2014

$90,277 to SID Public Services Association, Columbus, OH, to increase marketing of the Pearl Market and awareness of its EBT participation.

Final Report

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: *(e.g. September 30, 20XX-September 29, 20XX)*	September 30, 2014 – September 30, 2016
Authorized Representative Name:	Adam Schroeder
Authorized Representative Phone:	614-591-4559
Authorized Representative Email:	aeschroeder@sidservices.com
Recipient Organization Name:	SID Public Services Association
Project Title as Stated on Grant Agreement:	Pearl Market Marketing and EBT Operation
Grant Agreement Number: *(e.g. 14-FMPPX-XX-XXXX)*	14-FMPPX-OH-0139
Year Grant was Awarded:	2014
Project City/State:	Columbus, OH
Total Awarded Budget:	$90,277

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?
☒ Same Authorized Representative listed above (check if applicable).
☐ Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

    i. Goal/Objective 1: To increase the marketing of Pearl Market

        a. Progress Made:

            1. During the 2015 Pearl Market Season, Pearl Market staff worked with research firm Orange Boy to develop questions for Market Research and to identify stakeholders to interview. Over the course of the 2015 season, Orange Boy conducted 100 on-site interviews, 100 non-market day interviews, 492 online surveys were completed and nine stakeholders were interviewed. Preliminary results were shared with Market staff in mid-September and final results and recommendations (attached) were presented in late October. Staff was then able to assess current marketing methods and recommendations to guide marketing efforts during the 2016 season.
            2. During the 2015 – 2016 Pearl Market Seasons, staff produced and distributed 6,000 reusable shopping bags to Market customers. Each day Market vendors were given 5-10 bags to distribute to customers. Each season the bags were depleted prior to the end of the season.
            3. During the 2015 – 2016 Pearl Market Seasons, Pearl Market staff was able to increase Marketing through placing ads on:
                a. ColumbusUnderground.com
                b. Newspaper racks
                c. Facebook
                d. COGO Bike share stations – 2015 only
            4. Between the 2015 and 2016 seasons, Pearl Market Staff implemented one of Orange Boy's recommendations to create some artistic entryway signage at Broad St. and at Gay St. for the Market. Pearl Market staff was able to negotiate lower advertising rates and asked FMPP permission to use the additional funds to commission a local artist to create an entryway sign for our Broad St. entrance. The result was a Kinetic Corn sculpture that stood 13.5 feet tall and weighed 750 pounds and stayed out June through October. We found that the sculpture not only served as a beacon for the Market, but also served as a great "selfie-spot."
            5. Over the grant period, The Columbus Dispatch/Dispatch Media Group, has served as Media Sponsor for Pearl Market. This has resulted in over $140,000 in in-kind Pearl Market ads running during the grant period.

        b. Impact on Community:

            1. The reusable shopping bags have been by far the most impactful and popular marketing that we have done. The bags have become a sought after item, and are noticeable all around downtown as they have essentially become walking billboards for the Market. Customers have started to tell us that they look forward to each year's design.

2. While the 2015 Market Research confirmed that most of the people surveyed found out about the Market by "walking by," this helped us to target the areas that we wanted to advertise to. Specifically, which newspaper racks we were interested in, what range to set the target of the Facebook ads and the importance of an entryway piece that would be out even when the Market wasn't in progress.
3. During the 2015 Season, Pearl Market averaged 3,571 visitors per Market day (893 per hour).
4. During the 2015 Season, Pearl Market averaged 3,652 visitors per Market day (1,217 per hour). With more targeted marketing, we saw an increase in foot traffic per Market day even with reduced hours.

ii. Goal/Objective 2: To increase the awareness of Pearl Market's EBT participation

a. Progress Made:

1. 2015: EBT Outreach Coordinator Intern Allison Paquette promoted Pearl Market's EBT program to local organizations May through July. She primarily used promotional posters as well as hot cards in English, and a Somali/Spanish version as her outreach tools. Ms. Paquette reached out to 291 organizations with about a 36% response rate. Of those that responded, about 76% were willing to meet and/or display materials. Once the internship ended, EBT Outreach was left to the Market Manager.
2. 2016: Pearl Market Manager Adam Schroeder promoted Pearl Market's EBT program and participation in the Veggie SNAPS EBT matching program. He primarily used promotional posters, hot cards in English, and a Somali/Spanish version as well as face to face outreach meetings. Mr. Schroeder reached out to 275 organizations with about a 38% response rate. Of those that responded, about 74% were willing to meet/or display materials.
3. 2016: Pearl Market saw an uptick in marketing/advertising for its participation in the EBT matching Veggie SNAPS program in Central Ohio. This included posters in English, Spanish, and Russian as well as hot cards and radio commercials.

b. Impact on Community:

1. 2015: Operated the EBT machine at all 47 Pearl Market dates. During that time, we processed $5,595 in transactions. Through private local funding, and through FINI funding, we were able to match each EBT transaction 1:1, effectively doubling the customers spending power at the Market.
2. 2016: Operated the EBT machine at all 38 Pearl Market dates. During that time, we processed $3,062 in transactions. Through private local funding, and through FINI funding, we were able to match each EBT transaction 1:1, effectively doubling the customers spending power at the Market.

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:
        a. .5. Pearl Market hired a in-season part-time employee to manage and run the EBT machine each season.

    ii. Number of jobs retained:
        a. 1. Pearl Market employees a full-time Market Manager. The FMPP funds, allow SPSA to channel funds that would have had to be spent on marketing/EBT promotion and use them to employ the Market Manager full-time. Our EBT operator has been a part-time seasonal employee of the Market staff since 2009.

    iii. Number of indirect jobs created:
        a. The graphic designer we use is self-employed and has previously said that Pearl Market account for about 1/16th of her work.
        b. Thirteen of our vendors have verbally reported having to hire 17 part-time employees to work at the Market in their place.

    iv. Number of markets expanded: 1
    v. Number of new markets established: 0
    vi. Number of farmers/producers that have benefited from the project:
        a. Over the course of the grant period 24 farms participated in the Market. During the same time, 81 merchants participated in the Market, many of them selling EBT eligible food products.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how? Yes.
    i. For the past two years we have printed a double sided Spanish/Somali hot card (post card) in addition to our English hot card. Over the past two seasons we've seen a slight uptick in Spanish and Somali speaking customers. One of the biggest challenges has been communication once they get to the Market.
    ii. Through relationships formed with social service agencies and caseworkers, Pearl Market has had a lot more success in reaching additional low income/low access populations. Pearl Market staff dropped off EBT related promotional posters as well as hot cards in English, and a Somali/Spanish version to these agencies to share with their clients.

4. Discuss your community partnerships.
    i. Who are your community partners?:
        a. The Columbus Dispatch/Dispatch Media Group
        b. Social service agencies and social workers
        c. The City of Columbus
    ii. How have they contributed to the overall results of the FMPP project?:
        a. Each of the project's two seasons, the Dispatch Media Group contributed over $70,000 in ad space to the Market. The Market also hosted The Columbus Dispatch Food editor, Lisa Abraham, once a month for a cooking demo/tasting.

Not only did this help increase the level of marketing for the Market, but helped Market staff reach out to and engage with EBT users.

b. Social service agencies and social workers have become instrumental to Pearl Market's EBT outreach. Market staff have spent a lot of time over the past two years establishing relationships with many agencies and their employees. Market staff is now able to distribute EBT & Market materials to these contacts and trust that they will share the information with their clients.

c. They City of Columbus lists Pearl Market on their ASCAP and BMI music licenses. This allows the Market to host daily live entertainment.

iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

a. The Dispatch Media Group has committed to continuing their media sponsorship for the 2017 Pearl Market season. The Columbus Dispatch indicated that they would like to have the cooking demos occur an additional time or two a month.

b. Pearl Market staff has found that you need to share the messaging with contacts almost quarterly. Pearl Market staff has set quarterly reminders on calendars to reach out to contacts and see if they need any more information dropped off or mailed to them.

c. The City of Columbus has indicated that they are willing to continue to list Pearl Market on the licenses.

