

2014

\$62,747 to WSOS Community Action Commission, Inc., Fremont, OH, to increase marketing and support for Northwest Ohio Food Partnership Center, Toledo Farmers' Market.

Final Report



Farmers' Market Promotion Program (FMPP) - 2014

Northwest Ohio Food Partnership Center
Toledo Farmers Market

2014-2015

Report #4 Final

November 30, 2015

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FMPP Awardee Final Performance Report

Report Number/Period:	<i>09/01/15 - 11/30/15</i>
Date:	<i>11/30/2015</i>
Contact:	<i>Joe Perlaky, Executive Director/Consultant</i>
Recipient Name:	<i>Maumee Valley Growers Association</i>
Project Title:	<i>Northwest Ohio Food Partnership Center, Toledo Farmers Market</i>
Grant Number:	<i>14-FMPPX-OH-0137</i>
Year of Grant Award:	<i>2014</i>
Project Location(s):	<i>Toledo, Ohio</i>
Total Awarded Budget:	<i>\$53,396.00</i>

1) Objective: *State the objective(s) (or each element of the objective, if more than one) approved under the FMPP grant*

There are 3 objectives:

1. Conduct Direct Marketing, Training and Promotions
2. Extend Farmer's Market Seasonal Offerings in Hydroponic Selections
3. Increase sales (\$) of locally grown products

2) Summary of Activities: *List each activity that occurred during the reporting period as stated and funded through the proposal. "Activities" are classes of actions (i.e., advertising, training, market startup, recruitment, etc.). Include significant contribution(s)/role(s) of project partners.*

1. Conduct Direct Marketing, Training and Promotions

Grant awareness and benefits was promoted with the stakeholders throughout the program. Weekly customer counts were obtained and trends noted. This proved to be a valuable investment in time gathering data from farmers, craft merchants, market administrators and customers.

Several special events were organized during market hours to impact the market community. They varied from live entertainment, Bicycle Tune-up days, Flower Day Weekend, Face Painting, Canning and Vacuum Packaging Demonstrations, Chili-offs, Salsa contest etc. See "Events Heading" in Attachment I.

In June, our activities transitioned from the planning stage to implementation. Many

marketing and other initiatives were established during this early period. A variety of marketing programs were put in place throughout the year with results tabulated and evaluated. The Gantt chart below details those activities which will serve as benchmarks for future years.

2015 Grant Advertising Schedule¹	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Customer /Vendor Counts: Toledo Farmers' Market²								
Loyalty Program: Marketing Designs								
Loyalty Program: Educational Designs								
Loyalty Program: Facebook Promo's								
Vendor Counts: Westgate Location³								
Wireless System: Expansion								
Val Pak								
SNAP								
DOUBLE SNAP								
Senior Coupons								
Radio: (.15 sec. spots) 93.5 FM								
Radio: (.15 sec. spots) 1370 AM								
Loyalty Program: "FarmFan"⁴								
Loyalty Program: T-shirts								
Loyalty Program: Tote Bags								
Loyalty Program: Buttons								
Loyalty Program: Car Decals								

¹ This template illustrates grant funded promotions only. There are other marketing activities scheduled throughout the year paid through the Farmers' Market operating budget.

² The Toledo Farmers' Market is open year-round. Customer counts were recorded from April through November, 2015.

³ The Westgate Farmers' Market is open in May through the end of October. Vendor counts were recorded through October, 2015.

⁴ The "FarmFan" Loyalty Program is ongoing. It will continue at least through August of 2016 beyond the scope of the grant period.

Loyalty Program: Magnets								
Loyalty Program: Banners								
Loyalty Program: "A" Frame Signs & Printing								
Branding: (Hats/Table Covers (logo)								
Video: On-line use & PSA's								

2. Extend Farmer's Market Seasonal Offerings in Hydroponic Selections

In July, the largest of our four hydroponic growers closed and moved their operation outside the state of Ohio. This was unfortunate and an unanticipated occurrence since they were going to play an influential role in extending the Farmer's Market seasonal offerings.

Three other, early-stage small hydroponic growers continue their greenhouse hydroponic operations in our area. Although their operations successfully extend the shoulder seasons, only one will operate throughout the winter months this year.

Fortunately, we received fantastic news from the USDA who awarded the Maumee Valley Growers Association (MVGGA) an implementation grant from 2015-17! This new operation to be located in Toledo's central city and will provide, in part, an additional incentive and opportunity for these growers to extend their season next year. We believe they and others will see the value in pre-placed orders as provided by the food hub during next year's winter months.

There is more good news. Nature Fresh, a huge hydroponic Canadian firm is under construction and relocating in Delta, Ohio 45 miles west of the Market. The facility will be in operation before the end of 2015 and could be a viable source of produce during the winter months in 2016-17. <http://www.naturefresh.ca/>

We also met with Blue Forest Environmental Development. They are a competitor of Nature Fresh and also a Canadian company. <http://www.blueforested.com/> They partner with Havecon, a Dutch greenhouse builder who will provide a "turnkey" buildout and training program for area growers interested in hydroponic operations. They anticipate an operation to be located in NW Ohio. <http://havecon.com/en/>

The purpose of the meeting was to determine if there were any growers interested in investing in a 20 acre hydroponic greenhouse operation in Northwest Ohio. The \$30 M project would require an investment of \$750,000 - \$1,000,000 by a grower or a group of growers as a down payment. Havecon would fund the balance, provide training and

possibly be an equity partner. Ohio's flat topography is perfect for an operation such as this. Discussions are on-going.

Also during their visit, we toured two or our three local hydroponic sites...Schmidlin Greenhouse and Whitehouse Specialty Crops. Each will play an important role in providing produce during the 2016-17 winter seasons.

3. Increase sales (\$) of locally grown products

This information is addressed in the next section and as a spreadsheet attachment at the end of this report. EBT programs began in July with data notated in Attachment I.

3) Performance: *Report measurable results for each project activity for the reporting period including those required by FMPP Guidelines/Announcement.*

1. Conduct Direct Marketing, Training and Promotions

The spreadsheet on pages 3-4 show the menu of advertising choices selected and time lines executed throughout the grant period.

Below are specific comments detailing each advertising purchase including results and observations affecting the downtown Farmers' Market location:

- Customer/Vendor Counts: Toledo Farmers' Market
 - For the first time, actual weekly customer and vendor counts were taken during the markets open hours at 30 minute intervals. This provides a benchmark for future years. In the past, customer attendance was estimated.⁵
 - Weekly counts began April 4, 2015 and were completed November 28, 2015. We felt customer counts are accurate within 10% due to the migration of attendees in "live time." Customers were physically counted via clicker held by individuals walking through the crowd from the beginning to the end of the market floor. It was noted that once attendance levels reached about 400 people, two passes were necessary with an average recorded. There were a few days when weather was too cold or stormy, resulting in an early closing. Counts of 0 were recorded.
 - The average number of vendors and customers per market day each month during the grant period are listed below. It is important to note that we included a multiplier of 1.5. This represents customers that go uncounted because they purchased and left the market between the 30

⁵ See Attachment I

minute intervals. Our best estimate of this margin of error is a multiplier somewhere between 1.2-1.5. (1.5x is listed)

	VENDORS	CUSTOMERS	CUSTOMERS x 1.5 (Multiplier)
Apr	26	353	530
May	46	1758	3516
Jun	41	1488	2232
Jul	45	3070	4605
Aug	49	4845	7268
Sep	57	3723	5585
Oct	58	2314	3471
Nov	35	2253	3380

Note that Flower Days weekend is the busiest weekend (Saturday/Sunday/Monday) of the year typically the third or fourth weekend in May. The average number of vendors doubled to 91 while the average # of customers increased about 5x to 9,596 for each day during that special weekend.

- Estimating the percentage of shoppers walking, bicycling, carpooling, taking cabs, driving or using public transportation (TARTA) to the market was not a part of our survey; however, we did observe that the large majority of attendees drive to the market. Typically only 1-2 dozen individuals access public transportation (bus/cab) each Saturday while another 1-2 dozen walk to the market. You would think this number would be higher since the market is located in the central city with a bus stop provided but it is not. Perhaps it is a logistics issue of having to carry purchases home opposed to easily placing them in the trunk of a car?
- Although it was difficult to speculate if this year's customer counts were more or less than previous years since there was no prior data, we did send a "End of the Season" Opinion Survey to all 70, 2015 participating vendors.⁶ The opinion survey asked three questions referencing both the Farmers' Market and Westgate locations. Fifteen were returned (21%).⁷
- Marketing: Advertising - Radio:
 - (.15 sec. spots) 93.5 FM
 - These short "snippet reminders" were purchased for the months of Jul, Aug, Sep, and Nov. They were intended to increase market awareness and were placed throughout the day during the work week. Gauging the effectiveness of the ads was difficult other

⁶ See Attachment II

⁷ See Attachment III (Results & individual comments)

than customers periodically acknowledging they heard them.
Conclusion? Probably helpful but cost prohibited to repeat next year even though the listening audience was general in scope.

