

**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; Fax: 202-690-4152

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014-September 30, 2016
Authorized Representative Name:	Dusty Krikau
Authorized Representative Phone:	920-322-2006
Authorized Representative Email:	dusty@downtownfdl.com
Recipient Organization Name:	Downtown Fond du Lac Partnership
Project Title as Stated on Grant Agreement:	Relocate and expand Downtown Fond du Lac Farmers Market.
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-0177
Year Grant was Awarded:	2014
Project City/State:	Fond du Lac/WI
Total Awarded Budget:	60,505

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: Increase low-income residents’ buying power through increased EBT sales at the market from May-October. To increase the total amount of EBT sales by 25% from May-October at the Downtown Fond du Lac Farmers Market.
 - a. Progress Made: The average EBT transaction in 2015 was just over \$19. The average EBT transaction in 2016 was just shy of \$18. However, 210 total SNAP transactions in the 2016 season (as of 09/30) was a 15% increase over the 182 total transactions from 2015 (as of 09/30). The overall value of those transactions increased by 11% year over year. Several market vendors also accept WIC vouchers. While the market cannot track the number of vouchers redeemed each week, we are able to confirm that redemption of all vouchers distributed in the County increased from 37% in 2015 to 40% in 2016. The WIC Farmers Market vouchers can be used at any market in the County. The Downtown Fond du Lac Farmers Market represented the largest and highest attended market, so it is likely that the data correlates strongly with redemption at the Downtown Fond du Lac Farmers Market.
 - b. Impact on Community: The increase in number and value of EBT transactions meant farmers saw greater transaction rates on SNAP-eligible produce. This meant that low-income residents were being more fresh fruits and vegetables and the likelihood of word-of-mouth advertising increased.
 - ii. Goal/Objective 2: Increase farmers’ sales at the Downtown Fond du Lac Farmers Market.
 - a. Progress Made: Over the 2015 season, individual vendors earn an average of \$350 per week, which revenues ranging from an average low of \$30 to an average high of \$1,307. Over the 2016 season, individual vendors earned an average of \$272 per week, although revenues ranged from an average low of \$48 to an average high of \$638. In 2015, the average market spending for all visitors surveyed was \$16.54 per visit, or \$17.59 per visit excluding those who made no purchases. The average market spending in 2016 for all visitors surveyed was \$22.67 per visit, or \$24.89 per visit excluding those who made no purchases on the day surveyed. Unfortunately, no baseline data was collected during the 2014 market season for comparison. Anecdotal responses from vendors were that sales did not increase based on the location change.
 - b. Impact on Community: Consumer spending is measured based on self-report, while vendor sales data is gathered based on actual sales numbers. Despite increases in attendance and a 41% increase in reported spending by consumers, the actual data from market vendors indicates that average consumer spending did not actually rise to meet the 40% increase in the number of vendors at the market.
 - iii. Goal/Objective 3: Increase weekly attendance at the Downtown Fond du Lac Farmers Market.
 - a. Progress Made: Over the 2015 season, the Saturday market attracted approximately 60,000 visitors to downtown with the average Saturday market in

Fond du Lac attracting approximately 2,400 visitors. Over the 2016 season, the Saturday market attracted approximately 54,000 visitors to downtown with the average Saturday market in Fond du Lac attracting approximately 2,200 visitors. Unfortunately, no baseline attendance data was available from the 2014 season. Anecdotal responses from long-time vendors and attendees indicated a general consensus that weekly attendance had increased 2-3 times.

b. Impact on Community: The community attendance at the market has greatly improved based on the location change. It is regularly referenced as a great asset to Fond du Lac and as a catalyst for bringing attention back to the downtown.

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, 2014). Include further explanation if necessary.
 - i. Number of direct jobs created: 0
 - ii. Number of jobs retained: 1.5 FTE
 - iii. Number of indirect jobs created: 82 jobs in the Fond du Lac Micropolitan area
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$0 and increased by 0%. (See notes in question 1, section b)
 - vii. Number of farmers/producers that have benefited from the project: The previous vending location held a maximum of 61 spaces. The new location allowed for far greater expansion, with a total of 85 vendors.
 - a. Percent Increase: 39%

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? Yes, we saw many new SNAP users, downtown businesses within the footprint of the market set up spaces, new vendors of varied ethnic backgrounds brought new wares to the market, more families with children came to the market, we also see many more visitors with compromised mobility coming to the market. We credit most of the new populations to increased visibility and increased attendance, leading to more word-of-mouth advertising.

