

Sandusky Farmers Market

OPENING DAY VISITATION ANALYSIS

Location: Columbus Avenue

Date: Saturday, June 13, 2026

Time: 8:00am - Noon

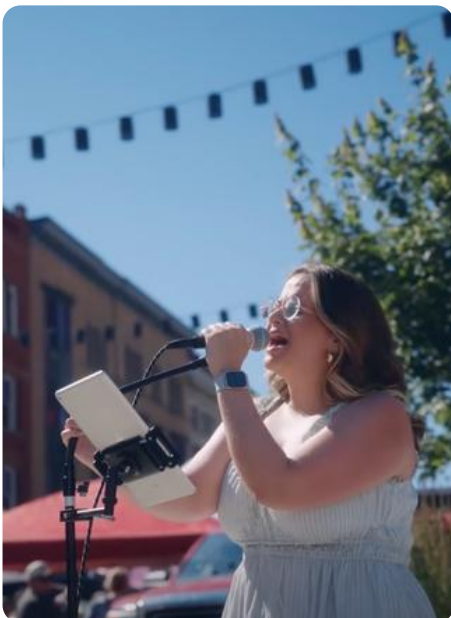


Executive Summary

The 2026 Sandusky Farmers Market opened its season in a new location on Columbus Avenue, drawing an estimated 1,173 visits during its four-hour opening day event. Attendance was nearly three times the 2025 average market attendance, reflecting strong community interest in the market's new home and the opportunity to experience one of downtown Sandusky's newly reconstructed public spaces.

The market remained rooted in its local audience, with 70% of visitors traveling from within 10 miles and most attendees originating from Sandusky and Huron. At the same time, visitors came from 32 communities across five states, demonstrating the market's ability to serve as both a neighborhood gathering place and a regional destination.

Visitors spent an average of 55 minutes at the market, creating meaningful opportunities for vendors, downtown businesses, and community interaction. The results suggest that the Sandusky Farmers Market is not only a valued local amenity, but also an effective way to activate public space, support small businesses, and enhance the downtown experience.



The 2026 Sandusky Farmers Market is supported by Firelands Health



Sandusky Farmers Market

OPENING DAY VISITATION ANALYSIS

Location: Columbus Avenue

Date: Saturday, June 13, 2026

Time: 8:00am - Noon



1,173

ESTIMATED VISITS
opening morning

55 min

AVERAGE DWELL
people lingered

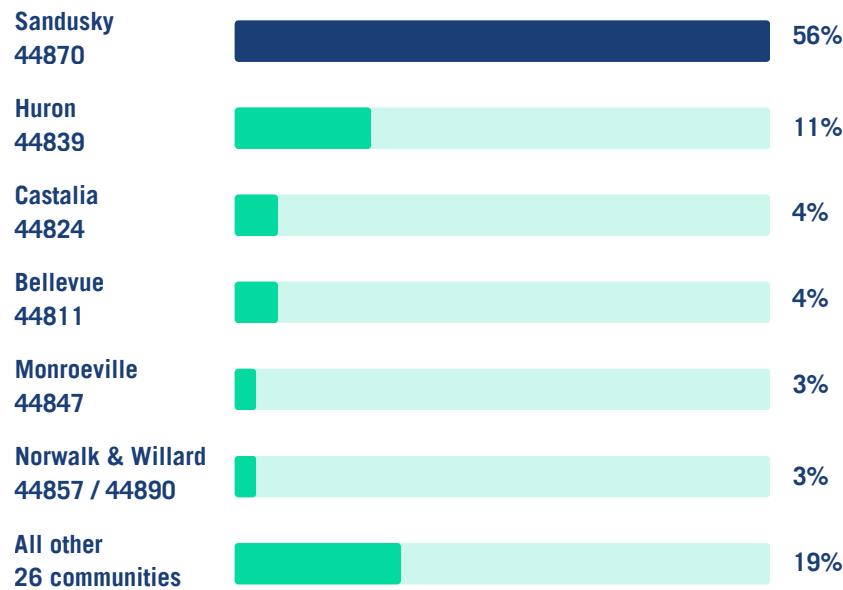
32

COMMUNITIES
across 5 states

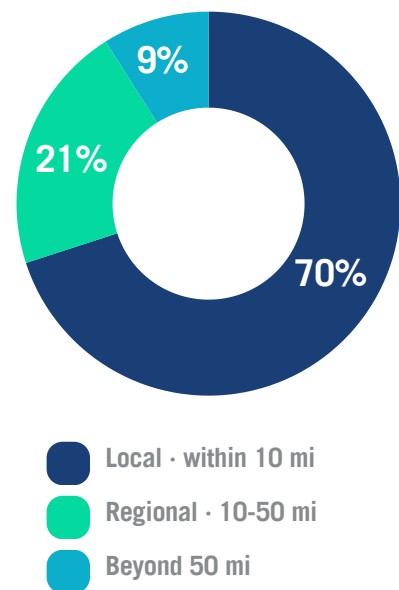
70%

FROM WITHIN 10 MI
local crowd

Visitor Origin



Distance Traveled



Two-thirds of the crowd came from Sandusky and Huron, but the market also pulled visitors from **Toledo, Lorain, Columbus** and out-of-state homes in **Kentucky, Indiana, Pennsylvania and Tennessee**.

Activity by hour



Source: Placer.ai foot-traffic analytics, June 13, 2026.
Figures are statistical estimates based on anonymized mobile-device data; directional patterns and visitor origins are the most reliable outputs. Single-day, first-time event.
Prepared by Greater Sandusky Partnership Policy Center.