- (.15 sec. spots) 1370 WSPD AM
 - Similar to spots generated above, air time was purchased during the months of August and September. WSPD is Toledo's #1 talk radio station. Again, probably helpful but cost prohibited to repeat next year even though the listening audience was general in scope.
- Marketing: Advertising - "A" Frame Signs & Printing
 - Sturdy, clean looking white plastic (sand filled) A-frame signs were first placed out at the market in August. They added a nice touch near the entrance isle ways. Newly designed 20" x 30" message boards were affixed to the frames promoting timely offerings and other market information.
- Marketing: Branding - Token Sales:
 - Overall 2015 token sales when compared with 2014 sales indicated a slight increase of over 2.1%. (See attachment VII)
 - Minimal token sales increase may also be a result of upgrading the market's wireless system this summer encouraging more customers and vendors to use credit cards in lieu of tokens.
 - Interestingly, Flower Day Weekend (3-days) showed opposite results with token sales up significantly this year over last by nearly 40%.
 - To maintain our token inventory, we made two bulk purchases; one in August and the other in October.
- Marketing: Branding - Market Banners
 - New banners were located in August near the restrooms and west entrance of the market acknowledging open hours, customer programs and specials.
- Marketing: Branding – Designs, Layout
 - Most new marketing designs were created in June for use throughout the year as needed.
- Marketing: Branding Strategies ⁸
 - The market has a long tradition as a place to gather, socialize, interact with farmers and purchased fresh produce and other items. That continues today. However, more could be done to brand this facility as such. Other than the overhead signs at each entrance location and

⁸ See Attachment IV

portable “A” frame signs advertising daily specials, there was little visible branding within the market itself. The grant allowed us to resolve some of these issues (see next bullets) and remind the patrons shopping within the market of the Farmers’ Market brand.

- We purchased ball caps with the Farmers’ Market logo imprinted for use during the summer months and knit hats during the winter months. The hats were distributed at no charge to the vendors. Regardless of vendors work attire, the customer can now identify who the farmer or merchant is within the market facility.
- The display tables are repaired and painted forest green as part of the annual maintenance program each spring but offer no indication of branding. To resolve this, a logo imprinted on red and green table cloths were purchased to highlight and promote the winter season; a time of year that many thought the market was closed. Holiday decorations are also displayed during this time.
- Marketing: Education Programs - Food Education and Demos
 - The busiest months of the year at the market are the end of May through October. During that time, events such as cooking demonstrations, food contests, kids face painting, and entertainment (bands) were scheduled on average of one event every other week. The month of August, the busiest month, had an event scheduled every week.
 - Most new education designs were created in June. At least a dozen of these flyers, handouts and bag stuffers were available for distribution throughout most of the year.
 - Ohio Local Foods Week - In collaboration with the NW Ohio Food Council, Ohio State Extension and the Maumee Valley Growers, several events were planned the second week of August promoting local foods and healthy living at the market and throughout northwest Ohio.
 - Ohio Local foods Week - The NW Ohio Food Council also partnered with The Ohio State Extension meeting at the Farmer’s Market on October 24, 2015 celebrating the NW Ohio Apple Crunch. This event capped off a week-long Autumn Social Media Challenge.⁹

⁹ See Attachment V

- Marketing: Facebook Promo's ¹⁰
 - The amount of funds used on Facebook increased during the months when vendor participation was at the highest which was July-October and was less during early spring and winter months. We also invested more aggressively during late summer months to promote our special events.
 - We posted several days before the Saturday market to increase the likelihood of "shares." Each "boost" resulted in x number of impressions based on Facebook's metrics. Because our weekly investment reflected seasonal attendance, our "Boosting" (Facebook term) allowed us to advertise directly to the clientele we were hoping to reach. Over the course of the season, we determined that selecting women ages 25-65 that live within 25 miles of Toledo produced the most positive results both on Facebook and market attendance. Individuals in that category were more likely to "share" our posts, comment on the posts, and invite friends to attend the market.
 - Management intentionally created and promoted events that were family friendly. These events were also promoted on Facebook to individuals and families. This strategy was extremely successful increasing the number of families who attended the market.
 - During the December holiday season, promoting open hours, special events and the availability of local cold crops (produce), bake goods and craft sales is planned.
 - Flower Days in May is the busiest weekend of the entire calendar year. We implemented a marketing blitz including Facebook and radio promoting events as well the start of the upcoming growing season.
 - We initiated the Facebook program the last day of April spending \$126.
 - May increased slightly to \$265.
 - June dropped to \$109 due to terrible weather. Significant rain every week of the month resulted in crops from being planted and harvested delaying produce availability for much of the month.
 - July increased again to \$419.45
 - We more than doubled our investment in August to \$895.41. Excellent weather and weekly events encouraged very good attendance.
 - September increased again at \$1,177.06. Again, excellent weather and a variety of events scheduled.
 - October exceeded September slightly to become our greatest dollar invested with Facebook at \$1,247.62.
 - As we transitioned in November and into the winter months, we will reduce our monthly Facebook advertisement to approximately \$333 the last two months of the year. We anticipate spending around \$100 during

¹⁰ See Attachment VI

the months of January – April. In May, the promotion cycle will begin again.

- Strategically, we elected to boost our posts Thursday-Saturday. The advantage was two-fold: We knew the weather forecast for the next day and it reminded our Facebook subscribers within a reasonable period of time to attend on Saturday.
 - We believe these Facebook “boosts” were responsible for much of our foot traffic. This information will be used to model next year’s marketing investment strategies. (See Attachment I)
- Marketing: Loyalty Program - “FarmFan”
 - FarmFan was conceived at Small Farm Central in the fall of 2013 to address how farms can utilize mobile technology in marketing. To do so, FarmFan seeks to close the gap between the farm and customer. Using a free downloadable ap, FarmFan sends out weekly texts to customers reminding them of come to the market including listing some of the featured specials. Following their Loyalty Program, customers check in at the market, collect points, and receive rewards. The market’s program began officially on-line Saturday, August 15th.
 - Procedure for participation:
 - *Text 54459*
 - *Tol908 (first time only)*
 - *Text Password (Posted weekly at the Market)*
 - *You receive 1 point each time you register weekly*
 - Weekly text messages were sent out to remind customers of the market. Loyalty customers who signed up greatly appreciated the prizes and were excited to gain enough points to earn a free T-shirt, our most valued prize.
 - The Loyalty program included prizes such as car decals, magnets, buttons, tote bags and T-shirts. This program was very successful and will continue indefinitely.
 - See the next page for more details.

DATE	LOYALTY PROGRAM CUSTOMERS RECEIVING TEXT	LOYALTY PROGRAM CUSTOMERS CHECKING-IN	EVENTS
8/14/2015	25	35	
8/21/2015	73	42	Face Painting
8/28/2015	122	73	Face Painting
9/4/2015	190	54	
9/11/2015	223	66	
9/19/2015	265	55	
9/25/2015	285	70	Kids Day
10/3/2015	308	66	
10/9/2015	321	58	
10/16/2015	331	45	Band
10/24/2015	N/A	44	Kids Halloween
10/30/2015	353	System Froze, 10 am	Kids Day
11/7/2015	N/A	28	
11/14/2015	366	21	
2,862		657	

- Marketing: Loyalty Program: Reward Program
 - T-shirts (10 points)-Available beginning on Saturday, August 22nd.
 - Tote Bags (5 points)-Available beginning on Saturday, August 1st.
 - Buttons (2 points)-Available beginning on Saturday, August 30th.
 - Magnets (2 points)-Available beginning on Saturday, August 15th.
 - Car Decals (1 point/check-in)-Available beginning on Saturday, August 8th.

- Marketing: Wireless System Expansion ¹¹
 - The system went live on June 17th. Most market usage occurred as a result of our Loyalty program rollout which began on August 15, 2015. There were a few large broadband users that downloaded Netflix or You Tube which in most cases occurred during the week when the market was closed. This data is broken down in Attachment VIII.

In addition to the Market location downtown, the Toledo Farmers' Market also operated five off-site locations throughout the community during the week during the months of June through October. Although much smaller in scope and focus, they target a slightly different customer base primarily suburban and professional. They are:

¹¹ See Attachment VIII

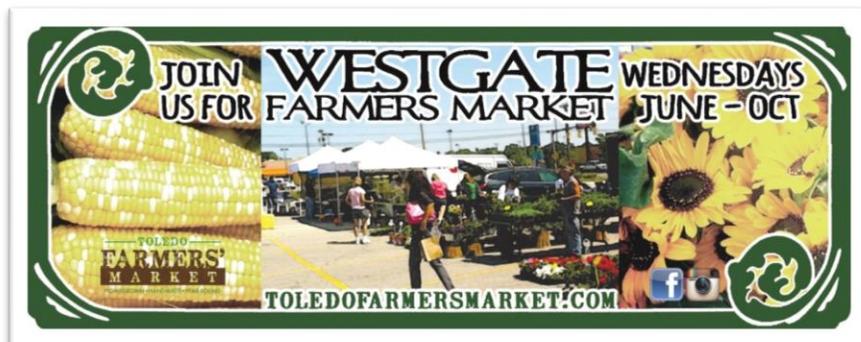
	LOCATION	DAYS OF OPERATION	TIMES OF OPERATION	YEARS OF OPERATION
1.	Bay Park Hospital	2 nd . & 4 th . Tue of the month	3 pm – 5 pm	Year 1
2.	St. Luke’s Hospital	1 st . & 3 rd . Tue of the month	3 pm – 5 pm	Year 1
3.	Job/Family Services	1 st . Wed of the month	11 am – 1 pm	Year 3
4.	Owens Corning	1 st .& 3 rd . Tue of the month	4 pm - 6 pm	Year 3
5.	Westgate Market	Every Wed of the month	3 pm – 7 pm	Year 7

The largest of these locations is the Westgate Market has been in operation for 7 years. As a part of this study, we decided to only focus on weekly vendor counts. For the first time, we purchased Val Pak direct marketing coupons specific to this area. The coverage consisted of 3 districts of 10,000 households each for a total of 30,000 households for each of two mailings in July & August. This location also accepted EBT transfers.

