



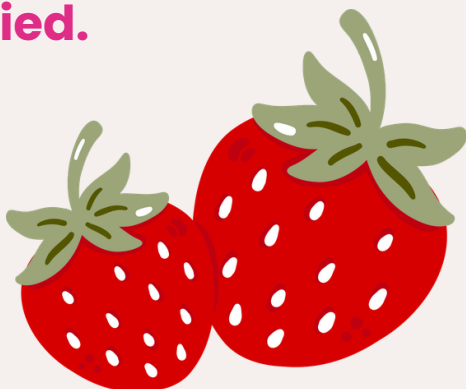
The
**BRONTE
FARMERS,
MARKET**

**2026
VENDOR
EXPERIENCE
SURVEY
SUMMARY**

The 2026 Bronte Farmers' Market welcomed 70 vendors throughout the summer, averaging 45 vendors weekly. We received 41 vendor survey responses representing both regular and occasional vendors.

Feedback was exceptionally positive, with vendors highlighting the Market team, atmosphere, reputation, customer traffic and strong sense of community as key strengths.

Most importantly, **100% of respondents plan to return in 2027**, and all vendors rated their overall experience as **Very Satisfied**.



VENDOR EXPERIENCE AT A GLANCE

100%

rated their overall Market experience **very satisfied**

93%

rated their booth location **very satisfied**

100%

rated Market Organizer communication **very satisfied**

93%

rated visitor traffic **very satisfied**

100%

rated vendor variety **very satisfied**

93%

were **very satisfied** with the Bronte Market Square location

93%

rated the Market atmosphere **very satisfied**

93%

considered vendor fees reasonable

100%

rated Market staff support **excellent**

100%

plan to **return in 2027**

03 | What Vendors Value Most

2026

The strongest themes in the written feedback were:

EXCEPTIONAL STAFF AND SUPPORT

Vendors repeatedly praised the BIA/Market team for being friendly, responsive, supportive and well organized. The staff was the most frequently mentioned aspect vendors enjoyed.

STRONG ATMOSPHERE AND COMMUNITY

Vendors described the Market as having a “positive” and “busy” vibe, with happy and enthusiastic customers, vendors and performers.

QUALITY VENDOR MIX

Vendors appreciated the strong selection of vendors and noted positively that there was limited product overlap.

MARKET REPUTATION

The Market’s reputation was the most common reason vendors chose to participate, followed by reaching new customers and growing their customer base.



The Market is delivering strong business value for participating vendors.



reported sales that were **higher or much higher** than at other farmers' markets they attended in 2026



reported sales were about **the same**



reported **lower sales**

Reaching new customers and growing their customer base were each identified by 93% of vendors as reasons for participating.

The results suggest the Market is providing value beyond day-of sales, helping vendors reach new customers and build their customer base.



05 | What Can Be Improved

2026

The feedback was overwhelmingly positive, with relatively few areas of concern.

WHAT COULD BE IMPROVED?

Longer Market Season

The clearest recurring suggestion was to extend the Market season, with vendors specifically mentioning an earlier start and/or continuing into September or October.

This aligns closely with visitor feedback and provides a strong case for exploring an extended season.

Weather

Weather was the most common negative experience mentioned. Vendors specifically referenced rain as the primary challenge, reinforcing that weather remains an important factor affecting both visitor traffic and vendor experience.

Traffic Distribution

One vendor noted that the area near Rexall can experience lower pedestrian traffic than the central Market area. There was a suggestion to find ways to draw visitors through the entire Market footprint.

This could be addressed through vendor placement, signage, programming, wayfinding or activities that encourage visitors to circulate throughout the Market.





1. Explore a Longer Season

Investigate the feasibility of extending the Market into September/October, potentially including a Harvest Market.



2. Protect the Vendor Experience

Continue the strong communication, organization and hands-on support that vendors identified as a defining strength of the Market.



3. Strengthen Traffic Flow

Explore ways to distribute pedestrian traffic more evenly throughout the Market footprint.



4. Maintain Vendor Quality & Balance

Continue prioritizing a strong, complementary vendor mix with limited product overlap.



The 2026 results validate the Market as a successful BIA program worth continuing and building upon.

With **100% overall satisfaction, 100% intent to return in 2027, excellent staff ratings and positive feedback on the Market's reputation, atmosphere and vendor mix**, the Bronte Farmers' Market has built a strong vendor/customer experience.

The most consistent opportunity — echoed by both vendors and visitors — **is to extend the Market season** while continuing to protect the quality, organization and community atmosphere that have become its greatest strengths.