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

i. Pearl Market contracted with Orange boy to complete the market research and focus groups. Orange Boy conducted 100 on-site interviews, 100 non-market day interviews, 492 online surveys were completed and nine stakeholders were interviewed. As a result of Orange Boy's recommendations, Pearl Market adjusted the hours of operation during the 2016 season. Hours of operation had historically been 10:30a.m. to 2:00p.m. They were adjusted to 10:30a.m. to 1:00p.m. to help create scarcity and attract customers earlier in the Market day. After receiving a lot of feedback from customers and vendors, Market staff anticipates adjusting the hours to 10:30a.m. – 1:30p.m. in 2017. Another recommendation that Orange Boy made was to create some artistic entryway signage at Broad St. and at Gay St. for the Market. Pearl Market staff was able to negotiate lower advertising rates and asked FMPP permission to use the additional funds to commission a local artist to create an entryway sign for our Broad St. entrance.

ii. Market staff also contracted a graphic designer to create the Pearl Market advertising and with various companies to display Market advertising. These efforts allowed Pearl Market to concentrate on reaching the downtown workforce with a secondary focus on the downtown visitor.

6. Have you publicized any results yet?*

i. Not as of yet. Pearl Market staff anticipates being asked to present at the annual Farmer's Market Management Network Conference in March of 2017. The conference usually hosts about 200 Market Managers and vendors from around the state.

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?
    i. During the 2016 Pearl Market Season we adjusted the Market hours to be 10:30a.m. – 1:00p.m. (instead of 2:00p.m.). Customers were very vocal about not liking the adjusted hours. With Pearl Market being a mid-day twice a week urban Market the customers complained that many of them did not take lunch until 1:00p.m. In addition to the verbal complaints, the Market staff received 14 customer emails complaining about the shift in hours of operation. After several weeks of the new time, Market staff talked with several of our seasoned vendors to find out what they thought of the change. All of them agreed that 2:00p.m. was probably too late, but would prefer at least 1:30p.m. as a closing time. As a response, staff told vendors that the Market would not have a hard close of 1:00p.m. and vendors could stay as needed to meet customer demand.
    ii. Pearl Market received very positive feedback from Franklin County Commissioner John O'Grady when he stopped by the Market in August 2016. Pearl Market participates in the Central Ohio Veggie SNAPS program (EBT matching) of which Franklin County is a funder. Commissioner O'Grady noted that he was especially impressed with all of the outreach that the participating markets were doing.

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. Neither

9. Lessons Learned:
    i. Summarize any lessons learned. Several lessons were learned over the course of this project.
        a. The reusable shopping bags have been by far the most impactful and popular marketing that we have done. The bags have become a sought after item, and are noticeable all around downtown as they have essentially become walking billboards for the Market. Customers have started to tell us that they look forward to each year's design. One of the biggest challenges with the bags were that our promotions company sourced them from China. To do this it meant that each year the bags had to be ordered before the Chinese New Year, as this would shut down the factory for a month and a half at the beginning of each year. Because we also sold sponsorship on the bags, it meant having to have the next year's sponsorship secured by the end of each year.
        b. EBT Outreach is a year round activity. With the high turnover rate among social workers and agency employees, Pearl Market staff has found that you need to share the messaging with contacts almost quarterly. Pearl Market staff has set quarterly reminders on calendars to reach out to contacts and see if they need any more information dropped off or mailed to them.

c. Pearl Market staff noted a much larger response rate to the boosted Facebook posts that included pictures as opposed to just text. Once the trend was noted, Pearl Market staff made an effort to include pictures whenever possible.
d. Pearl Market staff found that outside of social works and agencies, EBT users can be a very hard population to broadly reach. Many companies that we talked to told us that they simply did not keep those kind of demographics on their readers/viewers because it is not a population that advertisers want to reach.
e. Once the Orange Boy research helped us identify our primary and secondary shopper's demographics, it became a lot easier to work with the contracted graphic designer and companies where we were placing the ads, to try to reach the targeted demographic.

ii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
    a. For the Marketing Goal we learned the following lessons:
        i. When paying for "boosted posts" on Facebook, try to have a picture included with the post. These received more reaction from our audience.
        ii. Build in plenty of lead time in to any marketing project, as there are always delays in getting quotes, production, or in implantation.

10. Future Work:
    i. How will you continue the work of this project beyond the performance period?
        a. Pearl Market plans to continue to offer EBT services at the Market in future seasons.
        b. Pearl Market management is in the process of examining the 2017 budget to see if staffing changes will need to be made to accommodate a staff member to cover the EBT machine. Pearl Market staff will continue to staff the EBT outreach.
        c. Since ongoing relationships are being formed with many social workers and agencies, Market staff believes it will be easier to follow-up with them on an on-going basis rather than spastically each Market season.
        d. Marketing of the Pearl Market will continue in a refined manner as budget allows.
        e. Pearl Market staff found the retractable lobby signs to be a very effective way to reminding office workers that it was a Market day. By placing the banner in their office lobby prior to 8:00a.m., the banners were able to remind office employees that it was a market day. The artwork on the banners is relatively inexpensive to change out.
        f. Pearl Market staff will continue to be provided with Pearl Market t-shirts. Not only do the t-shirts allow us to recognize our sponsors on them, but they also make the staff easily recognizable to vendors and customers.
        g. Boosted Facebook posts will be purchased spastically. Most likely when the Market has a special event to promote such as a cooking-demo.
        h. Posters and hot cards (postcards) will continue to be produced and distributed downtown. The quantity will not be as high as when grant funded and the Spanish/Somali hot card will most likely be eliminated.
        i. Pearl Market staff have been working on securing sponsors for the reusable shopping bags. The reusable shopping bags have been by far the most impactful

and popular marketing that we have done. The bags have become a sought after item, and are noticeable all around downtown as they have essentially become walking billboards for the Market. Customers have started to tell us that they look forward to each year's design.

j. The newspaper rack advertising will be discontinued until additional funding can be identified.
k. Community partner, The Columbus Dispatch/Dispatch Media Group, has agreed to continue as a media sponsor. This will result in a minimum of $70,000 in donated advertising.
l. Pearl Market staff is working on identifying funding to purchase another artistic entryway sign for the Gay St. entrance to the Market. Such signage would create a beacon to the Market on a very busy street. Staff also believes that a second artistic entryway sign would create another "selfie-spot" in the Market.

ii. In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives?

a. Pearl Market will continue to operate Tuesdays and Fridays seasonally from June – October. Market hours will adjust to 10:30a.m. to 1:30p.m. Pearl Market will continue to offer EBT services and will conduct outreach with social service agencies and social workers quarterly as resources allow.
b. Pearl Market will continue to participate in the Central Ohio Veggie SNAPS program (EBT matching). This program helps provide a wider reach for our outreach efforts and will help to free up staff time that had previously been spent securing matching funding from year to year.
c. The Market Research will continue to influence the Market for seasons to come. Market staff has already implemented some of the recommendations (reduction in hours and months open, and creating artistic entryway signage), and will continue to seek ways and funding to implement more recommendations in the future. Furthermore, Market staff will use the demographic information when approaching businesses for sponsorship of the Market. This information has been asked for by businesses in the past and haven't been able to provide it until now.

iii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

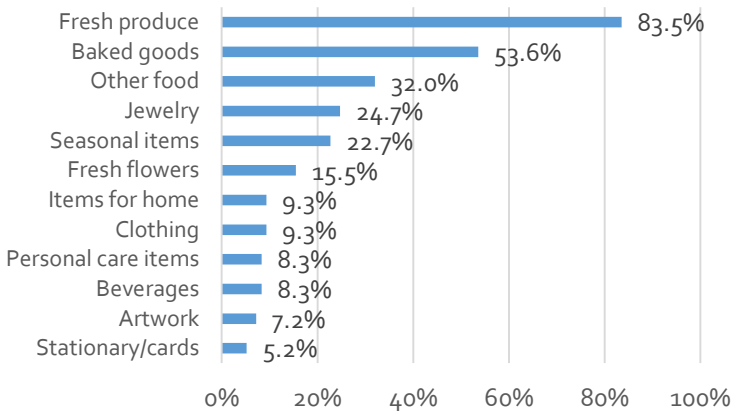
a. Pearl Market would like to work with a branding firm to provide farmers workshops, research, and materials to build their brand. This would include providing resources and coaching on booth and signage display, messaging, and price points.