- Vendor Counts: Westgate Location (Wednesday 3:00 pm – 7:00 pm)
 - To no one’s surprise, customer counts steadily increased as the weather (temperature) improved from earlier in the year. Because this location is unsheltered, all vendors are required to bring their own tent. Only one Wednesday was canceled due to rain. According to our exit survey, vendors generally felt customer counts and sales were greater this year than last at this location. Vendor participation remained about the same.

WK #	DATE	TOTAL VENDORS	WEATHER CONDITIONS
1	05/20/15	8	70° Sunny
2	05/27/15	Cancelled	Storms
3	06/03/15	11	68° Sunny
4	06/10/15	12	86° Sunny
5	06/17/15	13	84° Sunny
6	06/24/15	16	83° Sunny
7	07/01/15	17	73° Partly Cloudy
8	07/08/15	18	69° Cloudy
9	07/15/15	21	78° Sunny
10	07/22/15	22	72° Cloudy
11	07/29/15	21	66° Cloudy
12	08/05/15	17	77° Partly Cloudy
13	08/12/15	22	81° Sunny
14	08/19/15	14	81° Partly Cloudy
15	08/26/15	24	69° Cloudy
16	09/02/15	22	85° Sunny
17	09/09/15	20	76° Partly Cloudy
18	09/16/15	18	81° Sunny
19	09/23/15	18	70° Sunny
20	09/30/15	17	56° Partly Cloudy
21	10/07/15	19	75° Cloudy
22	10/14/15	17	60° Cloudy
23	10/21/15	17	75° Sunny
24	10/28/15	9	62° Lt. Rain
TOTALS		393	
AVERAGE		17.1	

- Marketing: Advertising - Val Pak
 - The July coupon offering was hampered by poor produce availability during the month. It was the first time the Farmer's Market used Val Pak as a direct marketing tool so we understood an initial awareness or ramp up period might be an issue. For this reason we committed to two months in a row (July & August).
 - Unfortunately, the overall results were disappointing with only about 25 coupons collected. As a consequence, two recommendations were made; first, move the coupon savings information from the back of the coupon to the front. Second, accept the coupons at both locations (Westgate & Downtown). Regardless, it is not likely a Val Pak program will be purchased next year. See example of Val Pak Coupons below:



2. Extend Farmer's Market Seasonal Offerings in Hydroponic Selections

See question 2.2 above for details.

3. Increase sales (\$) of locally grown products.

Our marketing message focused on the importance of including more fresh fruits and vegetables in our diets and how that can also be beneficial to our local farmers, adding an extra economic boost to the community. This resonated well with our small and medium size producers.

The government programs (EBT) officially began in July this year which included SNAP, DOUBLE SNAP and Senior coupons.

SNAP and DOUBLE SNAP ("DOUBLE-UP BUCKS) were accepted at the customer service counter and exchanged for tokens. Management provided this service and support data. The program was extended one month to the end of November. We analyzed results from July through October. The Farmers' Market Program budget was \$40k and funded as follows:

- \$15k SE MI Fair Food Network (3 yr. commitment, Fairfood Network)
- \$15k ProMedica Health Systems
- \$10k Lucas County

Both programs showed slight purchase increases during the four months (July-October) we recorded data. SNAP redemptions increased 4.2% while Double SNAP increased 3.1%.¹²

Anita Sanders, Program Director at the Toledo Area Ministries whose company also process applications for SNAP, HEAP, Voter Registration and Feed Your Neighbor Pantries, was able to visit and display information promoting these programs at the Toledo Farmers' Market in October. We appreciate her assistance and the increased awareness she generated for our customers.

The Senior program also required farmers to turn in coupons for authorized reimbursements. Both the number of coupons redeemed and dollar value spent increased slightly at about 3%. The number of farmers participating was nearly identical to the prior year. The Toledo Farmers' Market downtown location is the primary source of this data; however, there is some overlap from both the smaller Westgate and Perrysburg Markets.

INDICES	2014	2015
Total Number Coupons Redeemed	18,867	19,476
Total Value Coupons Redeemed	\$94,335	\$97,380
Number Vendors	19	18

- The Oregon Senior Center visited the Farmers’ Market on October 3, 2015. They were provided a free tote bag (to hold their shopping items) and \$5 in tokens to spend throughout the market.
- Joe Perlaky presented to all the Executive Directors from Norwest Ohio’s AOA on October 8, 2015. He invited them and their members to visit the market. They would also be presented with a free tote bag and \$5 in tokens to spend.

Regarding overall vendor cash sales, we understood that obtaining actual and verifiable receipts was dubious at best going into the grant since vendors are not required to report gross business revenues to management. Our exit survey resulted in similar results: An equal number of vendors felt their sales were higher, lower and about the same. We can only conclude status quo from the prior year since there was no compelling evidence to the responses. However, a very wet June delayed harvesting for nearly 3 weeks and all farmers commented on how that reflected negatively in sales. It’s safe to say results would have been more positive without this weather challenge.

There were no personnel, administrative or stakeholder involvement changes during the grant period.

4) Problems and Delays: Note unexpected delays or problems for each activity. Report whether delays affected timelines, expected measurable results, and/or the budget. Explain what the organization did to resolve or address these issues.

There was a slight delay of about 6 weeks before starting the Loyalty program. We wanted to begin in July but the unusual raining weather a month earlier in June delayed produce harvest.

A comment on the weather: The months of April through May were probably the best 2-month period of time in recent memory for our floriculture growers. Perfect temperatures, moderate rain during the week, minimal rain on the weekends and holidays. Many felt their revenue exceeded 25%!

However, as we transitioned from flowers to food in June, weather conditions changed

significantly. Although the weekends were generally good weather-wise, the frequency and amount of weekly rain in June seriously delayed the harvest of farmer's first crop rotation and pushed back the second planting several weeks. Flooded fields ruined a high percentage of crops scheduled to be sold in July.

Product availability finally ramped up to normal in August. Although quality and pricing was similar to last year's, quantity was less in some produce categories.

The overall marketing plan remained on schedule and November 30, 2015 we discontinued data collection to analyze results from SNAP, DOUBLE SNAP and senior coupons obtained throughout the year.

5) Financial Summary: Total amount spent during reporting period. Report any program income generated, if any, and how it was utilized. Note the reasons for budget revisions, if made, and when FMPP approval was granted.

There was no program income generated during the grant period.

There were minor line item budget modifications. The cumulative amount of modifications did not exceed 20% of the grant therefore not requiring FMPP approval.

Original Grant Award Total:	\$62,747.00
Line Item Modifications:	<u>\$12,400.00</u>
Cumulative Percentage of Modifications:	19.76%

These adjustments were in the travel, marketing and contractual budget line items.

Conclusions:

To no one's surprise, weather remained the most influential factor governing our farmers. A very wet June delayed the availability of produce for about a 3 week period. That reflected loss of revenue for all farmers.

We found that expanding the market's wireless capabilities provided a great foundation for several existing and new programs. This was an important investment.

Our most successful promotion was the use of Facebook. Most farmers do use this advertising tool to some extent. We timed our investment more aggressively during the busier months to promote special events and available produce. We posted several days before the Saturday market to increase the likelihood of "shares."

Over the course of the season, we determined that selecting women ages 25-65 that live within 25 miles of Toledo produced the most positive results both on Facebook and market attendance. Individuals in that category were more likely to "share" our posts, comment on the posts, and invite friends to attend the market.

Traditional advertising such as internal flyer, banners featuring seasonal produce, educational pieces and informational topics used as bag stuffers with a consistent branding appearance were still effective promotional tools throughout the year.

We were successful in obtaining actual customer counts. They were taken every 30 minutes from 8:00 am until closing time at 2:00 pm during the entire grant period starting April 4, 2015 until November 28, 2015. We feel the customer counts are accurate within 10%.

Of no particular surprise was our inability to quantify individual sales. Much of our data was subjective. We don't anticipate this from changing as long as this remains a cash business. Similarly, we could not identify any job creation or retention.

We were disappointed in losing our primary hydroponic grower who provided us with year-round lettuce products. They closed operations in June. We are looking to replace this asset asap.

We tried direct marketing for the first time at our Westgate location. It was unsuccessful with very little return. This will not be repeated next year.

Farmers are very conservative, independent business people. Promoting change and the use of technology is a slow, gradual process. The best strategy by far is to encourage a few "industry leaders" to try new things. If successful, these "early adaptors" will do more to move the entire group to trying something new than any amount of advertising. Farmer to farmer relationships are extremely important.

