3 Wednesday Farmers Markets. 1 Block. 2x Foot Traffic.

How Carlsbad's Farmers Market reshapes midweek activity from 2:30PM-7:00PM each Wednesday. Measured with Tally by Datafy™

Across three Wednesdays, Carlsbad Village's weekly Farmers Market brought a measurable increase in foot traffic to the downtown corridor. In fact, on market days there was an average of 2x more people than other days of the week.

From local vendors and fresh produce to neighbors gathering midweek, the market brings a different kind of energy to the village.

But beyond the lift itself, organizers were able to understand how that activity actually played out by looking at:

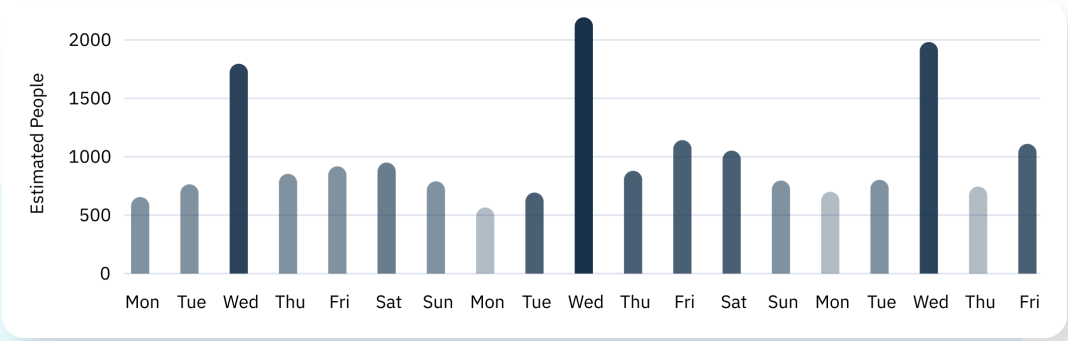
- When attendance peaked
- Total attendance
- How foot traffic compared to non-market days

So how do you measure something like this?

Most districts rely on anecdotal evidence or occasional counts.
This one had something better.

Using Tally™ by Datafy, the team captured real-time attendance insights across the market footprint, tracking how foot traffic changed throughout the day and how it compared to non-market days.

The result: a clear, apples-to-apples view of how the Farmers Market impacts overall activity in the district.



The Numbers

- Average farmers market attendance each Wednesday: **4,693 unique visitors**
- Peak activity: **2,106 max attendance**
- The block where the Farmers Market takes place saw a **2x increase in foot traffic** on market days compared to other days of the week

The Story

The Carlsbad Village Farmers Market isn't just a weekly event, it's a consistent driver of midweek activity. Each Wednesday, the market transforms a section of the village into a high-traffic pedestrian zone, bringing together locals, visitors, and small businesses in one shared space.

What makes it stand out isn't just the turnout, it's how different the area feels compared to the rest of the week. On market days, the same block sees a noticeable shift in energy, movement, and engagement compared to the rest of the week.

> *Having reliable and verifiable proof that the Farmers Market is a significant driver of foot traffic to Carlsbad Village reinforces our long-held understanding, now backed by hard data: the Farmers Market cultivates a sense of place and drives midweek activity that enhances the downtown experience.*
>
> **Christine Davis, Executive Director, Carlsbad Village Association**

Why It Matters

This wasn't just a well-attended weekly event; it was a consistent driver of foot traffic with measurable impact on the surrounding area.

It supports local vendors, brings people into the village midweek, and creates a reliable rhythm for the community.

Tally provided a clear view of how the Farmers Market changes activity patterns across the week, giving organizers the data needed to support planning decisions and demonstrate value to stakeholders.

See how your event supports your community. We'll show you in 15 minutes.