Pearl Market Research Study
Executive Summary

OrangeBoy, Inc., a Columbus-based customer intelligence software and services company, was hired by the Capital Crossroads SID to assess the views and uses of the core customer base for the Pearl Market, identify interests of prospective clients, and provide recommendations for enhancing the customer experience.

Who Shops at Pearl Market?

Researchers have compiled a profile of the dominant characteristics of a Pearl Market shopper. She is female, age 45-54, with the second highest age cohort at 25-34. She works downtown and goes out to lunch frequently. The dominant household income falls into the $100-149,000 range.



Reasons to visit Pearl Market

"I love supporting all things 614"

When she comes to the Market, she generally visits with someone else, visits once a week and spends $10-20 per visit. She is primarily interested in produce and other food items, and enjoys purchasing process and friendliness of vendors and staff.

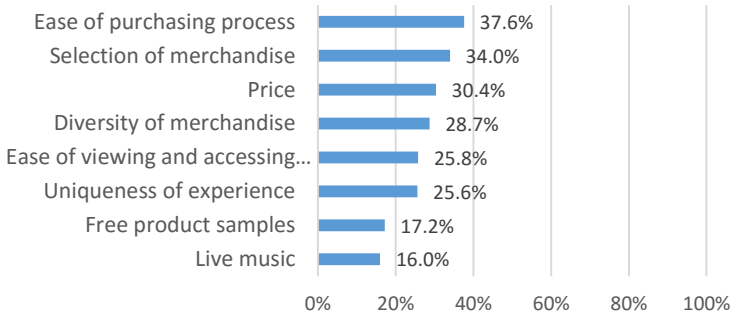
Ways to Engage Customers

"I would like to see it revamped to be more farm goods, produce, baked goods, etc., than all the other stuff!"

The research shows that non-shoppers and online respondents mirror shoppers in the desire for produce and other food items as draws for any farmers' market. It is essential to keep more of the focus on produce and other food products as opposed to the non-food merchandise.

They also value ease in the purchasing process, product selection and price as motivations to attend farmers' markets such as Pearl Market.

Presented on November 4, 2015

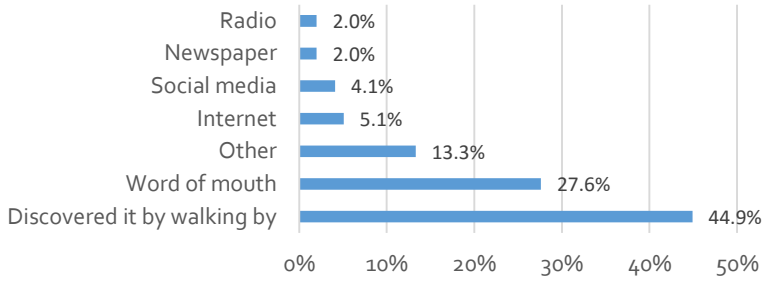


Motivations to attend farmers' markets

"Love that you are seeking input to better an already great event."

Pearl Market has high awareness even among non-shoppers as well as online participants. Both of these two groups also showed a high percentage of respondents that visit the Market at least several times over the season.

The data also show that the most effective promotional method is from people simply walking by, followed by word of mouth. Given these two factors, it is critical to keep satisfaction and loyalty high among core shoppers, possibly even incorporating a loyalty program that encourages word of mouth.



How did you hear about Pearl Market?

"I really enjoy Pearl Market. I think more marketing and promotions could be done."

It is also essential to take full advantage of foot traffic by increasing visibility of the Market, particularly with signage that prominently promotes the event and featuring certain product items. Other signage could be interactive, such as whimsical signs to pose for photos. It is also recommended that other outdoor signage as part of the promotional campaign should change at least once during the season to keep attracting attention for the event and avoid growing stagnant.

Pearl Market staff should also experiment with the location of vendors, increasing the number of food and produce vendors to strengthen the customer experience. Currently, produce vendors are positioned on Broad Street, with few actually in the alley or closer to the Gay Street end of the Market.

Since resources must be allocated in the most effective manner, study planners recommend finding ways to keep the same level of excitement exhibited at the beginning of the season all the way through to the end. One way to accomplish that is to build scarcity into the event, such as potentially shortening the season, or shortening the hours, or even experimenting with the customer experience by differing the service offering on Tuesdays from what is offered on Fridays.

Presented on November 4, 2015

Study Methodology

The study incorporated several research techniques to gauge the interests and perceptions of current customers as well as prospective customers. These techniques included:

- Shopper Intercept Survey of 100 respondents who were at the Pearl Market at the time of taking the survey
- Non-Shopper Intercept Survey, where 100 people were surveyed in the downtown area on non-market days in June and July 2015
- Online survey sent to CCSID eNewsletter subscribers and promoted on Twitter, 492 respondents total
- Stakeholder interviews with vendors, employers and real estate developers regarding their views on Pearl Market
- Ethnographic observations several times over the season, in which researchers observed customer activity and assessed the customer experience

Survey Data Availability

CCSID staff were presented with a comprehensive overview of all survey results. This information is available by contacting the CCSID marketing team.

Pearl Market Study

Results and Findings

Agenda

- Goals
- Study Methodology
- Key Findings and Recommendations
- Survey Highlights
- Stakeholder Interview Highlights and Customer Observations

Goals

- Assess the views and uses of the core customer base for the Pearl Market
- Identify interests of prospective clients
- Provide recommendations for enhancing customer experience

Study Methodology

Study Methodology

- Shopper Intercept Survey
  - 100 shoppers were surveyed at Pearl Market in June 2015
- Non-Shopper Intercept Survey
  - A random sampling of 100 people were surveyed in the downtown area on non-market days in June and July 2015
- Online Survey
  - Sent to CCSID eNewsletter subscribers, surveyed in June 2015 (492 respondents)
- Stakeholder Interviews
  - Nine Vendors, employers and developers were interviewed regarding their views on Pearl Market
- Ethnographic Observations
  - Throughout the course of a day several times during the Market season to observe customer activity and assess the customer experience

Key Findings and Recommendations

Core Pearl Market Shopper

- Female age 45-54 (followed by 25-34)
- Household income $100-149,000
- Works downtown and goes out frequently during lunch hour
- Generally visits with someone else
- Comes to the market once a week and spends $10-20 per visit
- Interested in produce and other food items
- Enjoys purchasing process and friendliness of vendors and staff
- Quality of locally grown items outweighs price and convenience

Ways to Engage Customers

- Move 'Passives' to 'Promoters' since Word of Mouth is second highest reason people come to market
- Create better signage on Market days, since the highest reason people come to market is because they were walking by, particularly on Gay Street
- Increase produce and food vendors
- Incorporate loyalty programs with core shoppers

Why Aren't More People Attending Market?

