

**FARMERS' MARKET AND LOCAL FOOD PROMOTION PROGRAM (FMLFPP)**  
**Final Performance Report**

The final performance report summarizes the outcome and activities of your FMLFPP award objectives. Failure to submit acceptable closeout reports for an existing grant within 90 calendar days following the grant end date may result in exclusion from future AMS grant opportunities.

This final report will be made available to the public once it is approved by FMLFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is due within 90 days of the project's performance period end date (as noted in box 15 of your grant agreement (AMS-33), or sooner if the project is complete. The report must be typed single-spaced in 11-point font, not to exceed fifteen (15) 8.5 x 11 pages (excluding existing Final Performance Report form content). For example, if the Final Performance Report form is six (6) pages before you begin entering your project information into the form, your report may be up to 21 pages (6 pages + 15 pages).

Provide answers to **each question** and all applicable outcome and indicators as it applies to your project. If you are unable to provide a response explain why. It is preferred that you email your completed performance report to your assigned FMLFPP Grants Management Specialist to avoid delays. In case of any extraordinary reason a faxed report can be accepted; please notify your assigned Grants Management Specialist to inform about your submission.

<b>Report Date Range:</b> <i>(e.g. October 1, 2016 -September 30, 2017)</i>	October 1, 2014 to September 30, 2016
<b>Date Report Submitted</b>	9/30/16
<b>Grant Agreement Number:</b> <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-FMPPX-FL-0040
<b>Recipient Organization Name:</b>	Keep Tampa Bay Beautiful
<b>Project Title as Stated on Grant Agreement:</b>	Net Park Farmer's Market
<b>Authorized Representative Name:</b>	Debbie Evenson/Jamie Packer
<b>Authorized Representative Phone:</b>	813-221-8733
<b>Authorized Representative Email:</b>	<a href="mailto:devenson@keptbb.org">devenson@keptbb.org</a> / <a href="mailto:jpacker@keptbb.org">jpacker@keptbb.org</a>
<b>Year Grant was Awarded:</b>	2014
<b>Amount of Award:</b>	\$92,950.00

FMLFPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

1. Executive Summary—In 200 words or less, describe the project's need, purpose, goals, and quantifiable outcomes:

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

2. Please provide the approved project's objectives:

Objectives		Completed	
		Yes	No*
1	Create a new market to increase access to local produce in Northeast	✓	
2	Provide underprivileged youth with opportunities as our Ambassadors	✓	
3	Educate the community about healthy food and local agriculture products	✓	
4			
5			
6			
7			

\*If no is selected for any of the listed objectives, you must expand upon this in the challenges section.

3. List your accomplishments for the project's performance period and indicate how these accomplishments assisted in the fulfillment of your project's objectives. Please include additional objectives approved by FMLFPP during the grant performance period, and highlight the impact that activities had on the project's beneficiaries.

Accomplishments	Relevance to Objective, Outcome, and/or Indicator
Increased number of presentations and community outreach	Objective 3
Held Market at NetPark Professional Center	Objective 1
Hired 3 Ambassadors	Objective 2

4. Please list any challenges experienced during the project's period of performance. Provide the corrective actions taken to address these issues.

Challenges (Issues)	Corrective Actions and/or Project Changes (s)
Location of Market	Market location was relocated to a different part of Net Park Professional Center. This change made for a larger impact
Ambassadors	It was difficult to recruit youth who were able to commit to the market because it fell during the school day.
Market Vendors	In the first year, we lost a vendor due to family issues, but we were able to find a replacement vendor for the second year.

5. Quantify the overall progress on the outcomes and indicators of your project. Include further explanation if necessary.

The NetPark Farmer's Market created a new outlet for access to fresh produce for the citizens of Northeast Tampa. This low-access and low-income region benefitted from fresh produce at affordable prices. Keep Tampa Bay Beautiful also provided educational information at each market with a monthly newsletter highlighting nutrition information and a recipe of the month. Ambassadors of Keep Tampa Bay Beautiful manned the outreach booth, were taught business skills in relation to pricing, selling and communicating with residents at the market. With the help of our community partner (Hartline), The NetPark Farmer's Market reached a new underserved demographic to create a culture of local, food-conscious individuals.