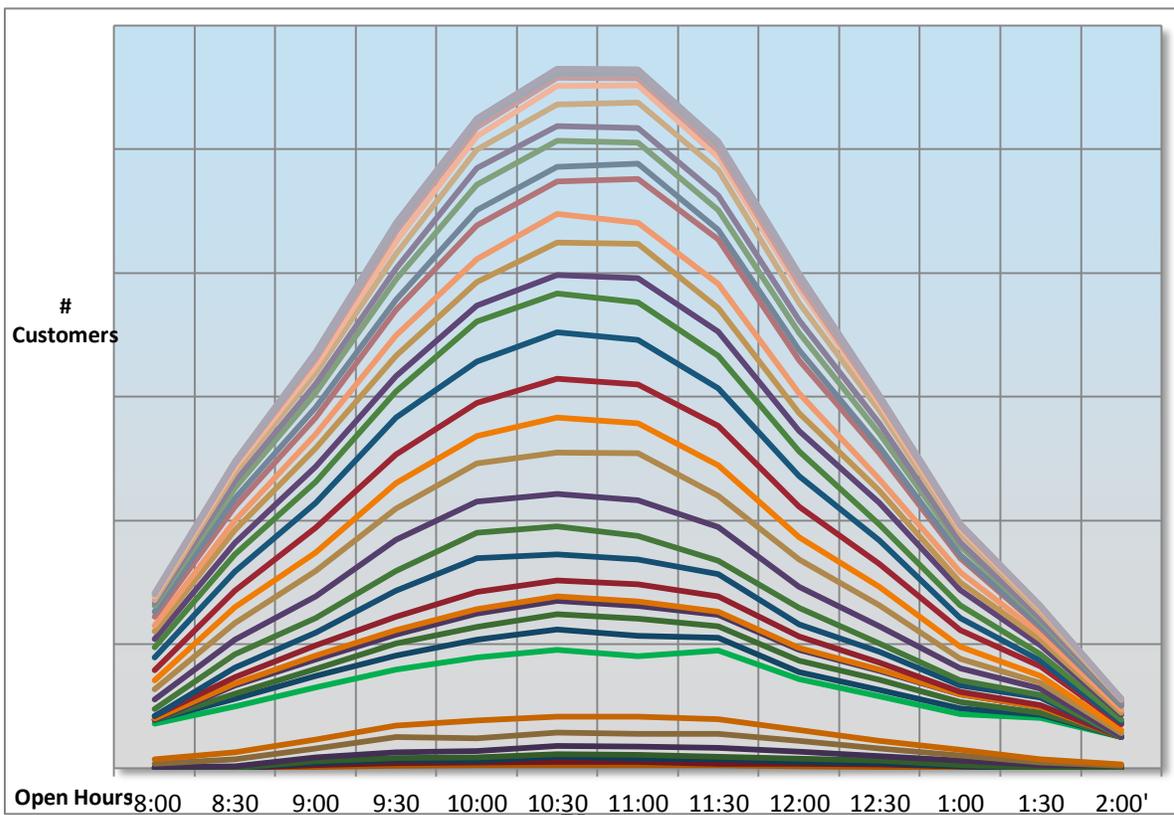
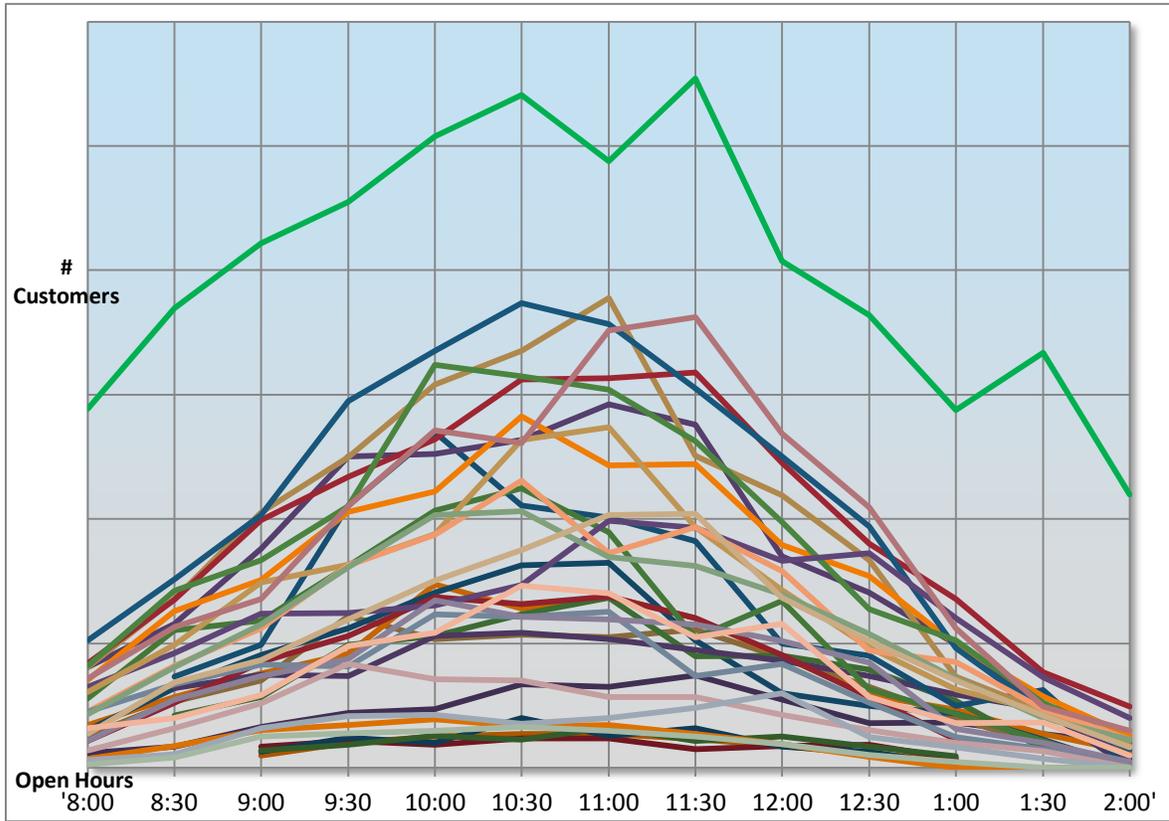
This was the first year in aggressively promoting the market using Facebook. We found this to be or best bang for our buck and will continue indefinitely.

We also started a new Loyalty Program called "FarmFan". It too was very popular. FarmFan seeks to close the gap between farm and customer. FarmFan sends out weekly texts to customers reminding them of come to the market including listing some of the featured specials. The Loyalty program included prizes such as car decals, magnets, buttons, tote bags and T-shirts. This program will continue indefinitely.

Comments from our customer and vendor surveys will be evaluated. Continued marketing especially promoting weekly events, emphasizing families and children and the fact the market is open year-round. We scheduled a couple new events in December to promote the holiday season.

The timing of this grant was excellent. Many of the food discussions associated with the market this past year has created a strong base for the new food hub planned for Toledo. We anticipate several farmers to be involved.

Farmers' Market Customer Counts - 2015



ATTACHMENT II

“End of the Season” Opinion Survey

Vendor End of the Season Opinion Survey - 2015

Please answer those questions that apply

Questions	Downtown Market	Westgate Market	Not Sure, N/A, Comments?
Customer Counts			
In your opinion, do you feel there was <u>more</u> , about the <u>same</u> or <u>less</u> foot traffic throughout 2015 compared to last year?			
Income			
Would you say (without giving \$'s) were your Sales more, the <u>same</u> , or <u>less</u> throughout 2015 compared to last year? What approximate percentage %?			
Recommendations			
<p>What suggestions do you have (if any) to improve either the Downtown or Westgate Market for next year?</p> <p>If your suggestion will cost more \$\$ are you willing to raise rental rates to support it?</p>			



ATTACHMENT III

“End of the Season” Opinion Survey Results

1. In your opinion, do you feel there was less, about the same or more foot traffic throughout 2015 compared to last year?

	<u>Farmers’ Market</u>	<u>Westgate Market</u>
• Less foot traffic:	3	0
• About the same foot traffic:	4	1
• More foot traffic:	8	4

Summary: Vendors at the Farmers’ Market felt foot traffic was at least as busy as the previous year if not more. The Westgate market vendors were even more conclusive in being busier this year than years past.

2. Would you say (without giving \$’s) were your Sales more, the same, or less throughout 2015 compared to last year? What approximate percentage %?

	<u>Farmers’ Market</u>	<u>Westgate Market</u>
• Less Sales:	6	1
• About the same sales:	3	1
• More sales:	6	3

Summary: Vendors at the Farmers’ Market were split in their income reporting. Those that reported less revenue this year generally blamed it on the poor produce availability in June (excessive rain). The Westgate market vendors were more optimistic in sales this year.

3. What suggestions do you have (if any) to improve either the Downtown or Westgate Market for next year? If your suggestion will cost more \$\$ are you willing to raise rental rates to support it?

