

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

The final performance report summarizes the outcome of your FMPP award objectives. 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 your assigned grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-720-4152; Fax: 202-720-0300

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2015 – April 30, 2016
<b>Authorized Representative Name:</b>	Gary Williams
<b>Authorized Representative Phone:</b>	618-457-3226
<b>Authorized Representative Email:</b>	<a href="mailto:gwilliams@explorecarbondale.com">gwilliams@explorecarbondale.com</a>
<b>Recipient Organization Name:</b>	City of Carbondale
<b>Project Title as Stated on Grant Agreement:</b>	Carbondale Farmers Market – Market Analysis
<b>Grant Agreement Number:</b> <i>(e.g. 15-FMPPX-XX-XXXX)</i>	15-FMPP-IL-0117
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Carbondale, IL
<b>Total Awarded Budget:</b>	\$34,500

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: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

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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: Assess current market operations and identify potential development opportunities.
    - a. Progress Made: The completed market analysis thoroughly examined current market operations and provided economic data to help drive decisions to expand operations.
    - b. Impact on Community: None.
  - ii. Goal/Objective 2: Perform a supply and demand analysis to quantify current production and sales of regionally produced food and discover opportunities to increase market capacity.
    - a. Progress Made: The completed market analysis provided a supply and demand analysis that revealed the feasibility of growing the current market. The analysis outlined opportunities that exist for the current market.
    - b. Impact on Community: None.
  - iii. Goal/Objective 3: Explore potential farmers market expansion opportunities and identify locations that will provide the best location for vendors and customers.
    - a. Progress Made: The completed market analysis identified several potential sites that had been considered and made recommendations for the best location to operate the farmers market. The recommendation was based on demographic and economic information.
    - b. Impact on Community: None.
  - iv. Goal/Objective 4: Complete a financial analysis to review market budgets and to determine feasibility and long-term viability of an expanded or improved farmers market.
    - a. Progress Made: The completed analysis provided a thorough review of market budgets and finances and included a proposed budget that is more aligned with current market conditions.
    - b. Impact on Community: None.
  
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: 0
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 0
  - v. Number of new markets established: 0
  - vi. Market sales increased by \$ 0 and increased by 0%.
  - vii. Number of farmers/producers that have benefited from the project: 0
    - a. Percent Increase: 0
  
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? No. This

project was simply a market analysis with the intent being to identify existing conditions and then make recommendations on how the current market can expand.

4. Discuss your community partnerships.
  - i. Who are your community partners? Our main project partners were the Carbondale Farmers Market and the Neighborhood Food Coop.
  - ii. How have they contributed to the overall results of the FMPP project? The City of Carbondale has worked closely with the community partners to help identify opportunities to expand the existing market or to help the current farmers better understand their business. Each of the community partners has contributed time and energy to help complete the market analysis and to disseminate results. The project has strengthened the alliance that already exists and collaboration among the partners has been enhanced.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? A steering committee was formed at the onset of the study to help guide the process. The committee was comprised of members of all 3 community partners. Together we continue to work together to advance the farmers market and to explore new opportunities to implement suggestions from the completed analysis.
  
5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? We used a consultant that performed the work for this project. Our consultant was extremely knowledgeable of farmers markets and provided suggestions that we never would have considered without their help. The final results have provided a realistic action plan for the community partners to work toward to optimize our current market.
  
6. Have you publicized any results yet?\*

  - i. If yes, how did you publicize the results? We publicized the results via a press release and have made the analysis available on the City of Carbondale website.
  - ii. To whom did you publicize the results? The general public.
  - iii. How many stakeholders (i.e. people, entities) did you reach? It's difficult to say exactly but I would say that at least 1,000 people are aware of the project and its results.

\*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).

  
7. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information? We have only received anecdotal comments from people that have read the final analysis.
  - ii. What feedback was relayed (specific comments)? The feedback has been very positive and has generated more enthusiasm in regards to the future of the market.
  
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?

9. Lessons Learned:

- i. Summarize any lessons learned. Draw from 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). – I learned a lot about our farmers market operations and am more aware of the challenges facing small farmers and the difficulties that they have in growing and sustaining their businesses. This process also reinforced the value of collaboration and building partnerships. Our market vendors have traditionally been suspicious of public bodies and have been reluctant to form partnerships. The work of this analysis and creating a steering committee was invaluable in mending and building new relationships. I'm confident that we'll get more accomplished going forward as a result of the trust that was built throughout this project.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Our primary goal was to complete a market analysis and develop a better understanding about opportunities to expand our current market. We achieved that goal.
- 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: The process was well-managed and I feel confident that if awarded future grants, it will be a much easier process.

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 are already working on implementing several of the ideas that were generated in the final analysis. I expect that over the next 2-3 years we'll be able to grow the market incrementally and help it become an even popular destination than it currently is.
- 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? Not at this time.