

**Farmers Market Promotion Program (FMPP)  
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP 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 limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: [USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov); Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015 – September 29, 2017
<b>Authorized Representative Name:</b>	Parker Johnson
<b>Authorized Representative Phone:</b>	269-673-5511x230
<b>Authorized Representative Email:</b>	<a href="mailto:pjohnson@cityofallegan.org">pjohnson@cityofallegan.org</a>
<b>Recipient Organization Name:</b>	City of Allegan
<b>Project Title as Stated on Grant Agreement:</b>	Allegan Farmers Market Promotion Program
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-MI-0005
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Allegan, MI
<b>Total Awarded Budget:</b>	\$31,293.79

FMPP 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: Tracy J. Stull – Finance Director/Treasurer; Email: [tstull@cityofallegan.org](mailto:tstull@cityofallegan.org); Phone: 269-673-5511x224

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1. **State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff.** If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

i. Goal/Objective 1: **Increase community access to fresh, local foods by expanding services to offer free transportation to the Allegan Farmers Market.**

a. **Progress Made:** The City partnered with Allegan County Transportation (ACT) to provide free transportation for low-income residents.

b. **Impact on Community:** By creating better accessibility to healthy food, specifically for those who are low-income and do not have access to personal transportation, we have seen crowd size at the weekly market increase from crowd sizes in years past.

ii. Goal/Objective 2: **Promote expanded offerings through not only local, but also regional media outlets.**

a. **Progress Made:** The Allegan Farmers Market increased its advertising to include radio spots done on 103.3 WKFR and 100.9 WQXC, billboards outside of the City limits on M222 and M89, Facebook advertising, as well as ads in the local newspapers.

b. **Impact on Community:** The wider reach in publicity raised the awareness of the market and thus increased attendance, as well as vendor application.

iii. Goal/Objective 3: **Enhance community impact from the market, due to access by more community members.**

a. **Progress Made:** The Allegan Farmers Market was relocated in the spring of 2017 from a parking lot on the edge of the Downtown to a street within the midst of the shopping district.

b. **Impact on Community:** The relocation of the market to a more centralized location created a more communal atmosphere and allowed for shoppers and employees of local retailers, manufacturers, and others to better access the market during its limited hours of operation. Downtown businesses also increased engagement, specifically two insurance agencies who purchased reusable canvas totes to donate to vendors to hand out to customers in place of their plastic bags.

iv. Goal/Objective 4: **Encourage market participation from more local farmers.**

a. **Progress Made:** Through increased advertising and the offering of free transportation, increased attendance has been proven and presented to local farmers and other vendors.

b. **Impact on Community:** Local farmers have benefited directly from the offering of free transportation through sales from those who otherwise would not be able to travel to their farm or the market without it.

2. **Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2015). Include further explanation if necessary.**

i. Number of direct jobs created: 0

ii. Number of jobs retained: 3

- iii. Number of indirect jobs created: 0
- iv. Number of markets expanded: 1
- v. Number of new markets established: 0
- vi. Market sales increased by \$1,000.
- vii. Number of farmers/producers that have benefited from the project: 15 vendors
  - a. Percent Increase: 15%

**3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?**

The rate of low-income families and individuals that attend the Allegan Farmers Market increased with the offering of SNAP and Double Up Food Bucks programs. Partnering with ACT brought customers to town that otherwise would not have been able to make it on their own. Billboards and radio ads that reached outside of the City attracted new customers from outside of our area.

**4. Discuss your community partnerships.**

**i. Who are your community partners?**

The Allegan Farmers Market strengthened the existing partnership between the City of Allegan and the ACT, formed new partnerships in advertising with WKFR and WQXC radio stations, as well as built relationships with several various community organizations that participate in our market under our weekly “Community Tent.”

**ii. How have they contributed to the results you’ve already achieved?**

ACT was able to provide free transportation to the Allegan Farmers Market, WKFR and WQXC increased awareness of the Allegan Farmers Market, and our weekly community organizations also contribute to attendance results through attracting their own built-in following base.

**iii. How will they contribute to future results?**

All community partners will continue to attract an increased and new audience of market attendees, allowing for the potential of an expanded market.

**5. Are you using contractors to conduct the work? If so, how has their work contributed to the results achieved thus far?**

Yes, we are using Allegan County Transportation to provide the free rides within Allegan County. This has allowed low-income and disabled citizens to be able to come Downtown to the market when they might have otherwise been unable to. This has been a huge benefit for the citizens, farmers, and community.

**6. Have you publicized any results yet?**

**i. If yes, how did you publicize the results?**

Results were publicized in city council and downtown development authority meetings, as well as on the City of Allegan’s promotional and municipal websites.

**ii. To whom did you publicize the results?**

Results were shared with council and DDA members, the public in attendance at those meetings, as well as the vast public online.

**iii. How many stakeholders (i.e. people, entities) did you reach?**

The avenues through which the results were shared reached seven city council members, nine DDA members, and an unknown amount of web visitors.

**7. Have you collected any feedback thus far about your work?**

**i. If so, how did you collect the information?**

Written surveys were delivered to all Allegan Farmers Market vendors halfway through the 2017 season.

**ii. What feedback have you collected thus far (specific comments)?**

“This is a very nice market and we are so happy to be a part of it. Also, the reusable totes sponsored by the local insurance agencies were very popular and helpful. Thank you for organizing a great market venue!”

“We are so glad we decided to participate in this market for the first time – Allegan has so much more to offer than people realize.”

“I’ve been a vendor at this market for 10+ years and I have never seen so much done to promote, to assist customers, and to encourage vendors as I’ve seen so far this season.”

**8. Budget Summary:**

- i. As part of the FMPP 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:
- ii. Did the project generate any income? No
  - a. If yes, how much was generated and how was it used to further the objectives of the award? N/A

**9. 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).**

While moving the Allegan Farmers Market brought some tribulation at first, in the end, as evidenced by the results of three dozen surveys returned, the relocation and added promotion provided a more accessible location for market-goers, a more profitable location for vendors, and created a better sense of community within the heart of the Downtown.

**ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**

N/A

**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:**

Our Promotions Director took another position and terminated employment on January 25, 2017. In addition, our City Manager terminated his employment on July 28, 2016. The two of them worked on this grant together. Thus, we had a hard time making sense

of the files and were unaware of the deadlines. We have spent more staff time than anticipated.

The new City Manager involved the Finance Director and new Promotions Coordinator (who is now in charge of the market) and together we have procedures in place to prevent this in the future.

**10. Future Work:**

- i. **How will you continue the work of this project beyond the performance period? In other words, how will you parlay 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.**

We will continue to build on and strengthen the community outreach created through this program by means of an interactive and inviting market place. We will continue to promote the market through the billboards and advertisements in the local newspaper. We will retain the three jobs already a part of the market, as well as explore the potential for one new part-time job creation in the future.

- 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?**

We hope to continue the growth of the market that started in 2017 by seeking out local vendors who can introduce new and specialty products, so that they too are able to grow and thrive within the communal market place created.