Vendor Comments, Both Locations:

- Like to see more cash transactions, less government programs.
- Too many other markets to compete with.
- More advertising in the fall. People think the seasons are over after Labor Day.
- More advertising.
- I would be willing to pay a little more rental rate IF my sales also increased.
- Require vendors to stay the entire open hours from 8 am-2 pm. Running out of product is not an excuse to leave. Customers notice when only ½ the tables are occupied and won’t

- come back.
- Candles, Salsa, BBQ sauce are not perishables.
 - Keep doing the same at both markets.
 - Target more advertising people that cook and less on crafts.
 - Raise vendor rates ONLY if you can guarantee more foot traffic.
 - Management needs to be more open minded.
 - Advertise more.
 - I really like the way it is now.
 - We need returnable customer store carts. They would purchase more. Customers that make large purchases need help to their cars.
 - More entertainment to bring people in
 - Increase advertising with TV, Radio and small local papers.
 - Extend market hours on Saturday.
 - Offer a themed shuttle service to utilize parking better. (Tractor drawn hayride?)

ATTACHMENT IV

Marketing/Branding Examples

Loyalty Program Items

The USDA awarded the Toledo Farmer's Market a grant in 2015 to create awareness of local food production and healthy living. Investments in the following have been made:

- Obtain Weekly Customer Counts
- Expansion of Market Wireless System
- Advertise Toledo Farmer's Market & Westgate Locations
- Implement New Loyalty Program
- Promote SNAP, DOUBLE SNAP, WIC & Senior Coupon Usage
- Increase Community Outreach & Collaboration
- Develop Educational Material
- Purchase New Office Equipment
- Conduct Surveys

These efforts are intended to increase foot traffic, vendor sales/participation and EBT program usage throughout 2015.



Advertising Examples:

TOLEDO FARMERS' MARKET

ARRIVING AT THE MARKET

- * GOOD THINGS TO BRING ALONG:
 - SMALL BILLS / CHANGE
 - REUSABLE SHOPPING BAGS
 - INSULATED BAG / COOLER
 - JACKET OR SWEATSHIRT

OUR MARKET COMMUNITY

- * PLEASE BE COURTEOUS TO VENDORS AND OTHER CUSTOMERS.
- * PLEASE DON'T SMOKE NEAR THE MARKET STALLS.
- * NO SOLICITING, PETITIONS, OR PASSING OUT FLYERS AT MARKET.

SHOPPING AT THE MARKET

- * PLEASE LEAVE PETS AT HOME.
- * ARRIVE EARLY FOR THE BEST SELECTION OF PRODUCTS.
- * PLEASE DON'T PARK IN VENDOR SPACES BEHIND MARKET STALLS.
- * MANY VENDORS ARE NOT IN THE SAME STALL EACH WEEK.
- * MEET YOUR VENDORS; ASK HOW YOUR FOOD WAS PRODUCED, AND HOW TO STORE OR COOK IT.
- * PAY EACH VENDOR DIRECTLY FOR YOUR PURCHASES.
- * PLEASE HANDLE PRODUCTS GENTLY WHILE SHOPPING.
- * IF YOU LIKE, YOU CAN USE CREDIT, DEBIT OR EBT TO BUY TOKENS AT CUSTOMER SERVICE.

HOME GROWN • HANDMADE • YEAR-ROUND
TOLEDOFARMERSMARKET.COM

TOLEDO FARMERS' MARKET
 HOME GROWN • HANDMADE • YEAR-ROUND

Welcome to the Market!

DOWNTOWN ON SATURDAYS
 525 MARKET ST IN THE WAREHOUSE DISTRICT
 SUMMER (MAY-NOV) 8AM-2PM
 WINTER (DEC-APR) 9AM-1PM

WESTGATE WEDNESDAYS
 3301 SECOR RD IN FRONT OF ELDER-BEERMAN
 JUNE - OCT 3PM-7PM

while visiting us,
Please...
NO PETS
NO SMOKING
NO SOLICITING

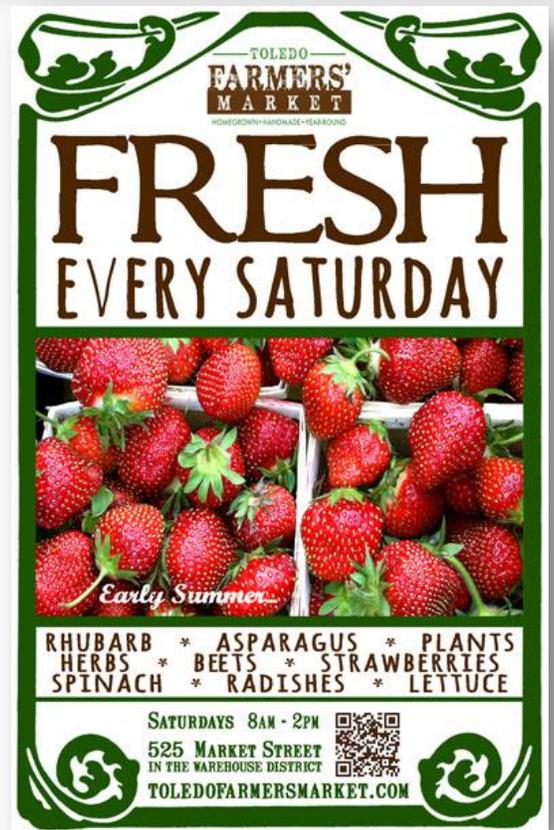
Thanks for Shopping!
TOLEDOFARMERSMARKET.COM

Fresh EVERY SATURDAY
 8 AM - 2 PM

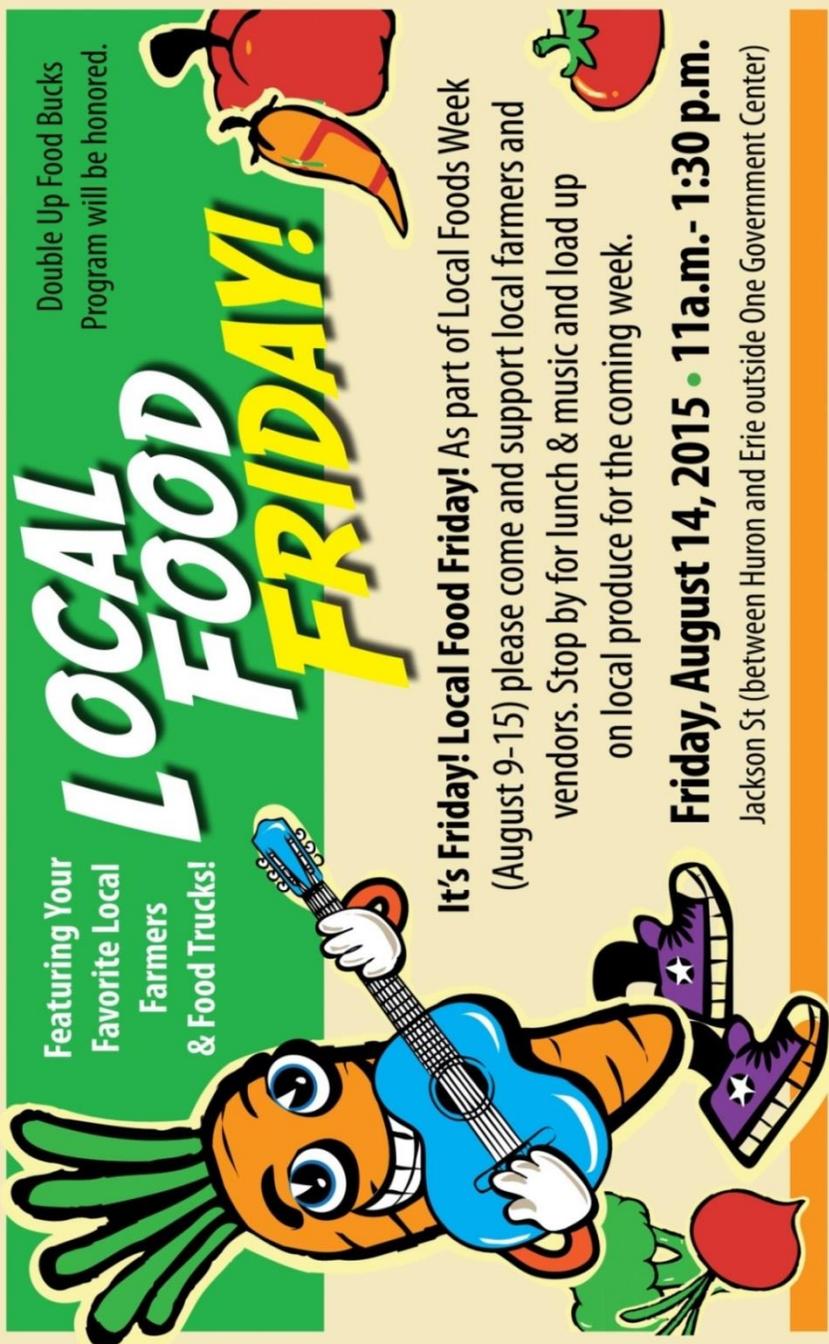
in early summer, look for:
 BEETS * ASPARAGUS * HERBS
 PLANTS * RHUBARB * LETTUCE
 SPINACH * STRAWBERRIES
 RADISHES ...and more!

TOLEDO FARMERS' MARKET
 HOME GROWN • HANDMADE • YEAR-ROUND
TOLEDOFARMERSMARKET.COM

TOLEDO FARMERS' MARKET
 HOME GROWN • HANDMADE • YEAR-ROUND



ATTACHMENT V
Ohio Food Week



Featuring Your Favorite Local Farmers & Food Trucks!