- Need more produce and food items
- Need better signage to attract more foot traffic
- Build more scarcity into event
  - Feature limited growing season items
  - Shorten hours of the day
  - Shorten season
  - Keep it one day a week, or significantly alter activities/merchandise on each day

Best Forms of Communication

- Word of Mouth
- Event signage visible from Gay Street and Broad Street
- Promote it with local businesses and employers
- Continue current promotional efforts, but change out graphics mid-season

Pearl Market as Downtown Amenity

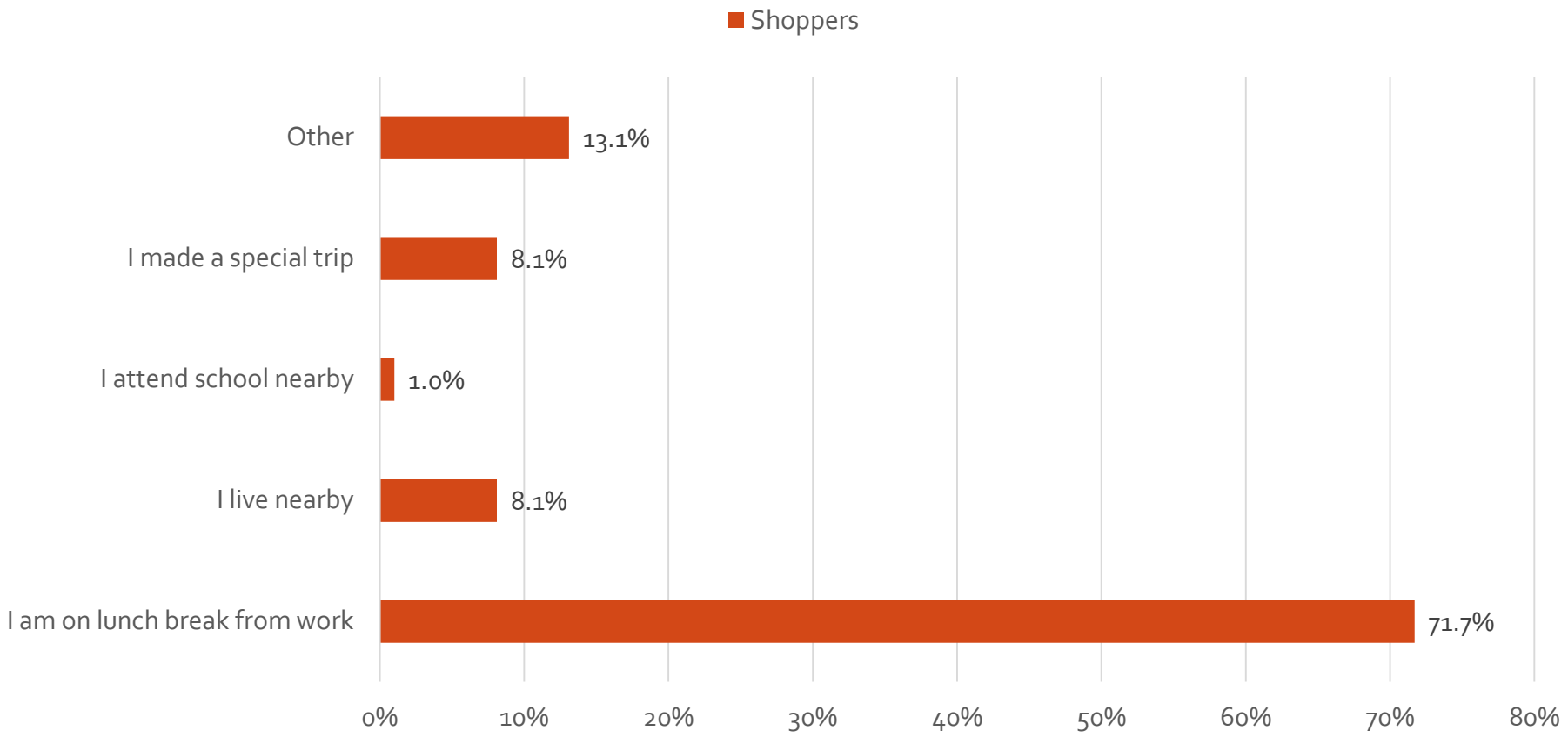
- Gay St. and High St. will grow significantly over next 24-36 months
  - Commercial
  - Residential
  - Convention/Tourism
- Keep focus of the daytime (Friday) Pearl Market about food people can take home and prepare and enjoy. Stress convenience, uniqueness of items, friendly vendors and staff
- Use second market day at a new time/day to attract new audiences (residents, tourists)

Community Gathering Space

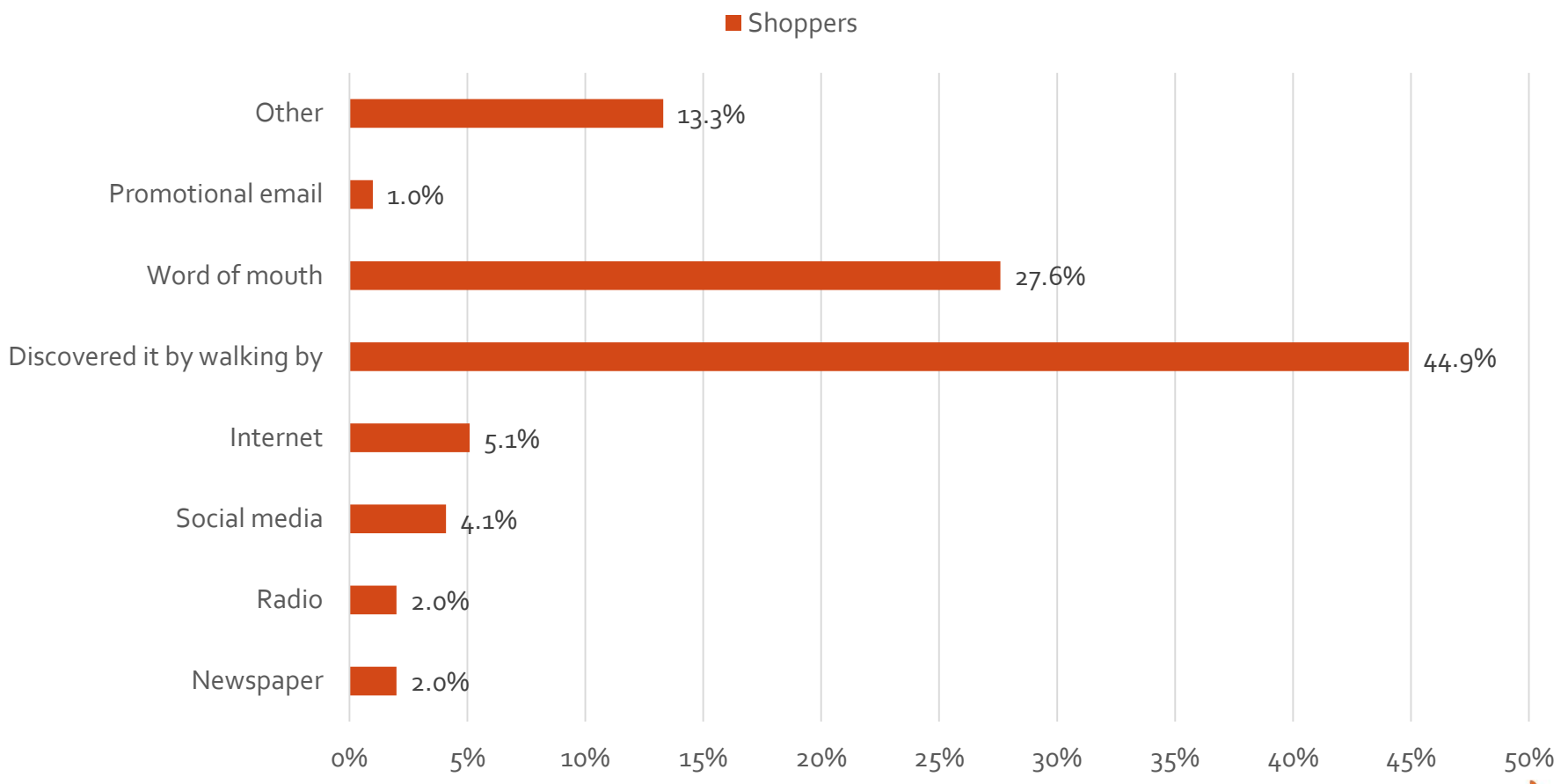
- Pearl Market is not conducive for positioning as community gathering space (it is more transactional, convenience driven)
- Use Pearl Alley for other event venues to create sense of community, in cooperation, not competition, with other venues (Columbus Commons, Arena District, etc.)
  - Promote local music (after hours – 'Rally in the Alley')
  - Craft beer fairs
  - Artisan fairs
  - Food demonstrations and tastings with local restaurants

