promoting the Carmel Farmer's Market (my t shir
	Might increase visitor attendance too	Sunday	8AM-12PM	Very nice market; few more vendors would be a plus;
	No parking is a problem particularly on weekends. Locals avoid downtown on weekends.			
Promote a vendor a week in Friday email: photo and 2/3 sentences.	Don't know	Sunday	8AM-12PM	Park tables are great for food consumption
		Saturday	9AM-1PM	
What is a hyper local resident?	Yes			I like the specialty foods like Nut Hut, Haskap juice. The produce vendors are awesome. I love having ad astra bread there. The music, flower vendors, and prepared food options ma
Locals discount? Locals membership card, frequent flyer rewards like the coffee shops?	Sure	Sunday	10AM-2PM	Raul is doing a good job and always available. Third Thursday events were excellent, though \$25-35 hamburgers available there were ridiculous.
	No. No parking and too many tourists on the weekend.	N/A		
better promotion and publicity	yes	Saturday	10AM-2PM	
This idea. How about the Pinecone Have a weekly segment, what's in season at Thursday's Carmel market? With vendor highlights and education about the seasonality Of agriculture.	Yes but only because your capture part timers who are here on the weekends. Maybe move Thursday to Friday.	N/A	10AM-2PM	You're doing a great job. Music is also great. We love Thursday market.
More Organic offerings	Not really. I think it's too hard to park on weekends in CBTS.			Hi. Thank you for your interest in community feedback. I work in a retail store in CBTS and love market day. It seems to bring activity, buzz and pedestrians to the area. I think it is excel
	yeah			
	I'd appreciate Saturday depending on who is there.	Saturday	10AM-2PM	
More music!	No	Sunday	10AM-2PM	Thanks for asking!
		Saturday	8AM-12PM	My favs are fig + parsley, bees knees, nut hut and Jose's flowers
				I would love to see a Saturday market day--given there isn't any markets in the area on Saturday. However, I also recognize Saturdays are busy in town and the loss of parking may ou
	I would love to see a Saturday market at least once a month during the summer months.	Saturday	9AM-1PM	Really enjoy the market and for me personally I always love the Ad Astra bread, produce and flowers!
	Adding another Farmers market should only be looked at if it does not take business from established businesses. Having it operate early in the morning before businesses open would be helpful.	N/A	8AM-12PM	
	No. Can't imagine how financially it will pay off for them	Saturday	9AM-1PM	I suppose if the vendors want more time, then more power to them. I don't see how it can be financially beneficial to them, however. Perhaps tourists will walk through if it's a weekend
Advertise and promote!	perhaps	Sunday	9AM-1PM	
	Yes	Sunday	1PM-5PM	
	Maybe?	Saturday	10AM-2PM	
	Yes	Saturday	9AM-1PM	
	Yes	Saturday	9AM-1PM	Have concerns with location of farmers market for Saturday. Parking is issue on Thursdays I walk instead of driving butcgfatbiljutsxwgst I can purchase. Can vendors park at police stat
	Yes!	Saturday	9AM-1PM	
		Sunday	8AM-12PM	