Double Up Food Bucks Program will be honored.

LOCAL FOOD FRIDAY!

It's Friday! Local Food Friday! As part of Local Foods Week (August 9-15) please come and support local farmers and vendors. Stop by for lunch & music and load up on local produce for the coming week.

Friday, August 14, 2015 • 11a.m.- 1:30 p.m.
Jackson St (between Huron and Erie outside One Government Center)



Ohio Local Foods Week Northwest Ohio Events



The Northwest Ohio Food Council is promoting Local Foods Week from August 9th – 15th, 2015 as part of a statewide Ohio Local Foods Week initiative coordinated by Ohio State University Extension (www.localfoods.osu.edu)

The Northwest Ohio Food Council is a collaborative network of organizations and individuals working together to build a healthy Northwest Ohio food system. Please visit our website at <http://northwestohiofoodcouncil.com> or Food in the 419 Facebook page. Post your local foods stories and photos, #itmatterswhereyougrowit and #olfw15.

Friday, August 7, 2015

Waterville Kroger Highlights Local Product Offerings at Free Sampling Event 4-7pm

Approximately 40 local vendors will offer product samples, including Sustainable Local Foods, Willy's Salsa and Oasis Cuisine Hummus. All products at the event are available in area Kroger stores. First 50 Customers Receive Free Reusable Bag of Locally Grown Produce.

Saturday, August 8, 2015

Sneak a Zucchini on Your Neighbor's Porch Day, Join Ohio State University Extension, Lucas County in celebrating a vegetable gardener's favorite holiday. Anyone that grows zucchini knows that we usually have plenty to share or donate. Extension will be at the downtown Toledo Farmers' Market on August 8th from 9am-1pm.

Center for Innovative Food and Technology will be showcasing many "Value Added Local Food Items" at the downtown Toledo Farmers' Market on Saturday, August 8th, 2015.

Congressional Representative Marcy Kaptur's Office will be at the Toledo Farmers' Market with CIFT and OSU Extension.

Toledo Farmers' Market, (All year), Saturdays, 8am to 2pm, downtown Toledo (525 Market Street) <http://www.toledofarmersmarket.com>

Continued on next page

ATTACHMENT VI

Facebook Promo's

DATE	COST	BOOST IMPRESSIONS	IMPRESSIONS PER DOLLAR INVESTED	EVENTS
5/23/2015	\$60.00	16,416	274	Flower Days
5/24/2015	\$60.50	18,624	308	Flower Days
5/25/2015	\$126.00	39,616	314	Flower Days
5/30/2015	\$16.00	6,368	398	Face Painting
5/31/2015	\$30.00	8,776	293	
6/6/2015	\$20.00	9,900	495	
6/11/2015	\$20.00	9,260	463	
6/14/2015	\$15.50	5,050	326	
6/18/2015	\$10.60	7,800	736	
6/21/2015	\$25.70	8,800	342	Band
6/25/2015	\$8.08	4,341	537	
6/28/2015	\$8.70	5,616	646	
7/2/2015	\$20.00	7,970	399	
7/5/2015	\$35.00	16,960	485	
7/9/2015	\$17.16	8,767	511	
7/12/2015	\$32.50	10,841	334	
7/16/2015	\$17.50	5,232	299	
7/19/2015	\$69.00	1,722	25	Boost beyond normal algorithms
7/22/2015	\$19.50	4,800	246	
7/23/2015	\$62.00	11,455	185	
7/25/2015	\$107.79	24,227	225	Face Painting/Cooking Demo
7/26/2015	\$39.00	11,769	302	
8/1/2015	\$110.00	21,068	192	Blade Article, Cooking Demo
8/5/2015	\$30.21	8,000	265	
8/7/2015	\$150.00	25,800	172	Canning with Deb
8/14/2015	\$150.00	36,900	246	Face Painting
8/19/2015	\$60.00	12,900	215	
8/21/2015	\$160.97	25,000	155	Salsa Contest
8/22/2015	\$29.44	7,000	238	
8/28/2015	\$200.00	23,700	119	Face Painting
8/29/2015	\$4.79	3,200	668	
9/3/2015	\$200.00	23,000	115	Wireless Down/Inoperative
9/11/2015	\$200.00	23,700	119	
9/16/2015	\$3.07	3,070	1,000	

9/16/2015	\$26.07	5,500	211	
9/18/2015	\$200.00	24,300	122	
9/24/2015	\$547.92	53,200	97	Kids Day
10/1/2015	\$500.00	62,300	125	Chili Off
10/7/2015	\$184.38	29,000	157	
10/9/2015	\$131.42	20,800	158	
10/16/2015	\$26.42	7,800	295	
10/22/2015	\$335.35	57,200	171	Kids Halloween
10/30/2015	\$70.05	15,800	226	
11/2/2015	\$200.00	43,400	217	Kids Day
\$4,340.62		776,948	179	

ATTACHMENT VII

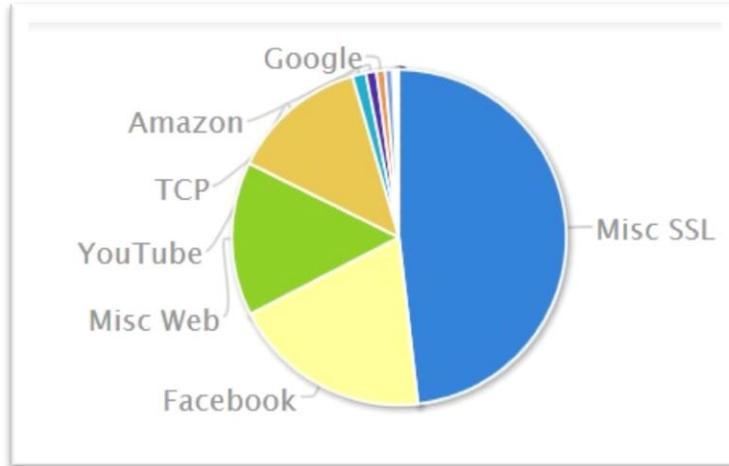
SNAP, DOUBLE BUCKS (SNAP) & Token Data

Redemption Worksheet – Thru 8-29-15

<i>2015 Farmer's Market - Redemption Report</i>																		
WK #	DATE	TOTAL VENDORS	SNAP 2014	SNAP 2015	SNAP +/-	DOUBLE BUCK 2014	DOUBLE BUCK 2015	DOUBLE BUCK +/-	SENIOR COUPONS 2014	SENIOR COUPONS 2015	SENIOR COUPONS +/-	CC SALES 2014	CC SALES 2015	CC SALES +/-	ACTUAL COUNT	FACTORED ATTENDANCE	WEATHER CONDITIONS	EVENTS
1	04/04/15	25													338	167x	AM 30° Sunny / PM 50° Sunny	
2	04/11/15	26													325		AM 43° Sunny / PM 55° Sunny	
3	04/18/15	24													374		AM 62° Sunny / PM 66° Sunny	Band
4	04/25/15	30													373		AM 45° Cloudy / PM 45° Cloudy	
5	05/02/15	35													0		AM 45° Sunny / PM 70° Sunny	
6	05/09/15	43													1067		AM 65° Cloudy / PM 62° Sunny	
7	05/16/15	36													1820		AM 67° Drizzle / PM 72° Cloudy	TMACOG Bike Tune-up Day
8	05/23/15	98													2056		AM 48° Drizzle / PM 77° Cloudy	Flower Day Weekend
9	05/24/15	85													11164		AM 56° Sunny / PM 81° Cloudy	Flower Day Weekend
10	05/30/15	50													8028		AM 73° Sunny / PM 82° Cloudy	Flower Day Weekend
11	06/06/15	52													2089		AM 60° Cloudy / PM 68° Cloudy	Face Painting
12	06/13/15	54													1784		AM 80° Cloudy / PM 75° Cloudy	
13	06/20/15	54													1784		AM 84° Cloudy / PM 75° Cloudy	
14	06/27/15	36													1979		AM 64° Cloudy / PM 72° Cloudy	Band
15	07/04/15	41													506		AM 62° Storms / PM 69° Storms	
16	07/11/15	57													1955		AM 58° Sunny / PM 77° Sunny	
17	07/18/15	63													3265		AM 62° Sunny / PM 79° Sunny	
18	07/25/15	65													3101		AM 72° Sunny / PM 89° Sunny	
19	08/01/15	64													2871		AM 74° Sunny / PM 66° Sunny	Face Painting/Food Vacuum Pak
20	08/08/15	67													4354		AM 67° Sunny / PM 82° Sunny	
21	08/15/15	67													4944		AM 65° Cloudy / PM 78° Cloudy	Blade-Peaches/Canning with Deb
22	08/22/15	59													4121		AM 64° Sunny / PM 78° Sunny	Canning with Deb
23	08/29/15	62													5096		AM 57° Sunny / PM 77° Sunny	Face Painting
24	09/05/15	58													5450		AM 84° Cloudy / PM 79° Cloudy	Salsa Contest
25	09/12/15	58													4615		AM 67° Sunny / PM 82° Sunny	Face Painting
26	09/19/15	62													0		AM 68° Rain / PM 81° Cloudy	Wireless Damaged / Inoperative
27	09/26/15	62													5503		AM 52° Clear / PM 65° Cloudy	
28	10/03/15	53													5868		AM 66° Light Rain / PM 69° Cloudy	
29	10/10/15	65													8175		AM 60° Cloudy / PM 79° Sunny	Kids Day!
30	10/17/15	57													0		AM 49° Cold-Rain/PM 50° Rain	Chilli Off!
31	10/24/15	55													1803		AM 43° Sunny / PM 62° Sunny	
32	11/07/15	44													3049		AM 37° Cloudy / PM 45° Cloudy	
33	11/14/15	35													1944		AM 53° Cloudy / PM 70° Cloudy	Kids Halloween
34	11/21/15	27													2807		AM 41° Cloudy / PM 49° Cloudy	
35	11/28/15	CLOSED													1969		AM 42° Sunny / PM 54° Sunny	
36	11/29/15	CLOSED													1088		AM 34° Sunny / PM 49° Sunny	
37	11/30/15	CLOSED													732		AM 34° Cloudy / PM 36° Cloudy	
38	12/01/15	CLOSED													433			
39	12/02/15	CLOSED													0			
TOTALS			\$21,629	\$22,310	\$781	\$20,958	\$21,311	\$353	\$18,867	\$19,476	\$609	\$87,386	\$89,338	\$1,952	\$88,810	\$165,013		
AVERAGE		54	\$1,266.41	\$1,312.35	\$46.94	\$1,232.82	\$1,263.69	\$20.76	\$97.386	\$99.338	\$8.95	\$4,481	\$4,481	\$0	\$4,481	\$7,501		
5-23 & 5-24 is Flower Day Weekend																		

