

## Final Performance Report

Report #3 /Reporting Date: September 2, 2015 /Reporting Periods: October 1, 2015

**Date:** September 2, 2015  
**Contact:** Dawn Morrison 229-686-5527 229-453-0069  
**Recipient Name:** City of Nashville  
**Project Title:** Nashville Farmer's Market  
**Grant Number:** 14-FMPPX-GA-0046  
**Reporting Number / Period:** 3  
**Project Location:** Nashville, Georgia  
**Total Awarded Budget:** \$ 50,100

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**1) Objective:** The objective of the FMPP is to provide access to locally and regionally grown agricultural products. The market will also create another avenue for farmers and growers to generate income. These goals will be achieved through advertising, events, better technology, signage and promotions.

**2) Summary of Activities:**

**Advertising: Signage:** New signage has been provided for the Farmer's Market. The building now has proper signage allowing drivers to view when approaching from east or west. Bill-boards have also been an integral part of increasing traffic for the market. Travelers off of I-75 have driven 20 extra miles to visit the market. All out of town visitors are logged in a registration book at the market. Signage in the downtown directing traffic to the market has had an impact on sales and awareness of the market.

**Advertising: Events:** Creating events to implement at the market has drawn crowds of families, elderly women, men and children. This summer cooking classes for children were held each Saturday. 50 kids participated and their families shopped at the market while the children were taught healthy recipes using produce from the market. A shark show was held at the market which drew a crowd of 500 people. The day of the show was a record day in sales! A new soap vendor was also gained. Events this summer were held on Fridays called Fantastic Fridays. Drawings for a \$10 gift card and other prizes from the market were offered to encourage spending at the market. This was a huge success and over 2000 people participated. This event made the newspaper each week and gained the market new customers. The market does a recipe in the local newspaper each week with ingredients found at the market. Many people visit the market with the recipe in hand to purchase the ingredients.

**Market Set-up:** New freezer/cooler has been added to the market. This has been a tremendous asset to the market. Produce can be held for a longer period of time and remain fresh. The market is also afforded the opportunity to provide larger amounts of produce by use of the freezer/cooler. This has increased sales. New computer and system has allowed the market to run more efficiently. Tables and

chairs were also provided and have encourages visitors to linger longer. Many visitors come to the market and sit a while or wait while their partner shops. The tables and chairs have been used in hosting the events held by the market. By providing the new snap benefits the market is able to reach everyone in the community. Events to advertise the new system have been held and signage is also outside the market. This makes families aware of the option to eat healthy and purchase locally grown produce.

**Training:** The market manager and several vendors have been offered the opportunity to attend classes through the FMPP. The manager's knowledge of the computer system, and ways to more efficiently manage the market have significantly improved and benefitted the market.

### **3) Performance:**

25 new vendors have been added to the market since the implementation of this grant. Three of these are larger farmers who provide a wealth of the produce at the market. These three farmers generate \$2000 more per month to the market. The market hosts a total of 90 farmers. The billboard has also drawn new vendors to the market. 12 of the new farmers said they first heard about the market from the bill boards. Over 1000 people participated in the four fantastic Friday events. Although it is impossible to give exact numbers..... the four weeks this event was held each Friday led the week in sales by several hundred dollars. Nashville is a small town and these events always make the local newspaper and excite locals. Sales during the shark show event were tremendous. The market profited \$1000 more the day of the show than the year before. By keeping a registration booklet at the market we are able to give a very close number on how many new customers are visiting the market. Each month the number increases in out of town visitors and local visitors. The largest numbers are June 2015 showing an increase of 34 new customers. The Market contributes this huge increaser to the FMPP grant. Each month numbers are creeping up.

#### ***Project results/accomplishments:***

- Accomplishments are meeting the goals as described in the project proposal timeline.
- There have been no (personnel, administrative, stakeholder involvement, etc.) that may have impacted accomplishments to date.

**4) Problems and Delays:** There have been no problems or delays.

**5) Financial Summary:** \$20,000