Survey Highlights

Reason for Coming to Pearl Market



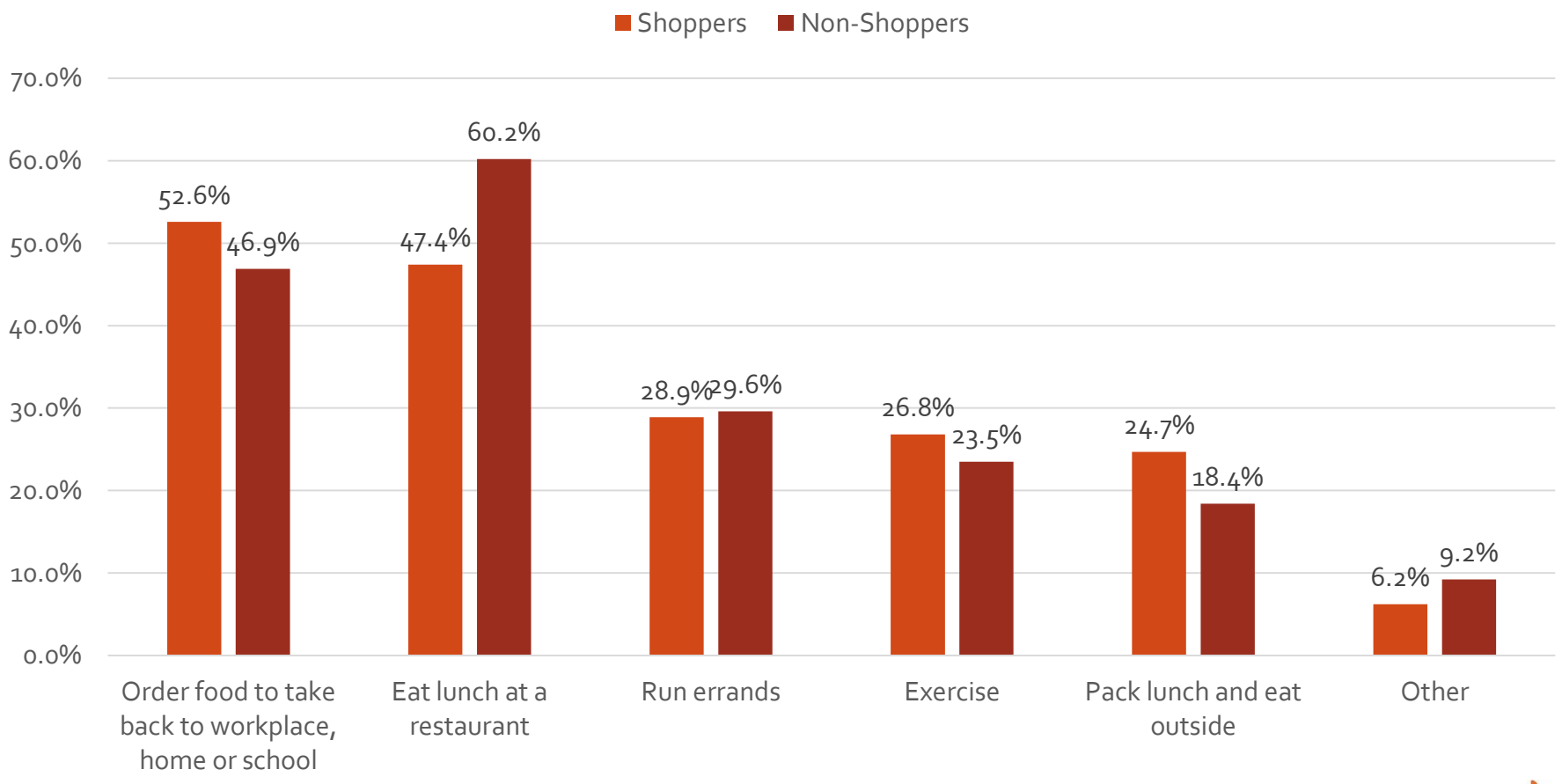
"How did you hear about Pearl Market?"



Information and Awareness

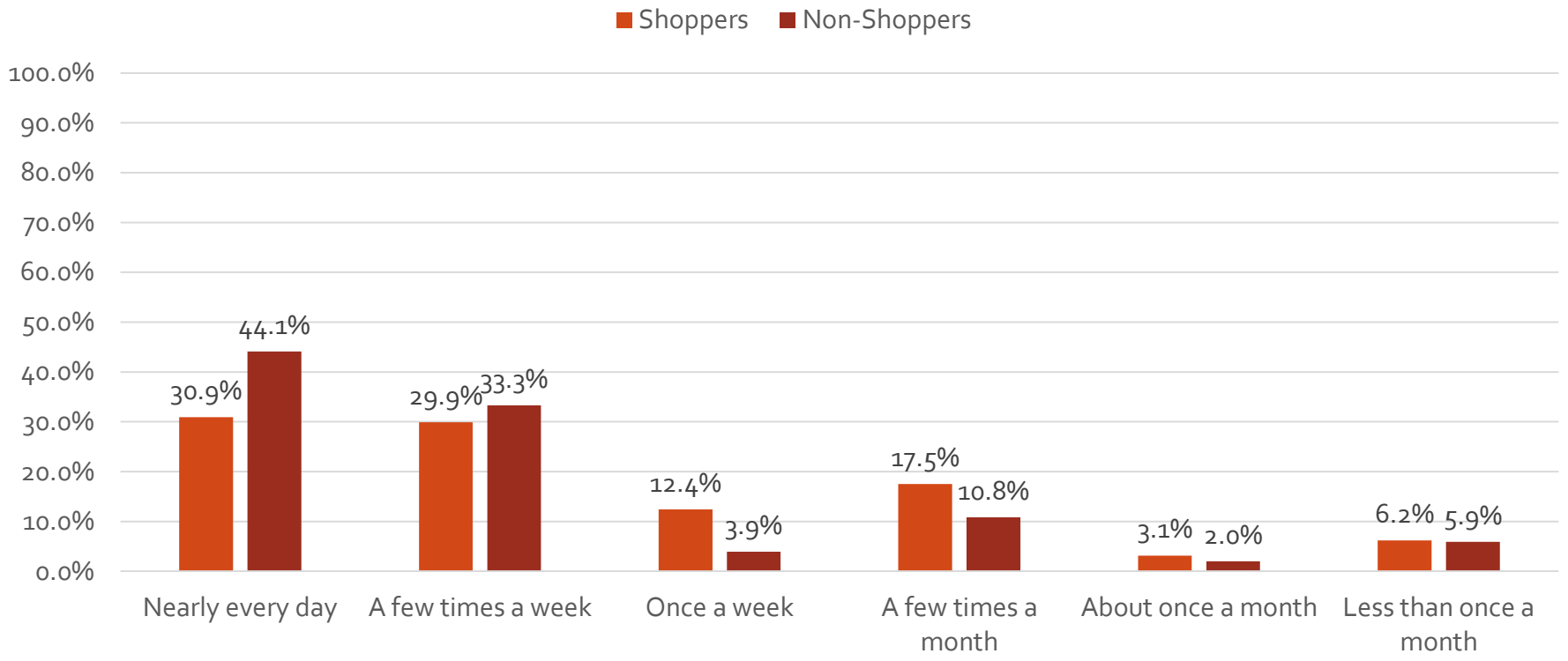
- 98% of respondents are aware the Market is offered twice a week
- 75% of respondents receive information about the Market

