

**FARMERS' MARKET AND LOCAL FOOD PROMOTION PROGRAM
(FMLFPP)
Final Performance Report**

The final performance report summarizes the outcome and activities of your FMLFPP award objectives. Failure to submit acceptable closeout reports for an existing grant within 90 calendar days following the grant end date may result in exclusion from future AMS grant opportunities.

This final report will be made available to the public once it is approved by FMLFPP 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 due **within 90 days** of the project's performance period end date (as noted in box 15 of grant agreement (AMS-33) or sooner if the project is complete. The report must be typed in 12 point font, not to exceed fifteen (15) 8.5 x 11 pages (excluding existing Final Performance Report form content). For example, if the Final Performance Report form is six (6) pages before you begin entering your project information into the form, your report may be up to 21 pages (6 pages + 15 pages).

Provide answers to **each question** and all applicable outcome and indicators as it applies to your project. If you are unable to provide a response explain why. It is preferred that you email your completed performance report to your assigned FMLFPP Grants Management Specialist to avoid delays. In case of any extraordinary reason a faxed report can be accepted; please notify your assigned Grants Management Specialist to inform about your submission.

| | |
|--|--------------------------------------|
| Report Date Range: <i>(e.g. October 1, 2016 -September 30, 2017)</i> | October 1, 2014 – September 30, 2016 |
| Date Report Submitted | |
| Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i> | 14-FMPPX-MO-0095 MO-146 |
| Recipient Organization Name: | Friends of the City Market |
| Project Title as Stated on Grant Agreement: | City Market – Marketing & Outreach |
| Authorized Representative Name: | Deb Churchill |
| Authorized Representative Phone: | 816-842-1271 |
| Authorized Representative Email: | dchurchill@thecitymarket.org |
| Year Grant was Awarded: | 2014 |
| Amount of Award: | \$85,375 |

FMLFPP 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: _____

1. Executive Summary—In 200 words or less, describe the project’s need, purpose, goals, and quantifiable outcomes:

Friends of the City Market developed a marketing and outreach campaign to enhance our existing farmers’ market. The project had two major components—marketing to consumers and outreach to potential farmers’ market vendors. The Farmers’ Market operates Saturday and Sunday, year-round. Saturday average attendance is more than 12,000 people. However, Sunday attendance only reaches about 1/3 of that number. In the winter months, patron attendance drastically decreases. The focus of our marketing campaign to consumers will be to raise awareness for both the winter and Sunday farmers’ market. By increasing attendance, the farmers will benefit from increased sales, and our market will be able to support new farmer vendors. The focus of the second component, vendor outreach, will be to recruit new vendors to participate in our winter and Sunday market, thereby increasing access to our local food system year-round. Together, these two components will help the City Market increase domestic consumption and access to local agricultural products.

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.

2. Please provide the approved project’s objectives:

| Objectives | | Completed | |
|------------|--|-----------|-----|
| | | Yes | No* |
| 1 | Increase awareness and attendance at our winter and Sunday farmers’ market | X | |
| 2 | Increase the number of vendors who sell at our winter and Sunday farmers’ market | X | |
| 3 | Increase access to local food for low income consumers | X | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |

**If no is selected for any of the listed objectives, you must expand upon this in the challenges section.*

3. List your accomplishments for the project’s performance period and indicate how these accomplishments assisted in the fulfillment of your project’s objectives. Please include additional objectives approved by FMLFPP during the grant performance period, and highlight the impact that activities had on the project’s beneficiaries.

| Accomplishments | Relevance to Objective, Outcome, and/or Indicator |
|--|--|
| | Example: Activities developed are related with our 3 rd Objective, Outcome 1, and indicator 2b. |
| <p>Our Sunday attendance has increased and our farmers and tenants say that their sales are catching up with Saturday sales. Our winter attendance used to not even warrant the cost of paying staff to do customer counts. 2015 we did our first counts through the winter and we were surprised how good the numbers were.</p> <p>2015 attendance was a 10% increase over 2014. To-date attendance in 2016 is showing about a 12% increase over 2015.</p> <p>Our Sunday attendance is up 25% over prior year which is great progress.</p> | These are directly related to Objective #1. |
| <p>Deb Connors, Farmers’ Market Manager attended the 2016 Great Plains Growers Conference (443 attendees) promoting the market to 65 local farmers from Kansas, Missouri, Nebraska and Iowa talking about vendor opportunities are out market. Our Saturday market is full so Sunday is where new vendors have to start to get to Saturday. We have seen an increase in vendors both on Sundays and through the winter months.</p> <p>The number of vendors that sold on Sundays in 2014 there were 58 vendors, 2015 there were 67 vendors and in 2016 we have 76 vendors.</p> <p>The number of vendors that sold through the winter months November - February were in 2014 - 13, 2015 - 25, 2016 – we are estimating 35 for 2016</p> | This is directly related to Objective #2. |

