



# Homecoming '24 Maker's Market Vendor Feedback

# Summary

Thank you for your interest in the Maker's Market at Millersville University's Homecoming! We're excited to share insights from our first year hosting this event, gathered directly from our vendors to help shape future markets.

## Overall Experience & Satisfaction

Vendors largely had a positive experience, with high satisfaction ratings across key areas such as communication, location, booth visibility, registration, and costs.

## Event Timing & Foot Traffic

Most vendors agreed that the event's 10 AM - 2 PM time slot was appropriate. Some noted that foot traffic decreased around lunchtime, suggesting that an earlier start could be beneficial.



# Challenges & Suggestions for Improvement

Some vendors faced difficulties with parking and unloading, particularly in terms of accessibility and carrying booth materials to their setup locations. Suggestions for improvements included:

- Designated vendor parking
- Easier loading/unloading access
- Possibly hosting part of the market outdoors for more visibility
- Positioning food stands closer to attract more foot traffic

# Aspects to Keep the Same

Vendors appreciated the on-site assistance and praised the excellent communication leading up to and during the event.





# Vendor Success & Future Participation

100% of vendors expressed interest in returning for future Maker's Markets.  
Sales results varied:  
7 vendors sold more than expected  
8 vendors sold about what they expected  
3 vendors sold less than expected

# How Vendors Found the Event

The event was primarily promoted through:

Social Media (8 respondents)  
Flyers from the University (4 respondents)  
Website & Word of Mouth (3 respondents each)

# Vendor Affiliation with Millersville

44% identified as "Friends of the University"

Others included alumni, current students, and community members

Overall, the first Maker's Market at Homecoming was a success, and we're excited to continue improving the experience for vendors and attendees in 2025! If you're interested in participating in future events, we'd love to have you join us-reach out to [alumni@millersville.edu](mailto:alumni@millersville.edu) or 717-871-5707 with any questions!