Lunch Hour Activities



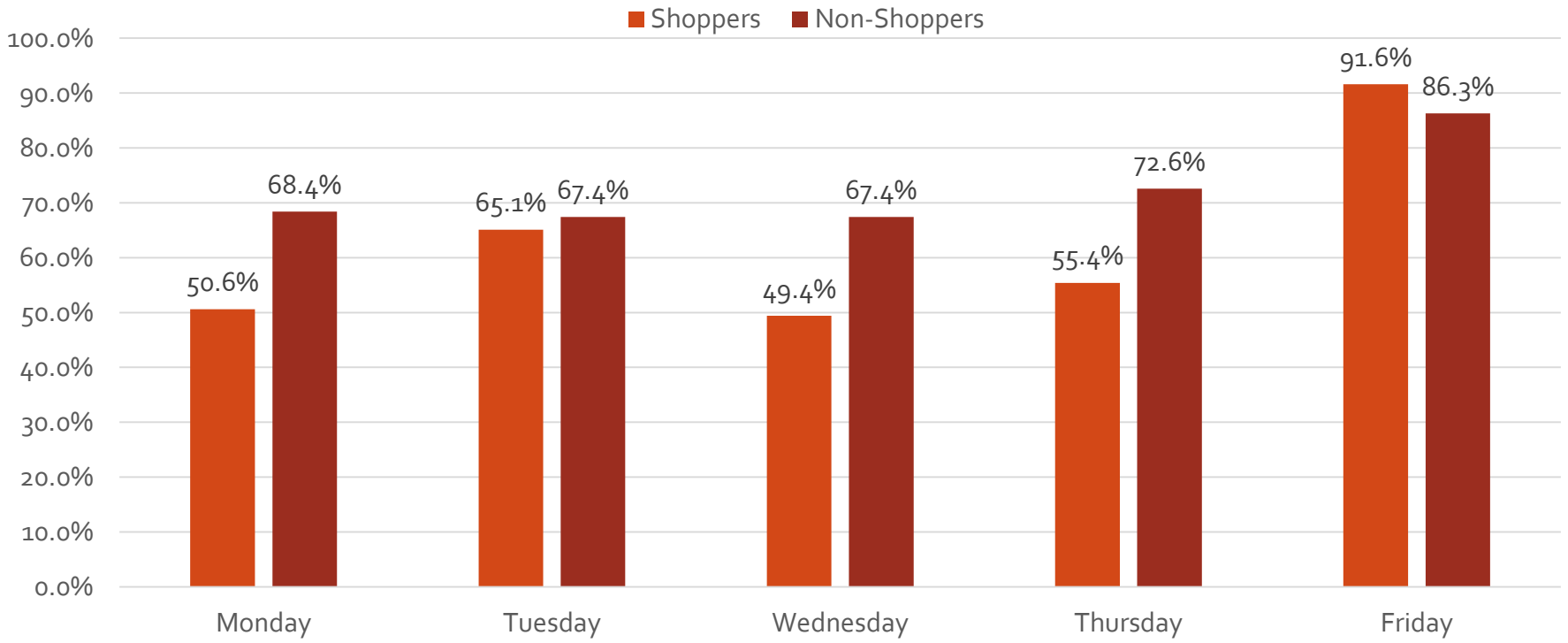
Going Out for Lunch

- 81.3% of Non-Shopper respondents and 73.2% of Shopper respondents go out to eat at least once a week