| | |
|--|--|
| <p>We gage our outreach to low income consumers through the success of our SNAP and match programs which have seen a steady increase.</p> <p>In 2014 we processed \$183,356 in SNAP/Match. In 2015 we processed \$196,347 in SNAP/Match. For 2016, we are on target to exceed prior year.</p> <p>This program continues to see success in our community and with our local urban farmers who sell at the market.</p> | <p>These statistics directly relate to Objective #3.</p> |
|--|--|

| | |
|--|---|
| <p>Advertising campaigns promoting the year round market and the SNAP program were established on the following mediums:</p> <p>Kansas City Royals Yearbook 2015-16 and 2016-2017: these publications are sold at the stadium and local retailers – quantity sold unknown.</p> <p>Kansas City Area Transportation Authority – Bus transit system interior and exterior ads were displayed for a two year campaign. Impressions over an annual campaign are that the four exterior displays are that they reach 93% of the adult metropolitan population on average 25 times. The ridership is 3.8 million and interior ads are visual to all.</p> <p>Ad placed in the 2016 Downtown Directory which is distributed throughout the greater downtown Kansas City area, attractions and convention attendees. This publication is free to the public.</p> <p>We printed a direct mail piece that was send out to a targeted five mile radius of the market reaching 15,883 residents.</p> <p>We produced a 30-second ad and bought an advertising package on a local cable company which ran 140 commercials in November – December 2016 and 125 commercials each in January – February of 2016 and 2017.</p> <p>Through the local newspaper, we ran a schedule for multi-tactical and SEM targeting over a six months time span that reached a 5 – 7 mile radius of the market. The targeted audience was 25 – 45 years of age with an average income of \$30K per year or less.</p> | <p>Advertising campaign was directly related to objectives #1 and #3 to educate customers that our farmers’ market is open year round and on Sundays as well as to promote the participation in the SNAP program to low income consumers.</p> |
| <p>We purchased a new SNAP tent for the market so that it was more visible and separate from our information booth. This allowed a bigger visual and promotion of the program and an area dedicated to the disbursement of information and completion of transactions in a more controlled and timely manner.</p> | <p>This directly relates to Objective #3.</p> |

Please list any challenges experienced during the project's period of performance. Provide the corrective actions taken to address these issues.

| Challenges (Issues) | Corrective Actions and/or Project Changes (s) |
|--|---|
| <p>Late notification of grant award. The grant cycle is October 1 and we did not even find out that we were awarded the grant until December 14, 2015. This put us way behind in implementation options for 2015 so many of our 2015 planned efforts had to be diverted to later in the process or altered somewhat to accomplish goals.</p> | <p>We simply adjusted our timetable action plan, moved forward and were still able to meet our goals.</p> |
| <p>It was hard to get a true attendance comparison since our winter attendance used to not even warrant the cost of paying staff to do customer counts. 2015 we did our first counts through the winter and we were surprised how good the numbers were. Saturday average attendance was 8,050 and Sunday average attendance was 4,800.</p> | <p>We will continue to customer counts through the winter to collect data for comparisons. We are confident that we will see that our counts will continue to increase.</p> |
| <p>It is difficult to gage the success of advertising other than possibly equating increased attendance and their information regarding outreach and impressions.</p> | <p>We can add a question to our customer surveys asking how they heard about the City Market and that might help. We can see that our attendance is going up so that too is a good indicator.</p> |

4. Quantify the overall progress on the outcomes and indicators of your project. Include further explanation if necessary.

