

**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>	April 1-September 30, 2016
Authorized Representative Name:	Brett Aldon
Authorized Representative Phone:	989-295-0142
Authorized Representative Email:	brettaldon@gmail.com
Recipient Organization Name:	Broad Street Events
Project Title as Stated on Grant Agreement:	Promoting Produce in Rural Michigan
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-MI-0087
Year Grant was Awarded:	2014
Project City/State:	Chesaning, MI
Total Awarded Budget:	\$20,482

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: _____

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.

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 the number of vendors at our market: We plan to increase the number of vendors in order to have a larger selection of items which will help draw more customers. Adding more vendors to our market will increase consumption of and access to local agricultural products in our rural area. Increasing the number of vendors will also help us develop and expand our market by providing more food choices. It will also increase the number of direct producer-to-consumer opportunities because more vendors will know about and have a chance to participate in the market.
 - a. Progress Made: We have significantly increased the number of vendors from 2014 to 2016. In 2014, we had 14 vendors signed up. In 2015, we increased to 16 vendors. In 2016, we had 33 vendors on our roster for the season, doubling the number of vendors from previous years. All of these vendors were local, traveling around 40 miles or less to sell at our market.
 - b. Impact on Community: The market has been able to draw vendors and customers to downtown Chesaning, providing a great place to purchase fresh produce and cottage foods, as well as other locally made goods. The weekly farmers market was a special event that continuously attracted new vendors and customers.
 - ii. Goal/Objective 2: Increase the number of customers coming to the market: We want to increase the number of customers at our market in order to draw more vendors and build our market. Having more customers will help us develop and expand the market. We will be able to attract more vendors if we are able to attract more customers. This will also help increase the number of direct producer-to-consumer opportunities by bringing more people to the market to purchase local agricultural products.
 - a. Progress Made: We have successfully increased the number of customers that have shopped at our market. In 2016, we had an average of 95 customers each week, with a season total of about 1230 customers throughout the 13 weeks that the market was in operation. Our last market, a special harvest festival with Halloween and fall activities drew our largest single day crowd yet, with almost 200 people.
 - b. Impact on Community: Our market was able to provide customers with a larger variety/selection of local produce, foods and goods than we have in years past. We also helped bring people downtown which hopefully helped the surrounding small businesses.

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: unknown
 - iii. Number of indirect jobs created: unknown
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 0
 - vi. Market sales increased by \$299 and increased by 4%.
 - vii. Number of farmers/producers that have benefited from the project: 33
 - a. Percent Increase: 100%

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?

We did expand our customer base by reaching more people in the community. This included our low income/low access population. We did this by heavily marketing the farmers market on two local TV stations and in three local newspapers. We also reached out through a local church that runs a food distribution program and through our elementary school teachers and parent group.

4. Discuss your community partnerships.
 - i. Who are your community partners? We have continued to work with Trinity United Methodist Church to reach the low income/low access population in our area. We worked with them on their monthly food distributions by attending the event and handing out market information, sharing details and encouraging people to come out, check out the vendors and purchase local produce. We also worked with our elementary school, both by distributing information through teachers and also through the parent group.
 - ii. How have they contributed to the overall results of the FMPP project? These partnerships allowed up a free outlet to distribute information. We were able to directly reach out to the low income/low access community in a more targeted way than purchasing media advertising allows us to do.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? We will definitely continue to work with these groups and build our relationships with them even now after the FMPP grant period has ended. They will be a great resource for us to reach out to potential customers.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

As noted in our previous interim report, we have used one contractor to do our website design and subsequent updates. His work provides an easily accessible platform for sharing information with vendors, customers, board members and potential sponsors. We include the web address in all of our marketing materials. Our vendors are able to print the market application and rules and policies from the website and our customers are able to see the dates, times and location of our market, as well as who are vendors are.

6. Have you publicized any results yet?* We have not publicized any results yet.

- i. If yes, how did you publicize the results? N/A
- ii. To whom did you publicize the results? N/A
- iii. How many stakeholders (i.e. people, entities) did you reach? N/A

*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? We have continuously received feedback from vendors, customers, and community leaders, both government and small business. We are also working on a survey of our 2016 vendors to get additional feedback to help with our 2017 market.