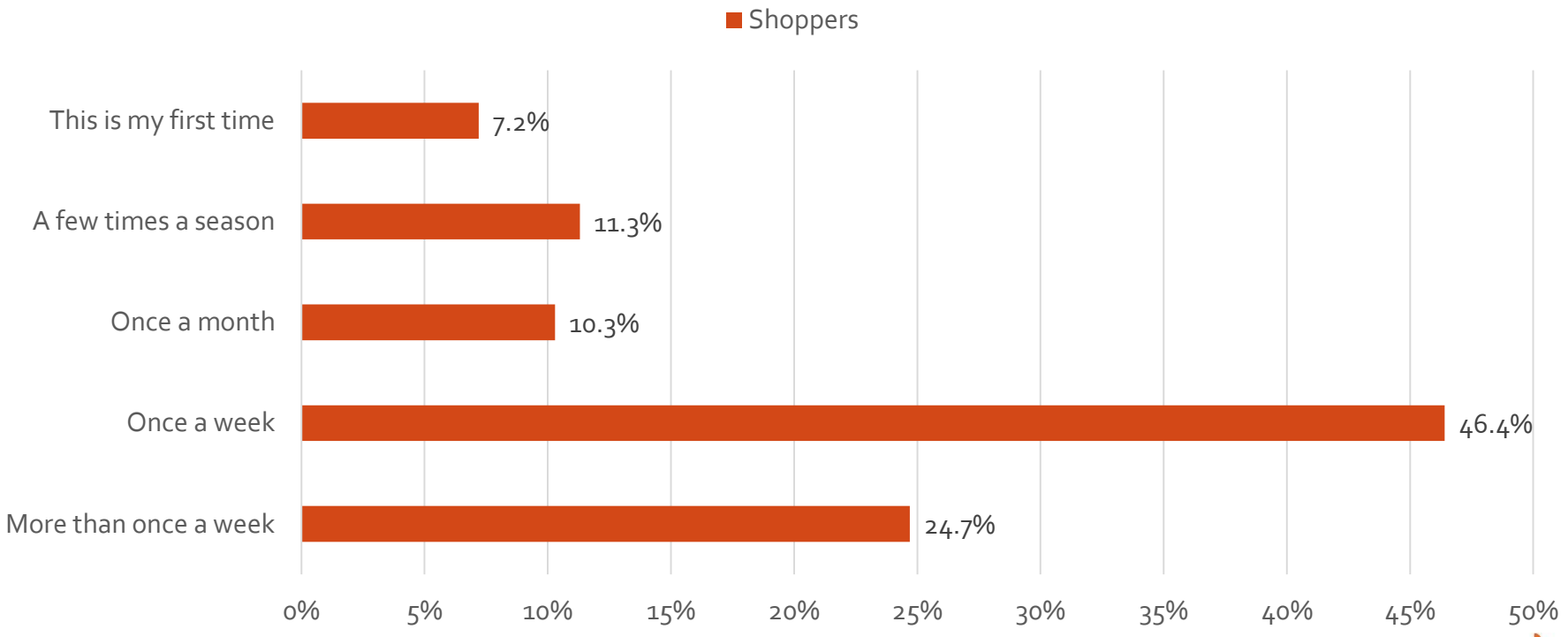
Best Day for Eating Lunch Out

- Respondents able to select more than one day

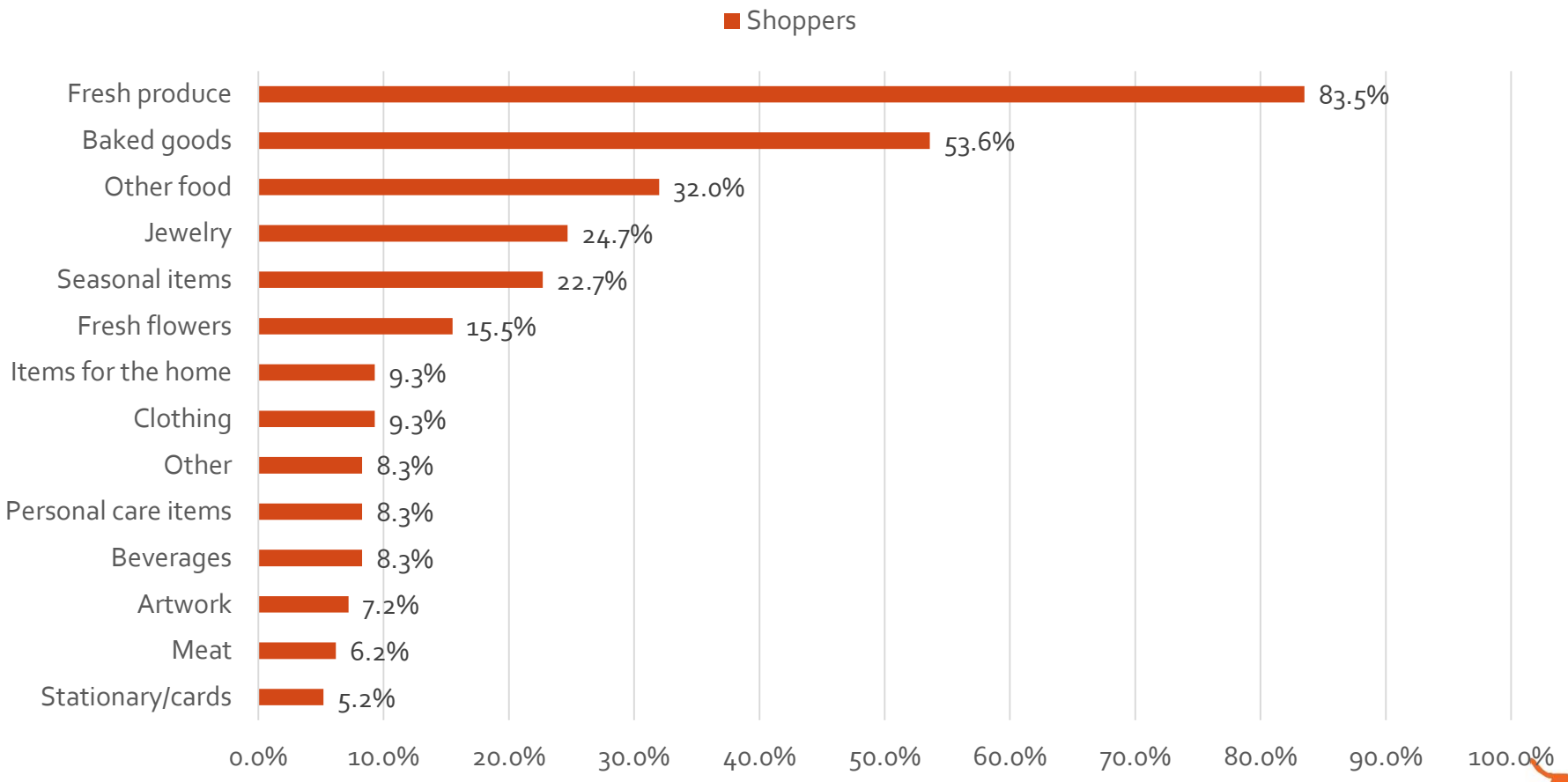


Pearl Market Attendance Frequency

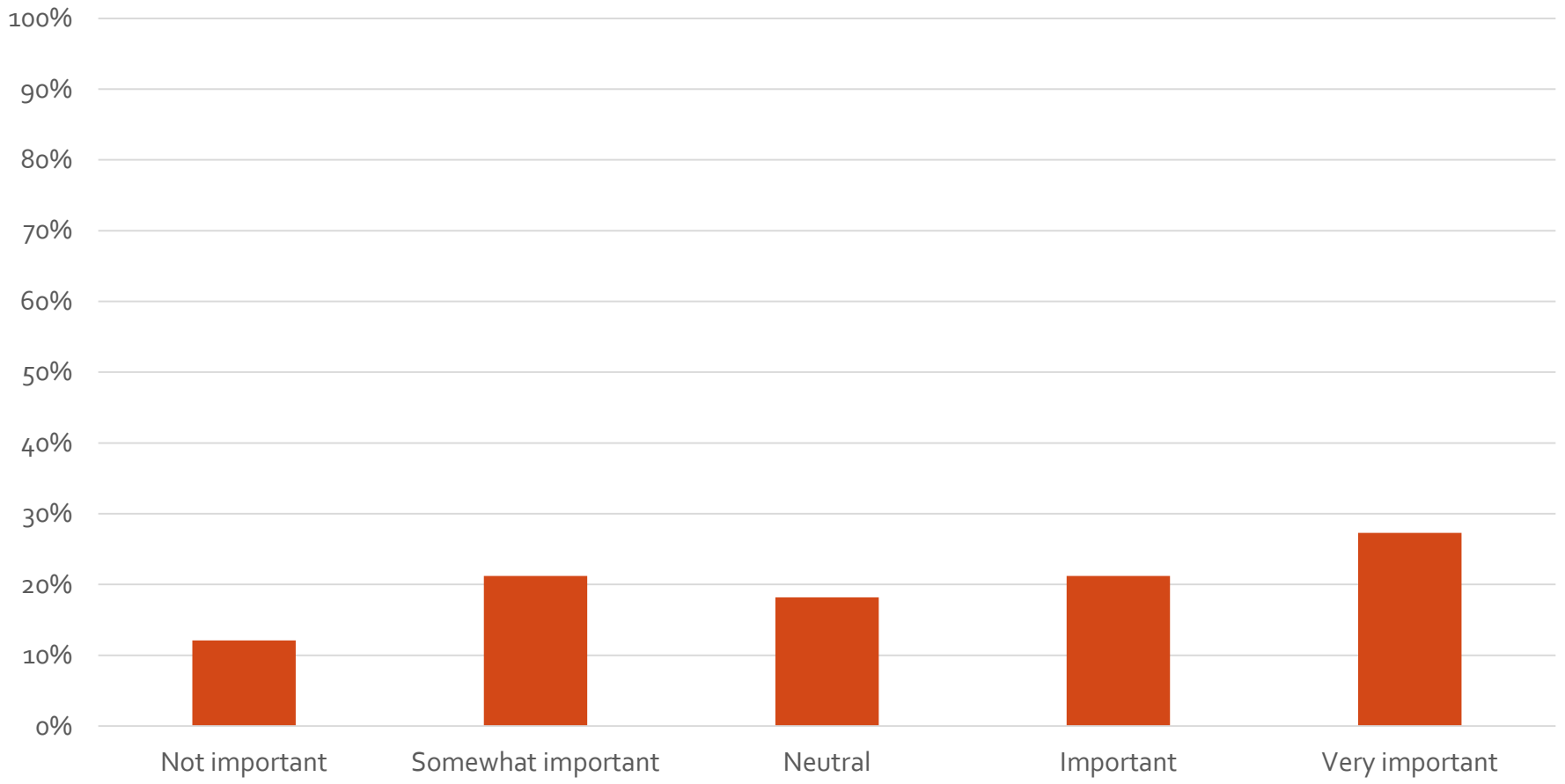
- 81% of Shoppers attend Pearl Market at least once a month with 71% attending at least once a week