The Goals of the grant project were three fold. First, Keep Tampa Bay Beautiful pledged to create a new market to increase access to local produce in Northeast Tampa. Keep Tampa Bay Beautiful contacted local vendors and obtained commitments for a monthly market. Our Ford Truck transported produce and supplies to the Market each month. We were originally located at the NetPark Professional Center near the Humana offices. We partnered with Humana to host the market at their location and chose Branchton Farms as the vendor. At the end of the first year, we experienced some technical difficulties with the vendor and the location partner. Our location with Humana was no longer available, however we were able to secure a new location at the same complex with Hillsborough Area Regional Transit (HART) for the second year. Also, our Primary Vendor lost the patriarch of the farm and needed to take time to be with family and restructure the business. This vendor was unable to recommit to the market for the second year, however we were able to secure a temporary partnership with Florida Urban Organics to continue the market. The new partnership with HART and Florida Urban Organics was well received. The opportunity for the market to be hosted at one of the busiest public transportation centers in the county which also resided at the heart of this underserved community was monumental. This logistical change created a fresh atmosphere and expanded the reach of the goals of the NetPark Farmer's Market. The residents/commuters and employees of the NetPark Professional Center were energized by the convenience of purchasing fresh foods at a reasonable cost. Our customers look forward to our presence every month and share with us their past recipe experiences provided in the newsletter which has provided a wonderful forum to encourage healthy food choices. The feedback about prices and location has been very positive and we feel the partnership with HART has allowed us to see the positive progress of the Market.

Our second goal was to provide underprivileged youth with opportunities to receive job and leadership training as our Ambassadors. Keep Tampa Bay Beautiful hired 3 part-time student Ambassadors who assisted with the logistics of running the market as well as assisting with preparations and maintenance at the Florida Learning Garden. At first, we experienced challenges acquiring youth who would be able to attend/commit to the NetPark Farmer's Market because it fell during the school day. Over time, we were able to secure three wonderful individuals who have made an excellent addition to the team. One student will be graduating in the spring and he was able to use his experience with us in his college applications. The Ambassadors received training and hands-on business experience in the agriculture field. Ambassadors helped market attendees find the right produce, distributed educational materials and encouraged residents to participate in other Keep Tampa Bay Beautiful events.

Our final goal was to educate the community about healthy food and local agriculture products. Keep Tampa Bay Beautiful created nutritional handouts and "Do-It-Yourself" cards to encourage gardening and healthy eating at home. We hosted our community

workshops and media appearances with local agri-business partners to continue the healthy eating message to the residents. Our Ambassadors attended these workshops and encouraged attendees of the market to attend as well. These goals helped to revitalize a community in need. The NetPark Farmer's Market housed at the bus transfer center in northeast Tampa brought fresh, healthy produce directly to the neediest of residents in this food dessert area. Hartline Transportation has approached us recently to expand the Farmer's Market to other transfer stations in similar communities. To encourage healthy eating, Keep Tampa Bay Beautiful created monthly newsletters specific to each market produce including recipes with select foods provided at the Market. The newsletters were circulated at each market, emailed to over 3,500 employees of the NetPark Professional Center and distributed by HART to their employees and social media outlets.

