
2023 Portuguese Market Annual Report

Manager/Chair: Therese Garces

Co-Chair Bridgette Mack

Committee: Ashley Barandiaran, Erik DeMello, Deo Holmquist, Jaquelyn Neves, Grace Rose, Dinisa Valadao, Natalie A. Virissimo, Diana Balelo, Gayle Frank & Rosemarie Silva

“Volunteers don’t get paid, not because they’re worthless, but because they’re priceless.” – Sherry Anderson

In 2023 the market had a successful year. In gross income we brought in \$ 240,623.07 down from 2022 by \$15,568.96. Expenses in were also down in 2023 in the amount of \$2,880.18, which includes supplies and merchandise, taxes, merchant fees, shipping and major expense of payroll, and equipment the markets profit for 2023 is \$7,901.25 in comparison in 2022 which we are down \$7705.75. We feel this is due to the market being shut down for 3 weeks for the refinishing of the floors, and on a few other days we need to close the market, so overall income was lower in 2023. We also only had 1 monthly dinner and did not have our Massa Savada every 2 weeks, due to not being able to find a baker, has made an impact in our profit in 2023. Our online shopping has done very well this first year and believe it will become quite popular in the next few years. In 2023 we shipped out 552 orders netting \$19,565.00.

The Market is incredibly grateful for the support of our community and most of all, to our employees. Sadly, in March, Eva Abbott left us with a better opportunity, we are extremely sad and happy at the same time but do miss her.

To Isabel Serpa, Alyssa Barandiaran are working employees. Without them it would be hard to keep the market running. To Alyssa who will always greet you with a smile, just sometimes you need to remind her you need your products bagged, but for she sure knows how to use that POS system. Isabel does over and above her duty, she gives her 110% to the market as well as for the UPSES, she is always willing to give a helping hand, loves to make her special dishes and her yummy cookies. Allison Pruss is a volunteer who comes in once or twice a week to help stock and clean the market, she one strong young lady. To Diana Balelo, Barbara Hosaka and Rosemarie Silva who volunteer at the market a few days a week. This is the only way the market can be substantiable without myself and these 3 women we thank them in taking the time out of their busy lives to volunteer at market each week.

To the ladies each 1st Sunday of the month who come to volunteer 4-5 hours to do inventory, it is not an easy task, heavy boxes counting products, checking expiration dates, counting frozen goods in a snow blizzard freezer. Along with myself, Bridgette Mack, Diana Balelo, Gayle Frank, Rosemarie Silva & Natalie A. Virissimo, they are amazing and make it fun. Then after inventory, the crew is treated to an early dinner at one of our local restaurants.

Still our major issue is visibility and curb appeal. Many cannot find the market and when they find us, they cannot believe that the market has been in existence for the last 12 years. Also, the vision of extending the market and have a small deck with a few chairs to serve an espresso or have a Prego. Thanks to a former board of directors Steve Pedro who moved to Florida who made renderings for this project. If anyone is interested in looking at them, we are more than happy to show them to you. The issue with this project is always in funding as well as volunteers. Always a big issue most halls throughout the State have.

Highlights:

Friday soups, & our monthly dinner are still favorites of our customers. We only had 1 dinner due to the passing of my Father. Come join us February 16th for a wonderful 4 course dinner for only \$50 and add a bottle of wine for \$65. It sells out quickly so RSVP early.

We also have a great friendship with our distributors and love it when they come by and invite us for some yummy dinners and wine tasting. One of the distributors, Southern Glazers, is so grateful for our many years of service and has told us we are their oldest customers.

The Market hopes for next year holding more events and getting more exposure through social media. Dinners, Wine tasting and let's not forget Concert in the Parks and Festa da Lapa which has grown into one great festival.

The Market congratulates the 2023 Festa Family Ted & Marisea Drummond on a beautiful festa and to the 2024 Festa Family Brennan & Bridget Schoeffel much success.

Respectfully submitted, Therese Garces