- i. If so, how did you collect the information? We collected feedback by conversations with the market manager and board members with our vendors, customers and community leaders. As stated, we are also planning a formal survey of vendors.
- ii. What feedback was relayed (specific comments)?

From vendors:

- More effort was made this year to connect personally with vendors and seek their suggestions based on successes of other markets in which they participated.
- Being on the main street was definitely preferred. (new location)
- Saw TV ads
- Good mix of crafts, prepared food, and produce.
- The last market was especially good with the entertainment aspects. Most would like to see more.
- Small vendors really appreciated the "no fee" aspect. Many said they would never have tried market if there had been a cost.
- Need better restroom options

From customers:

- Happy with new location and parking
- Excited to see so many vendors this year
- Glad the market is growing
- Would like different operating hours
- Saw TV ad

From community leaders:

- Impressed with size of market (number of vendors)
- Like the new location
- Saw TV ads

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). During the first year of the grant period, we weren't sure how effective TV ads would be. We chose to try out one local TV station of the three that we have in our media market. After hearing from vendors and customers about how they saw the TV ad and really liked it, we expanded our TV budget the second year to include two local TV stations. We would've included all three but one of the stations did not respond to our inquiries. We also had the unfortunate experience of not being able to send out our last postcard mailing, which is why we have a balance left in the grant funds. The mailing was designed and ready to go in early October, but the mail house we were using was located in Florida and had serious delays due to a hurricane. The lesson learned from this is to not wait until the final weeks to do our last mailing and to next time use a mail house in Michigan. We were also disappointed by the lack of earned media coverage on the part of our hometown newspaper. We had paid advertising with them but were not covered in local stories, etc. We plan to make a better effort to supply them with press releases in the hopes that they will cover our activities and events.
- 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:

It was helpful to have a marketing committee to work on the advertising and outreach aspects of the grant. The committee allowed us to centralize the workload and have a more streamlined approach to handling TV and newspaper advertising. It was efficient to have a small number of people to move forward on advertising and promotion rather than working with the entire board.

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 invest in advertising and building relationships with community organizations that will help us promote the market to attract new vendors and customers. We want to work more closely with our Downtown Development Authority to be part of the rehabilitation of our historic boulevard and businesses. The community is filling empty storefronts and attracting new businesses and we want to be a part of that effort by helping to bring more people

downtown. Community leaders are working on rebranding Chesaning as a family friendly place to live, work and have fun. We believe that our organization and our farmers market is an integral part of making Chesaning a great place to be. We plan to stick with our July-October market season, with possible additional dates in the spring for seed/flower exchange events. We have great board members who are invested in our community and will continue to serve to grow the market and our organization. Within the next 2-3 years, we would love to see seasonal sales of \$10,000+ and weekly markets with 20+ vendors selling their products each week. We feel that we aren't far off from that goal and owe a lot to the FMPP grant for helping us get there. Someday we would love to be able to hire a paid market manager full time, thus directly creating one job related to the market. Having a paid manager would give us flexibility in market dates/hours, so we may be able to expand the market to more than just one day a week.

- 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 would like to grow our market activities to make the market a weekly event in downtown Chesaning, rather than just a place to shop for produce. That includes family-friendly things to do and cooking/canning demonstrations, as well as live music. We feel that this will draw more customers, which will in turn draw more vendors. It will also help make our downtown a livelier place. Ideally, we would recreate the fun and excitement of our final market date harvest festival every week, which saw the most single day sales and customers to date. We are also interested in working with local businesses to create a community kitchen, thus boosting the reach of our vendors and their products. Now that our board has a simple committee structure, it will be easier for us to accomplish these goals. To start, we will actively work on a seasonal market calendar of activities and have one person dedicated to making sure the activities run smoothly each week. We will also begin initial discussions with business owners who have kitchen space and/or the capability of having a community kitchen.