We also noticed an increased number of presentations at the Florida Learning Garden and in the community. This program has expanded our reach to a more diverse audience. We reached an additional 1,716 residents to provide them with educational tours about growing, fresh produce and healthy eating options. The media has favorably reported on the NetPark Farmer's Market which has increased our educational reach. Keep Tampa Bay Beautiful representatives were invited to conduct two segments about urban growing and 3 live feeds at the market promoting the healthy eating on the go. We also had multiple articles written about the success of the program. Social media has been vital to the promotion of the market and feedback was well received. Keep Tampa Bay Beautiful posted information on the Florida Learning Garden section of the website visible at: <http://keeptampabaybeautiful.org/environment.php#flg>

The market experience overall has been very positive. We experienced fluctuations in people until we found the best time of day and location to impact the most individuals. Initial produce numbers sold were high but steadily decreased while at the NetPark Professional Center. By transferring to the NetPark Transfer Center with HART, the popularity of the market began to climb as well as the amount of produce sold. Most markets averaged 500 individuals in attendance. We surveyed attendees to determine the types of produce residents would like offered at the market and we adjusted our inventory to meet these requests.

**Outcome 1: To Increase Consumption of and Access to Locally and Regionally Produced Agricultural Products.**

<b>Indicator</b>	<b>Description</b>	<b>Number</b>
<b>1.</b>	<b>Total number of consumers, farm and ranch operations, or wholesale buyers reached</b>	4,000
<b>1.a.</b>	The number that gained knowledge on how to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	34,400
<b>1.b.</b>	The number that reported an intention to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food	2
<b>1.c.</b>	The number that reported buying, selling, consuming more or supporting the consumption of local/regional food that they aggregate, store, produce, and/or distribute	1,716
<b>2.</b>	<b>Total number of individuals (culinary professionals, institutional kitchens, entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached</b>	1
<b>2.a.</b>	The number that gained knowledge on how to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	4,000
<b>2.b.</b>	The number that reported an intention to access, produce, prepare, and/or preserve locally and regionally produced agricultural products	1,716

2.c. The number that reported supplementing their diets with locally and regionally produced agricultural products that they produced, prepared, preserved, and/or obtained 1,716

**Outcome 2: Increase Customers and sales of local and regional agricultural products.**

Indicator	Description	Number
<b>1.</b>	<b>Sales increased as a result of marketing and/or promotion activities during the project performance period.</b>	
	Original Sales Amount (in dollars)	
	Resulted Sales Amount (in dollars)	
	Percent Change $((^n \text{final} - ^n \text{initial}) / ^n \text{initial}) * 100 = \% \text{ change}$	
<b>2.</b>	<b>Customer counts increased during the project performance period.</b>	
	Original Customer Count	
	Resulted Customer Count	
	Percent Change $((^n \text{final} - ^n \text{initial}) / ^n \text{initial}) * 100 = \% \text{ change}$	

**Outcome 3: Develop new market opportunities for farm and ranch operations serving local markets.**

Indicator	Description	Number
<b>1.</b>	<b>Number of new and/or existing delivery systems/access points of those reached that expanded and/or improved offerings of</b>	
<b>1.a.</b>	Farmers markets	
<b>1.b.</b>	Roadside stands	
<b>1.c.</b>	Community supported agriculture programs	
<b>1.d.</b>	Agritourism activities	
<b>1.e.</b>	Other direct producer-to-consumer market opportunities	
<b>1.f.</b>	Local and regional Food Business Enterprises that process, aggregate, distribute, or store locally and regionally produced agricultural products	
<b>2.</b>	<b>Number of local and regional farmers and ranchers, processors, aggregators, and/or distributors that reported</b>	
<b>2.a.</b>	An increase in revenue expressed in dollars	
<b>2.b.</b>	A gained knowledge about new market opportunities through technical assistance and education programs	
<b>3.</b>	<b>Number of</b>	
<b>3.a.</b>	New rural/urban careers created (Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers)	
<b>3.b.</b>	Jobs maintained/created	
<b>3.c.</b>	New beginning farmers who went into local/regional food production	
<b>3.d.</b>	Socially disadvantaged famers who went into local/regional food production	
<b>3.e.</b>	Business plans developed	

**Outcome 4: Improve the food safety of locally and regionally produced agricultural products.**  
*Only applicable to projects focused on food safety!*