ATTACHMENT VIII Wireless Data

June 2015



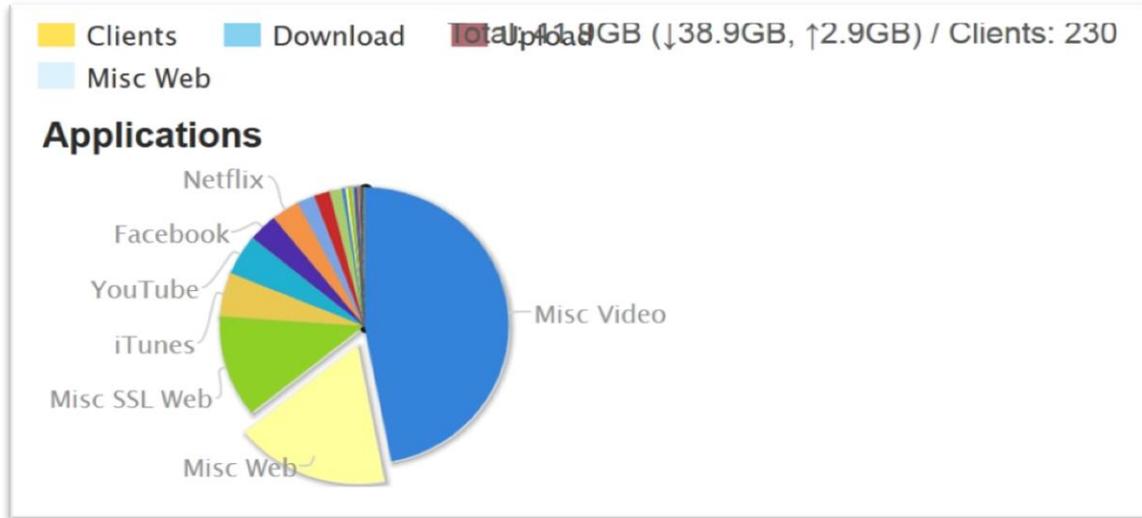
July 2015

description	group	total usage
Google+	Social	9GB
Misc SSL Web	SSL	8.9GB
Netflix	Streaming Video	6.1GB
Misc Web	HTTP	5.4GB
UDP	—	3.4GB
Misc Video	HTTP Video	3.3GB
iTunes	Streaming Audio/Video	1.9GB
Facebook	Social	1.1GB
YouTube	Streaming Video	1GB
TCP	—	753.2MB

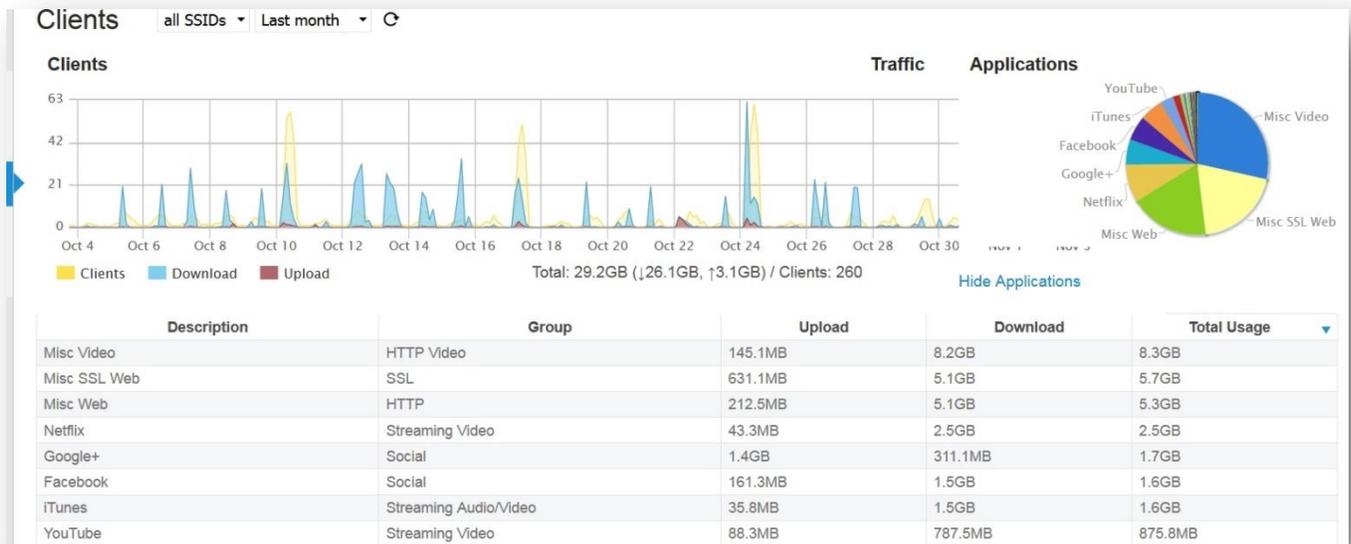
August 2015

Description	Group	Total Usage
Misc Video	HTTP Video	23.3GB
Misc Web	HTTP	9.9GB
Misc SSL Web	SSL	5.6GB
iTunes	Streaming Audio/Video	2.6GB
YouTube	Streaming Video	2.1GB
Facebook	Social	2GB
Netflix	Streaming Video	1.6GB
Google+	Social	1.2GB
TCP	—	906.5MB
BitTorrent	File Sharing	579.3MB

September 2015



October 2015



ATTACHMENT IX Expected Outcomes

	Goals & Objectives Conduct Direct Marketing, Training and Promotions	Comments or Data Source	Dates	Vendor or Contact Person	\$30,000 Budget
1	Notify partners of grant funding, celebrate and implement plan of action, define roles	Met at Farmer's Market with Roberta Acosta, Kerrie Carte & Joe Perlaky	12/10/2014	Grant Administrators	
2	Determine technology & software needs for projected inventory sales and distribution	Hard Drive	2/28/2015	Amazon	\$ 135.17
3	Promote local farmer produced food products	Extend wireless signal thought-out the Farmers' Market. (+ repair)	5/22/2015	Walter Guy	\$ 1,350.00
4	Promote local farmer produced food products	Loyalty Program: FarmFan Operational Costs	8/15/2015 - 11/30/15	FarmFan	\$ 3,290.00
5	Promote local farmer produced food products	Loyalty Program: iPad & locking stand - Increase user and Sales Volume	2/28/2015	Verizon	\$ 677.97
6	Promote local farmer produced food products	Loyalty Program: T Shirts	8/22/2015	Reddish Brothers	\$ 1,957.50
7	Promote local farmer produced food products	Loyalty Program: Tote Bags	8/1/2015	Vistaprint	\$ 1,890.00
8	Promote local farmer produced food products	Loyalty Program: Buttons	8/30/2015	Buttons Biz	\$ 99.95
9	Promote local farmer produced food products	Loyalty Program: Car Bumper Stickers/Decals	8/8/2015	Stickersbanners.com	\$ 460.00
10	Promote local farmer produced food products	Loyalty Program: Magnets	8/15/2015	Overnight Prints	\$ 219.00
11	Promote local farmer produced food products	Loyalty Program: Purchase 4 "A" Frame Boards and 17 Banners	8/1/2015	buildasign.com	\$ 920.91
12	Promote local farmer produced food products	Direct Marketing - 30,000 Households (Westgate)	July / Aug	Val-Pak (Zone BB,DD,PP)	\$ 1,920.00
13	Promote local farmer produced food products	Token Purchases (promotions)	07-31-15 10-06-15	Osborne Coinage	\$ 1,933.93
14	Promote local farmer produced food products	Branding: Caps for Vendors	10/17/2015	4imprint.com	\$ 667.44
15	Promote local farmer produced food products	Branding: Knit Hats for Vendors	10/17/2015	4imprint.com	\$ 463.20
16	Promote local farmer produced food products	Imprinted Table Cloths	10/17/2015	Imprintedtablecovers.com	\$ 890.00
17	Promote local farmer produced food products	Table Cloths	10/17/2015	Table Cloth Factory	\$ 393.00
18	Promote local farmer produced food products	Promotional Supplies	5/1/2015	Office max	\$ 248.52
19	Promote local farmer produced food products	Computer	5/22/2015	HP	\$ 579.98
20	Promote local farmer produced food products	Facebook Promos	Apr-Nov, 2015	Facebook	\$ 3,035.51