This grant allowed us the opportunity to reach beyond our promotional and advertising restrictions due to lack of funding. We were able to educate current and new customers about our extended farmers' market operation on Sundays and winter months. We were able to target the customer base within a five mile radius to educate them about our participation in the SNAP/Match programs for low-income families. We have been able to reach out to new farmers' and get new ones started at our market due to the ability to promote our market opportunities at targeted trade shows. We have seen increases in all areas of customer attendance, farmer vendor contracts and participation in the SNAP program. All of this adds to the success our market, our community and our goals of providing fresh healthy food and promotion of healthy living.

Outcome 1: To Increase Consumption of and Access to Locally and Regionally Produced Agricultural Products. (NOT APPLICABLE)

| Indicator | Description | Number |
|------------------|--|---------------|
| 1. | Total number of consumers, farm and ranch operations, or wholesale buyers reached | |
| 1.a. | The number that gained knowledge on how to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food | |
| 1.b. | The number that reported an intention to buy or sell local/regional food OR aggregate, store, produce, and/or distribute local/regional food | |
| 1.c. | The number that reported buying, selling, consuming more or supporting the consumption of local/regional food that they aggregate, store, produce, and/or distribute | |
| 2. | Total number of individuals (culinary professionals, institutional kitchens, entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached | |
| 2.a. | The number that gained knowledge on how to access, produce, prepare, and/or preserve locally and regionally produced agricultural products | |
| 2.b. | The number that reported an intention to access, produce, prepare, and/or preserve locally and regionally produced agricultural products | |
| 2.c. | The number that reported supplementing their diets with locally and regionally produced agricultural products that they produced, prepared, preserved, and/or obtained | |

Outcome 2: Increase Customers and sales of local and regional agricultural products. (NOT APPLICABLE)

| Indicator | Description | Number |
|------------------|--|---------------|
| 1. | Sales increased as a result of marketing and/or promotion activities during the project performance period. | |
| | Original Sales Amount (in dollars) | |
| | Resulted Sales Amount (in dollars) | |
| | Percent Change $((\text{final} - \text{initial}) / \text{initial}) * 100 = \% \text{ change}$ | |
| 2. | Customer counts increased during the project performance period. | |
| | Original Customer Count | |
| | Resulted Customer Count | |
| | Percent Change $((\text{final} - \text{initial}) / \text{initial}) * 100 = \% \text{ change}$ | |

Outcome 3: Develop new market opportunities for farm and ranch operations serving local markets. (NOT APPLICABLE)

| Indicator | Description | Number |
|-----------|--|--------|
| 1. | Number of new and/or existing delivery systems/access points of those reached that expanded and/or improved offerings of | |
| 1.a | Farmers markets | |
| 1.b. | Roadside stands | |
| 1.c. | Community supported agriculture programs | |
| 1.d. | Agritourism activities | |
| 1.e. | Other direct producer-to-consumer market opportunities | |
| 1.f. | Local and regional Food Business Enterprises that process, aggregate, distribute, or store locally and regionally produced agricultural products | |

| Indicator | Description | Number |
|-----------|---|--------|
| 2. | Number of local and regional farmers and ranchers, processors, aggregators, and/or distributors that reported | |
| 2.a. | An increase in revenue expressed in dollars | |
| 2.b. | A gained knowledge about new market opportunities through technical assistance and education programs | |
| 3. | Number of | |
| 3.a | New rural/urban careers created (Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers) | |
| 3.b. | Jobs maintained/created | |
| 3.c. | New beginning farmers who went into local/regional food production | |
| 3.d. | Socially disadvantaged famers who went into local/regional food production | |
| 3.e. | Business plans developed | |

Outcome 4: Improve the food safety of locally and regionally produced agricultural products. Only applicable to projects focused on food safety! (NOT APPLICABLE)

| Indicator | Description | Number |
|-----------|--|--------|
| 1. | Number of individuals who learned about prevention, detection, control, and intervention food safety practices | |
| 2. | Number of those individuals who reported increasing their food safety skills and knowledge | |
| 3. | Number of growers or producers who obtained on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices) | |

Outcome 5: Quantify the overall progress on this outcome indicator based on relevant project activities not covered above. (NOT APPLICABLE)

This indicator must reflect the project narrative's required additional outcome indicator.

