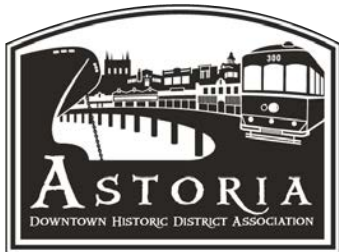


Astoria Sunday Market 2025 Annual Report



Markets

- Astoria Sunday Market (ASM)

Astoria Sunday Market is a thriving marketplace made up of farmers, food producers, artists, and artisans from the Pacific Northwest. Each Sunday 150 different vendors offer their goods from 10 a.m. until 3 p.m. on 12th Street in Downtown Astoria. *23 Sundays from 5/11 to 10/12/25.*

- Astoria Public Market (Cruise Ship Market) (APM)

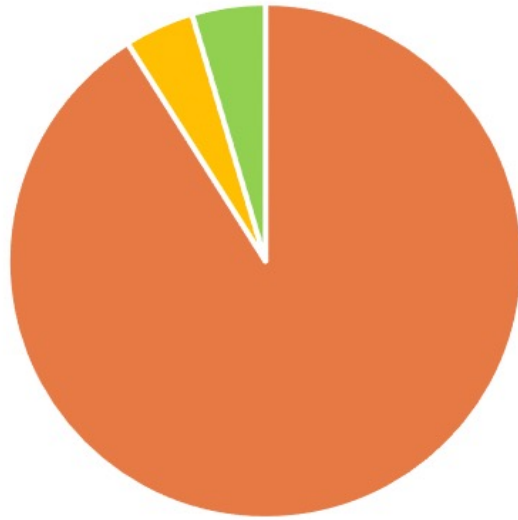
The Astoria Public Market features a group of up to 18 PNW artists, artisans, and food producers specifically curated for cruise ship passengers. This market is open on Pier One whenever a large cruise ship is in town. *11 various market days.*

- Astoria Holiday Market (AHM)

In its 3rd year, the Astoria Holiday Market takes place at the Astoria Armory for three consecutive Sundays beginning the Sunday after Thanksgiving. Featuring a different group of 63 farmers, food producers, artists and artisans each Sunday, this market gives our community the opportunity to shop local for the holidays. *Three Sundays from 11/30 to 12/14/25.*

2025 Overall Vendor Sales

Sale by Market



■ Sunday Market ■ Public Market ■ Holiday Market

ASM: \$2,122,975

APM: \$ 102,042

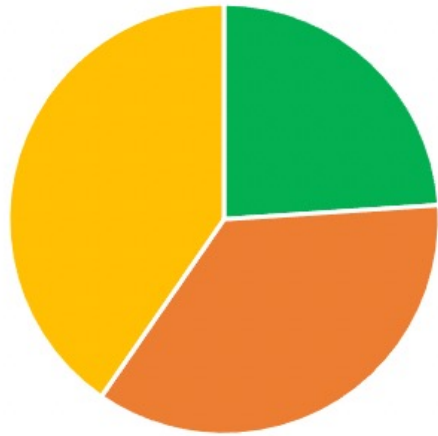
AHM: \$ 107,526

Total Sales: \$2,332,543



2025 ASM Sales By Vendor Type

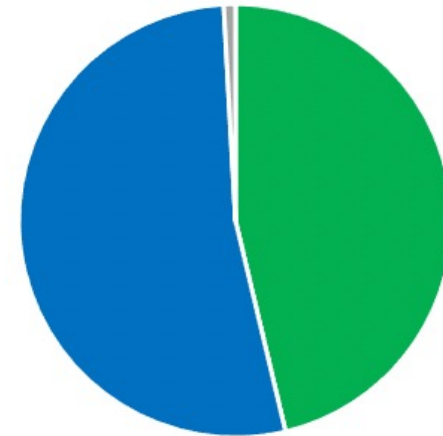
ASM Vendor Sales by Vendor Type



■ Farmer/Rancher ■ Specialty/Onsite Food/Bev ■ Art/Craft/Wellness

Farmer/Rancher: \$508,484
Specialty/Onsite Food/Bev: \$757,383
Art/Craft/Wellness: \$857,108
Sales Total: \$2,122,974
(9% increase over 2024 sales of \$1,946.243)

Vendors by Location



■ Within 50 miles ■ Further Away in OR or WA ■ Out of State

Astoria or within 50 miles: 106
Further away in OR or WA: 121
Out of state: 2
Total vendors: 229



Food Assistance

Our SNAP and Double Up Food Bucks (DUFEB) programs provide access to much needed produce and other local food items for the families in our community who need it most. Our 2025 SNAP/DUFEB Vendor Sales* increased by 14% and our redemption amount decreased by 3% over 2024 figures.

SNAP Tokens Sold: \$10,978

DUFEB Tokens Distributed: \$10,038

Total Food Assistance Provided: \$21,016

SNAP Tokens Reimbursed: \$10,300

DUFEB Tokens Reimbursed: \$8,562

Total Food Assistance Spent: \$18,862

90% Redemption Rate

**SNAP/DUFEB Sales figures are included in overall sales.*



Attendance

Crowd Counts were conducted, with the help of volunteers, on 5/11, and 6/8/25. The figures below are estimates from the totals of these counts.

- 9,000 to 10,000 attendees on holiday Sundays
- 6,000 to 8,000 attendees on regular Sundays



Rapid Market Assessment

A Rapid Market Assessment was conducted on 7/27/25. 223 people participated in the dot survey. Some of the results are below.

- 40% of those surveyed live in, or within 50 miles of Astoria
- 33% live in Oregon or Washington
- 27% Live elsewhere (National & International)
- 56% planned to buy produce or specialty food
- 14% planned to buy arts/crafts
- 30% planned on buying some of all three



2025 ASM Goals & Results

- Increase availability of farm, ranch, dairy and seafood products at ASM.
Two new beef vendors and a new egg vendor were added.
- Increase overall vendor sales to 2.2 million.
Overall vendor sales for all three markets were \$2,332,543.
- Increase SNAP/DUFB distribution to \$ 16,000+, continue 95% redemption rate
Distribution increased to \$21,016. Redemption rate was 90%.
- Increase participation in the ASM Kids Club to 100 each week.
34 children, ages 5 to 12 received tokens when they checked in. Average attendance was 78 children per activity.
- Tell our story better during our 25th Anniversary Season.
We received increased and more in depth news coverage all season.

2026 ASM GOALS & RESULTS

- Increase availability of farm, ranch, dairy and seafood products at ASM.
- Increase overall vendor sales to 2.4 million.
- Continue SNAP/DUFB distribution at \$20,000+, continue 95% redemption rate.
- Grow ASM Kids Club to 100+ participants each week.
- Tell vendor stories better during our 26th Season and beyond.



The Astoria Sunday Market is a program of the Astoria Downtown Historic District Association.