

ATM Pilot Project

Could your market benefit from a “cash cow”?



Background

- Large markets attract private ATMs
- Vendors benefit from ATMs in a market
- Can mid-size markets benefit from market-owned ATMs?

Mid-Size Markets

- 20 to 40 Vendors
- 200 to 1500 visitors per week
- Community run market

Market Results

2015 Results				
	Owen Sound	Leslieville	Binbrook	Aberfoyle
# Days	23	19	13	23
# Visitors	1400	2000	515	680
# Vendors	35	35	23	27
Avg. users per week	31	59	10	21
Dispensed per week	\$2500	\$5000	\$600	\$1,720
Total Cash Dispensed	\$57,500	\$95,000	\$7,680	\$39,760
User fee	\$2.00	\$2.00	\$2.00+	\$2.50
Total ATM fees	\$1,434	\$2,200	\$303	\$1,218
Users as % visitors	2.21%	2.95%	1.94%	3.09%

Other Opportunities

Event	\$ dispensed	ATM User Fee	# transactions
Food Truck (six times)	\$1240.00	\$55.40	26
Fair Day 1	\$480.00	\$33.00	11
Fair Day 2	\$3,460.00	\$180.60	57
Fair Day 3	\$7,200.00	\$352.20	112
Fair Day 4	\$10,080.00	\$505.20	163
Rental	\$1,060.00	\$35.40	13
New Years	\$100.00	\$3.00	1
Total	\$23,620.00	\$1,164.80	383

Benefits and Outcomes

- Delivered over \$250,000 in cash to customers
- Generated over \$6300 of income for markets
- Portability presents opportunities & challenges
- User rate of 2.5% of visitors
- Visitor counts matter