5. Discuss your community partnerships (include applicant staff and external partners).
 - i. Who were your community partners? **Our own internal staff is a team effort of the program manager/property manager, director of marketing and events and our farmers' market manager. Our community partners were the Menorah Foundation, Cultivate KC, KC Royals, KC Star, ValPak, Time Warner Cable, Kansas City Transit Authority, Downtown Council, our farmers' market vendors**

and our customers.

- ii. How did they contribute to the overall results of the FMLEPP project? **Staff is crucial to the implementation and execution of the grant as well as the research in making the right decisions for distribution of funds to maximize our goal. Our SNAP match program was managed through the Menorah Foundation and has now moved to Cultivate KC to help manage the program and provide stipends to share in the success. Most community partners provided advertising opportunities that worked within our budget. Without our vendors and customers there is not a program and both are the benefactors of the program.**
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMLEPP grant? **Our SNAP match program through Cultivate KC will continue to help manage the program and provide stipends to share in the success. Most community partners will continue to work with us on affordable and limited advertising opportunities to keep our message current.**
 - iv. What feedback have the partners provided (specific comments) about the results of the project? **Our farmers are happy with the increased attendance because it means increased revenues for them. Our SNAP participants are continually thankful that we maintain the program for their use and make it an easy process.**
6. How do you plan to publicize the results? **We provide information about the program and results in internal management meetings, oversight committee meetings and at our annual vendor meeting so that they know how we are getting our message out and promoting our market and SNAP program. We also provide information on increased attendance and redemption of SNAP tokens. These are not written pieces.**
- i. To whom (i.e. people, entities) do you plan to publicize the project results?
 - ii. When do you plan to publicize the results?
- *If you have publicized the results, please 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? **No we have not.**
- i. If so, how did you collect the information?
 - ii. What feedback was relayed (specific comments)?
8. Budget Summary:
- i. As part of the LFPP 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: XYes
 - ii. Did the project generate any income? Yes X No
 - a. If yes, \$_____generated and how was it used to further the objectives of this project?

- iii. In the table below include the total amount of **federal funds spent** during the grant performance period (**Do not** include matching or in-kind contributions):

| Categories | Amount Approved in Budget | Actual Federal Expenditures (Federal Funds ONLY) |
|-----------------|---------------------------|---|
| Personnel: | | |
| Fringe: | | |
| Contractual: | | |
| Equipment: | | |
| Travel: | \$5,000 | \$544.66 |
| Supplies: | \$375 | \$4,106.30 |
| Other:Marketing | \$80,000 | \$80,610.00 |
| Indirect Costs: | | |
| TOTAL: | \$85,375 | \$85,260.96 |

- iv. **ONLY for LFPP recipients:** Provide the amount of matching funds/in-kind contributions used during the grant performance period.

| Categories | Match Approved in Budget | Actual Match Expenditures |
|-----------------|--------------------------|---------------------------|
| Personnel: | | |
| Fringe: | | |
| Contractual: | | |
| Equipment: | | |
| Travel: | | |
| Supplies: | | |
| Other: | | |
| Indirect Costs: | | |
| TOTAL: | | |

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).

We believe we know our audience so we were able to capitalize on that with our advertising and direct mail to maximize our funds to meet goals. We would have liked to have participated in more vendor solicitation and outreach by attending more trade show and conference opportunities but we were so busy and with only one farmers' market staff person it made it hard to dedicate time to the process but did still meet goal.

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

Goals and outcomes were met but could have been more timely had we gotten notice of the grant award in a more timely manner.

- 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:

Again being educated up front by administration to the award notification process

would be helpful so that you don't miss it and lose ground on the onset of the program.

- iv. Discuss if and how the result of this project can be adapted to other regions, communities, and/or agricultural systems.

10. Future Work:

- i. How will you continue the work of this project beyond this grant? In other words, how will you implement 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 use every opportunity and free social media outlet to compliment the advertising we had put into place from this program and will continue to do so. Deb Connors, Farmers' Market Manager now has an assistant and will now have time to attend conferences and trade shows to promote our market to new farmers. Our new SNAP tent operation is doing great and getting it up and noticed by customers will just continue to increase participation.

- 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 will continue our attendance counts to track increases on an ongoing basis.

We added a Wednesday Evening Market from 4 – 7pm weekly May through September for this year to expand our market and to get the immediate community more involved in shopping the farmers' market during the week when it is less congested than the weekends. We would like this to be a success story to continue into next year.