4. Discuss your community partnerships.
 - i. Who are your community partners? Agnesian HealthCare, United HealthCare Community Plan, Action/Reporter, Sodexo Catering at Marian, UW-Extension, Essential Rock Church, Master Gardeners, Mike's Music, Fond du Lac Family YMCA, Wisconsin Economic Development Corporation, Marian University, City of Fond du Lac (various departments), Fond du Lac Police Department, Fond du Lac Fire Department
 - ii. How have they contributed to the overall results of the FMPP project? Community partners assisted with funding operational costs, encouraging employees to volunteer, recruiting musicians and hosting Open Mic events, offering yoga, and providing educational workshops and activities during market days, including showcasing demonstration cooking and food preservation techniques.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? The relationships developed during the grant period have been very positive and we look forward to continuing them into the future

as the market education expands and continues to improve.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? We did not use contractors to conduct any of the work.
6. Have you publicized any results yet? * Moderately
 - i. If yes, how did you publicize the results? The economic impact results for 2015 & 2016 were posted to the Farmers Market webpage and the Downtown Fond du Lac Partnership Surveys and Stats page.
 - ii. To whom did you publicize the results? Links to reports were included in the vendor application reminder email and also noted in various newsletters at the close of each year.
 - iii. How many stakeholders (i.e. people, entities) did you reach? Approximately 1,000 people received directly links to the following pages: <http://downtownfdl.com/farmers-market.html> & http://downtownfdl.com/dfp/surveys_stats.html

*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? Anecdotal feedback is overwhelmingly positive. A Google Form survey was sent to business owners at the end of the 2015 market season. Business owners indicated that even if the market clientele were not their clientele, the increase in foot traffic on Main Street was still beneficial for their business. Some negative feedback was received from businesses located just outside the market area based on parking availability for their customers during market hours and the complications arising from road closures near their business. Market visitors were directly surveyed regarding spending habits while downtown and during the survey process many noted they liked the move to Main Street.
 - ii. What feedback was relayed (specific comments)? Business feedback was in written form. Consumer feedback was recorded by market staff from their verbal feedback.
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. 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).
 - a. The move to Main Street includes new annual operation costs. Barricades and attendance by a Community Service Officer (CSO) on a weekly basis will be incurred each year at an approximate cost of \$5,000. Weekly music, while not

- essential to the operation of the market, was commented on by anecdotally by attendees as a positive addition to the market and something they hoped would continue. Artists were paid a nominal amount of \$100 for solo artists and \$200 for larger acts. The total cost for a summer could range from \$3,000 to \$5,200.
- b. The FMPP Grant was key in the overall income from the Farmers Market and was utilized to cover the cost of musicians and the CSOs. These costs will not be covered by grant funds in 2016 and represent \$6,000 in operational expenses.
 - c. Due to barricade requirements and an expanded footprint, more staffing and financial support is required to effectively supervise the market on Main Street. Vendor fees and sponsorships increased in 2016 to cover these new costs.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. While numbers from 2015 to 2016 showed a slight downward trend, the difference was negligible and in most cases not statistically significant. Because of staffing changes between the time the grant was submitted, awarded, implemented, the baseline data did not include all the necessary benchmarks to make an accurate assessment of goals 2 & 3.
 - b. Vendor sales did not increase from the market location shift. The general sense is that while core shoppers are continuing to attend and spend money, new attendees are coming for the experience and the atmosphere with less intention to spend money. Our agency is charged with both downtown vitality and running the farmers market, so despite the flat-line of sales from 2015-2016 we anticipate that the community will continue to come back to Main Street more and more as awareness continues to grow.
 - 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:
 - a. The setup for the move to Main Street involved many conversations with City staff, police, and fire. It also required surveying of local business owners, vendors, and market visitors. These surveys provided the foundation for the move and were regularly referenced by the individuals who expressed frustration or anger with the move, since change is always hard. Data collection of meaningful metrics requires many additional volunteers and requires partnerships or staffing with experience calculating economic impacts.

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.
 - a. The market move was costly to implement and market while also being research and data heavy. With those tasks out of the way, the market can continue to take advantage of the great new location and generally positive feedback from the community. We have received feedback from numerous community organizations wishing to do educational sessions during the market days in 2017 and will continue to offer local musicians the chance to perform throughout the market footprint, included scheduled amplified open mic days.

We estimate that the jobs retained and created will be maintained year and year, based on economic forecasts. Election years, such as 2016, are known to decrease consumer confidence and subsequently consumer spending, so we are hopeful that spending in 2017 will rebound. Our many partnerships will be maintained with the potential to expand a newly implemented Veggie Prescription program for low income communities. In 2017, part of our marketing strategy includes market apparel available for sale at the market and sponsoring youth athletic teams, which will create logo presence in additional spaces throughout the community. We are also applying for state recognition of our “pun” marketing campaign with hopes of expanding its reach in the state and appeal to visitors to come to Fond du Lac.

- 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?
 - a. We have recently developed a English, Spanish, and Hmong video discussing the process for using a SNAP card at the market. This will be distributed to area social service agencies and other resource networks for low-income community members. Yard signs for the market are also being placed in select locations throughout the community to encourage SNAP users to try the market. We plan to feature more vendor stories in future social media posts to personalize the market and encourage greater spending.