Indicator	Description	Number
1.	Number of individuals who learned about prevention, detection, control, and intervention food safety practices	
2.	Number of those individuals who reported increasing their food safety skills and knowledge	
3.	Number of growers or producers who obtained on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices)	

**Outcome 5: Quantify the overall progress on this outcome indicator based on relevant project activities not covered above.**

*This indicator must reflect the project narrative's required additional outcome indicator.*

6. Discuss your community partnerships (include applicant staff and external partners).
  - i. Who were your community partners?
  - ii. How did they contribute to the overall results of the FMLFPP project?
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMLFPP grant?
  - iv. What feedback have the partners provided (specific comments) about the results of the project?

Keep Tampa Bay Beautiful partnered with Humana, NetPark Business Professional Center, Hillsborough Area Transit Authority(HART), Branchton Farms, Florida Urban Organics and Student Ambassadors. Each partner played a huge role in making the NetPark Farmer's Market a success. The location partners helped to secure the most visible and trafficked area for consumers to view the products. The vendors provided the locally grown produce. The Youth helped organize and conduct the business end of the Market. The Market continues and our location partner HART has asked that we expand the market to other areas in the community.

7. How do you plan to publicize the results?
  - i. To whom (i.e. people, entities) do you plan to publicize the project results?
  - ii. When do you plan to publicize the results?

\*If you have publicized the results, please send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

The media has favorably reported on the NetPark Farmer's Market which has increased our educational reach. Keep Tampa Bay Beautiful representatives were invited to conduct two segments about urban growing and 3 live feeds at the market promoting the healthy eating on the go. We also had multiple articles written about the success of the program. Social media has been vital to the promotion of the market and feedback was well received. Keep Tampa Bay Beautiful posted information on the Florida Learning Garden section of the website visible at: <http://keeptampabaybeautiful.org/environment.php#flg>

8. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information?
  - ii. What feedback was relayed (specific comments)?

The feedback from the community and HART has been very positive. The media has run multiple stories about the NetPark Farmer’s Market. We distributed surveys to the consumers requesting their opinion on food choice and overall experience. There has been an overall gratitude for providing the market to this food desert area.

9. Budget Summary:
  - i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: Yes
  - ii. Did the project generate any income? No
    - a. If yes, \$\_\_\_\_\_generated and how was it used to further the objectives of this project?
  - iii. In the table below include the total amount of **federal funds spent** during the grant performance period (**Do not** include matching or in-kind contributions):

Categories	Amount Approved in Budget	Actual Federal Expenditures (Federal Funds ONLY)
Personnel:	\$ 5,000.00	\$ 5,000.00
Fringe:		
Contractual:	\$ 5,000.00	\$ 5,000.00
Equipment:	\$35,000.00	\$35,225.10
Travel:	\$ 3,000.00	\$ 2,000.00
Supplies:	\$36,500.00	\$37,274.90
Other:		
Indirect Costs:	\$ 8,450.00	\$ 8,450.00
<b>TOTAL:</b>	<b>\$92,950.00</b>	<b>\$92,950.00</b>

- iv. **ONLY for LFPP recipients:** Provide the amount of matching funds/in-kind contributions used during the grant performance period.

Categories	Match Approved in Budget	Actual Match Expenditures
Personnel:		
Fringe:		
Contractual:		
Equipment:		
Travel:		
Supplies:		
Other:		
Indirect Costs:		
<b>TOTAL:</b>		

10. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
- iv. Discuss if and how the result of this project can be adapted to other regions, communities, and/or agricultural systems.

Having good community partners is the number 1 lesson learned. We were very blessed with groups who worked with us as we worked out details. Secondly, we learned to recruit college students whose schedules are more flexible than high school students to be Ambassadors. We also learned to poll the audience served for types of food prior to bringing produce.

11. Future Work:

- i. How will you continue the work of this project beyond this grant? In other words, how will you implement the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

The NetPark Market continues and is expanding even after the grant period has ended. We have found the program to be very successful.