21	Promote local farmer produced food products	Farmers' Market Internal Directional Signs	8/29/2015	builtdesign.com	\$ 1,308.45
22	Promote local farmer produced food products	Radio - 15 sec. spots	Jul-Nov, 2015 (no Oct)	93.5 FM	\$ 2,500.00
23	Promote local farmer produced food products	Radio - 15 sec. spots	Friday weather spots August 28-Oct 2, 2015	1370 AM	\$ 1,524.00
24	Promote local farmer produced food products	Video Recording - Online, PSA	11/22/2015	Liz Bergman	\$ 1,500.00
25	Educational material	Design educational materials such as brochures, flyers, banners, newsletters, etc.	2/28/2015	Amelia Contreras	\$ 480.00
26	Educational material	Design All Marketing Items	2/28/2015	Amelia Contreras	\$ 1,530.00
27	Educational material	Grant Promotional Sign	8/29/2015	Waldo's	\$ 25.47
28	Educational material	<u>Print</u> educational materials such as brochures, flyers, newsletters, etc.	On-going	Market Funded	\$ -
29	Increase accessibility of healthy, affordable fresh food (Hydroponic)	Grower in Cleveland, OH.	On-going	Liz Bergman	\$ -
30	SNAP - Generate more program enhancements	Toledo Area Ministries participated several times as a vendor educating those attending	Oct-Nov, 2015	Anita Sanders	\$ -
31	SNAP - Extend beyond typical growing seasons	Extended one month through 11-30-15	11/30/2015	Farmers' Market	\$ -
32	Enhance Farmer's Market website in becoming more customers centric	Loyalty Program Promotion Updated photos, activities, announcements	Apr-Nov, 2015	Liz Bergman	\$ -
33	Enhance Flower Market website in becoming more customers centric	Promotional videos, 30/60 sec. Flower Days spots and educational links etc.	July, 2015	Joe Perlaky	\$ -
34	Increase activity beneficial for Food Bank tenants at the Market	<i>Food For Thought</i> , assisted in consolidating locations met with Board Member Paula Ross	Apr-Nov, 2015	Joe Perlaky	\$ -
35	Program staff will meet to examine successes and challenges of the program.	Review Marketing Strategies	10-21-14: Intro Meeting 11-26-14: Meeting #1 12-16-14: Meeting #2 1-7-15: Meeting #3 2-4-15: Meeting #4 Weekly, Beginning 4-4-15	Marketing Committee & Staff Members	\$ -
36	Build new partnership relationships	Toledo Farmers' Market - Ohio Local Foods Week (A dozen events throughout the city)	Aug 9-15, 2015	NW Ohio Food Council, OSU Ext.	\$ -
37	Build new partnership relationships	Ronald McDonald House - Healthy meals (25) prepared for parents/children at house	8/11/2015	NW Ohio Food Council, OSU Ext.	\$ -
38	Build new partnership relationships	Ronald McDonald House - Celebrate new playground equipment (Feed 250 attendees, local farmer produce donations)	8/22/2015	NW Ohio Food Council, OSU Ext.	\$ -
39	Issue press releases and promote news articles related to Farmers Market	Flower Days Web Video Ohio Press Local Foods Week Releases (Grant Completion)	May 23-25, 2015 Aug 9-15, 2015 Dec 7, 2015	Joe Perlaky Joe Perlaky Joe Perlaky	\$ -

40	Expand and promote the market's branding as an agritourism destination	Met with Downtown Toledo Improvement Off, Arts Commission, City of Toledo on signage	10/7/2015	Joe Perlaky	\$ -
					\$ 30,000.00

Goals & Objectives Farmer's Market Seasonal Offerings Inc. Hydroponic Selections		Extend	Comments or Data Source	Date Completed
1	Add more hydroponic growers		Sustainable Local Foods Maumee Valley Growers Association Blue Forrest Environmental	March - May Several Times 09-21-15
2	Enable accessibility of healthy, affordable fresh food beyond typical growing season		Whitehouse Specialty Crops Schmidlin Greenhouse Bostdorff Greenhouse	Implement this year Will implement next year Not interested at this time
3	Offer training courses for the seasoned grower to consider hydroponic growing		Sustainable Local Foods was the intended host for this filming. They closed in May.	Not Completed
4	Hydroponic "short segments" designed and made available via Farmer's Market website		Sustainable Local Foods was the intended host for this filming. They closed in May.	Not Completed

Goals & Objectives Toledo Farmers Market: sales (\$) of locally grown products		Increase	Comments or Data Source	2014 / 2015
1	Farmers Market Token Sales - (July - October)		Dan Madigan	2014 - \$87,385 2015 - \$89,338
2	SNAP \$ - (July - October)		Dan Madigan	2014 - \$20,673 2015 - \$21,577
3	Double Up Food Bucks (DUFb) marketing program - (July - October)		Dan Madigan	2014 - \$20,118 2015 - \$20,759
4	Senior Customer Coupons Redeemed \$		Autumn Richards	2014 - \$94,335 2015 - \$97,380

Goals & Objectives Toledo Farmers Market: participant volume of locally grown products		Increase	Comments or Data Source	2014 / 2015
1	Numbers of customers who visited the Market (April - October using the 1.5 multiplier)		Joe Perlaky	2014 - N/A 2015 - 148,212
2	Markets expanded and/or new markets established within the community		Westgate Market: Wed (3-7pm) Yr.#7 Bay Park Hospital: 2nd.4th. Tue (3-5pm) Yr.#1 St. Luke's Hospital: 1st.3rd. Tue (3-5pm) Yr.#1 Owens Corning: 1st.&3rd. Tue (4-6pm) Yr.#3 Jobs/Family Services: 1st. Wed (11-1pm) Yr.#3	2014 - N/A 2015 - N/A

3	# of Senior Coupons Redeemed	Autumn Richards	2014 - 18,867 2015 - 19,476
4	Vendor capacity - Farmers' Market	Market capacity is generally maximized. 124 spaces are available. Many vendors require multiple spaces reducing that total about 25%	2014 - 124 (single tables) 2015 - 124 (single tables)
5	Average numbers of vendors who participate each week- Farmer's Market	May-October, prime months	2014 - N/A 2015 - 57
6	Vendors capacity added in 2015 - Farmers' Market	Maximized	2014 - 0 2015 - 0
7	MVGA Members as Farmer's Market participants - Farmers' Market	Joe Perlaky	2014 - 8 2015 - 9
8	Vendor capacity - Westgate Market	Market capacity is generally maximized. 30 spaces are available. Many vendors require multiple spaces reducing that total about 25%	2014 - 30 (single spaces) 2015 - 30 (single spaces)
9	Average numbers of vendors who participate each week- Westgate Market	June-October, prime months	2014 - N/A 2015 - 17.5
10	Vendors capacity added in 2015 - Westgate Market	Maximized	2014 - 0 2015 - 0
11	MVGA Members as Farmer's Market participants - Westgate Market	Joe Perlaky	2014 - 2 2015 - 2
12	Provide statistical evidence of website impressions before, during, and at conclusion of grant.	Website and/or Wireless Traffic report for analysis) (See	2014 - N/A 2015 - Initial Baseline

	Goals & Objectives	Misc.	Comments or Data Source	Date Completed	#'s
1	Direct and indirect jobs retained and/or created		<p>1. None at this time, however, many of the farmers associated with the Farmers' Market will participate in the new food hub soon to rollout in Toledo. This should lead to additional jobs in 2016-17.</p> <p>2. Natures Fresh is a new hydroponic greenhouse operation in nearby Delta, Oh. Job creation should ramp up to 50 within the first year in 2016.</p> <p>3. Groundwork was established with another hydroponic operation out of Ontario, CA. More information will be known in 2016-17.</p>	All projects mentioned are on-going.	N/A
2	Conducted <u>surveys</u> (3) to evaluate satisfaction for continuous improvement of services.		Design and implement Vendor & Customer Surveys	<p>May 2015: Market Vendors</p> <p>May 2015: Market Customers</p> <p>Nov 2015: Market Vendors</p>	<p>7 Returns</p> <p>14 Returns</p> <p>15 Returns</p>
3	Conduct in-person <u>presentations</u> within the community and schools. Numbers of attendees will be tabulated		Farmers' Market Board	11/12/14	13 Participants
4	Conduct in-person <u>presentations</u> within the community and schools. Numbers of attendees will be tabulated		Farmers' Market Annual Meeting	01/14/15	78 Participants