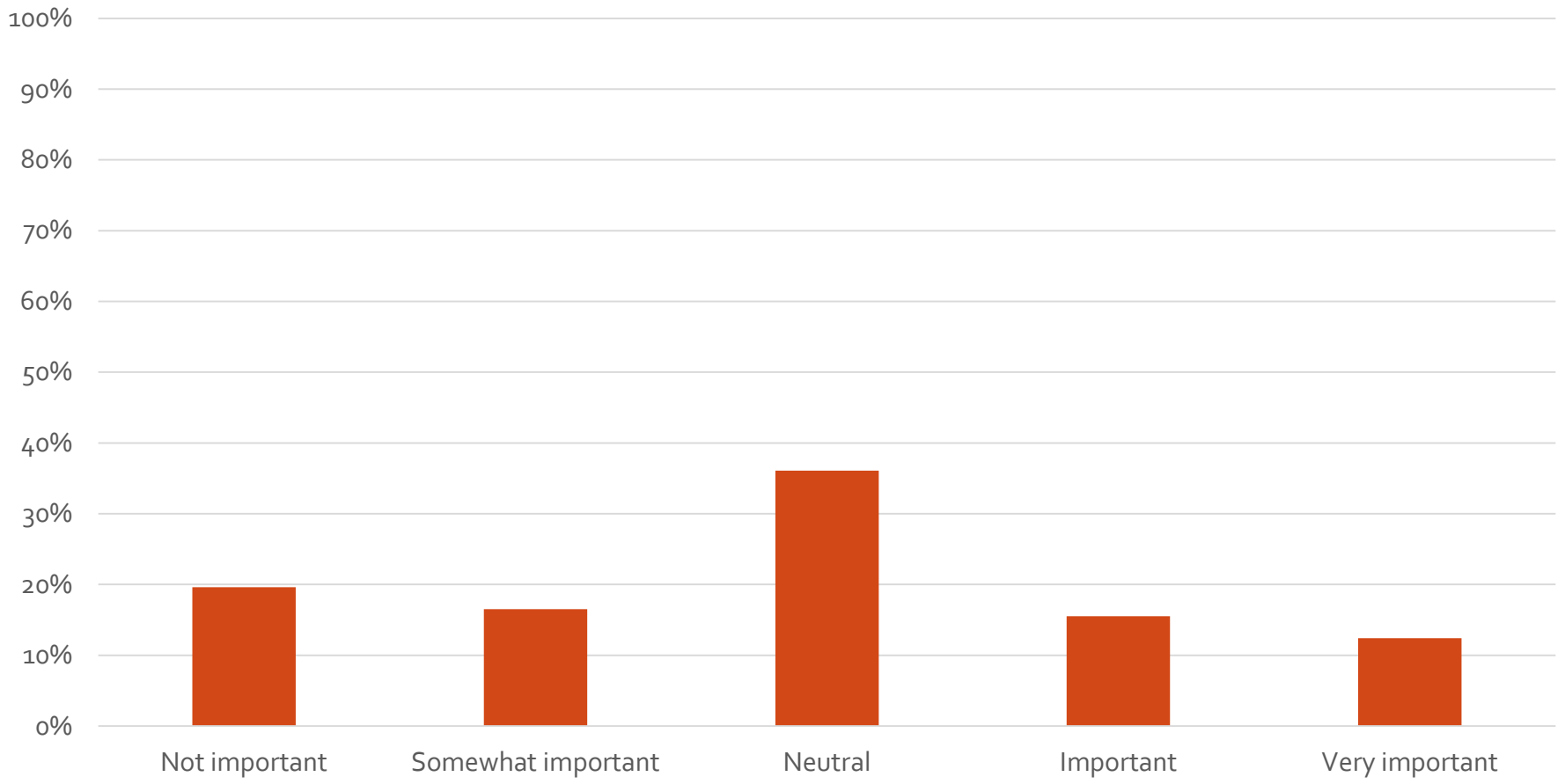
Shopper Behaviors – Pearl Market



"How important is it that Pearl Market vendors only sell produce they've grown themselves?"

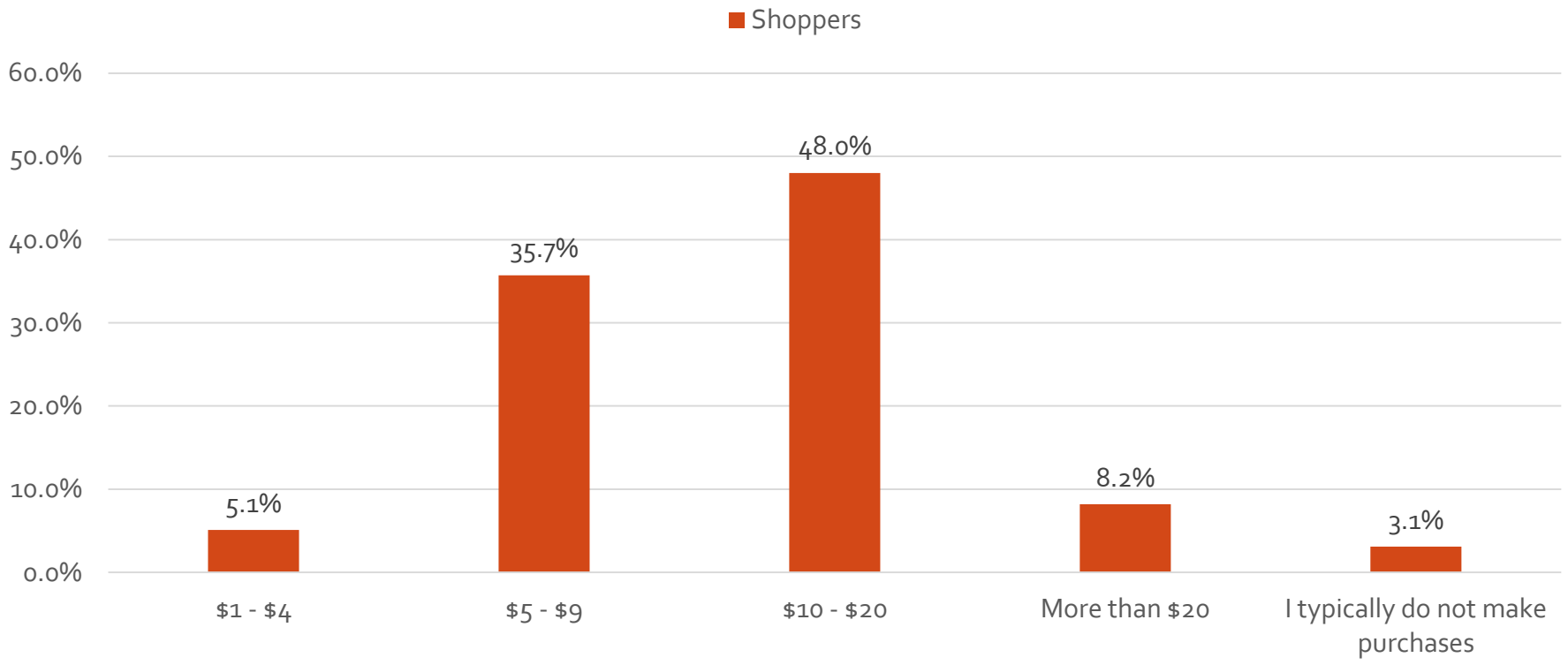


"How important is it that Pearl Market offers produce items that are not always readily available when grown locally?"



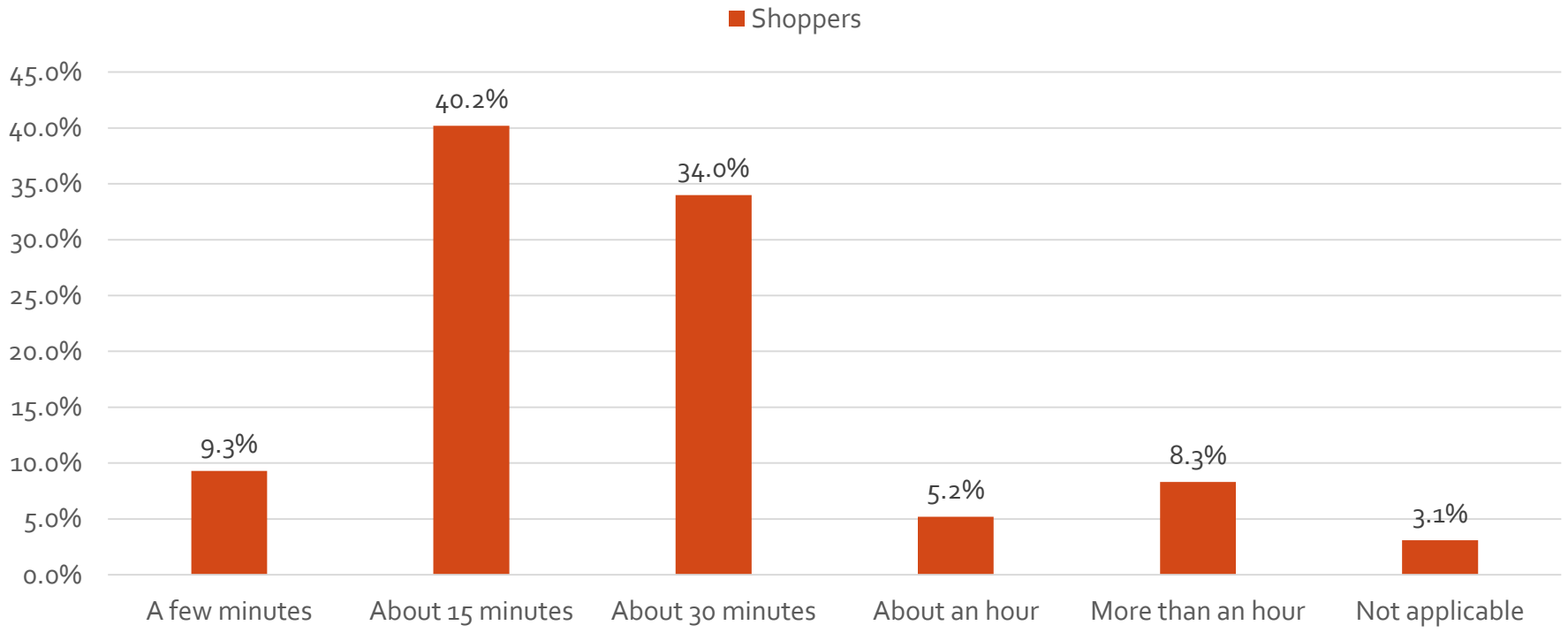
Pearl Market Spending Trends

- 84% of Shopper respondents say they typically spend $5-$20 per visit



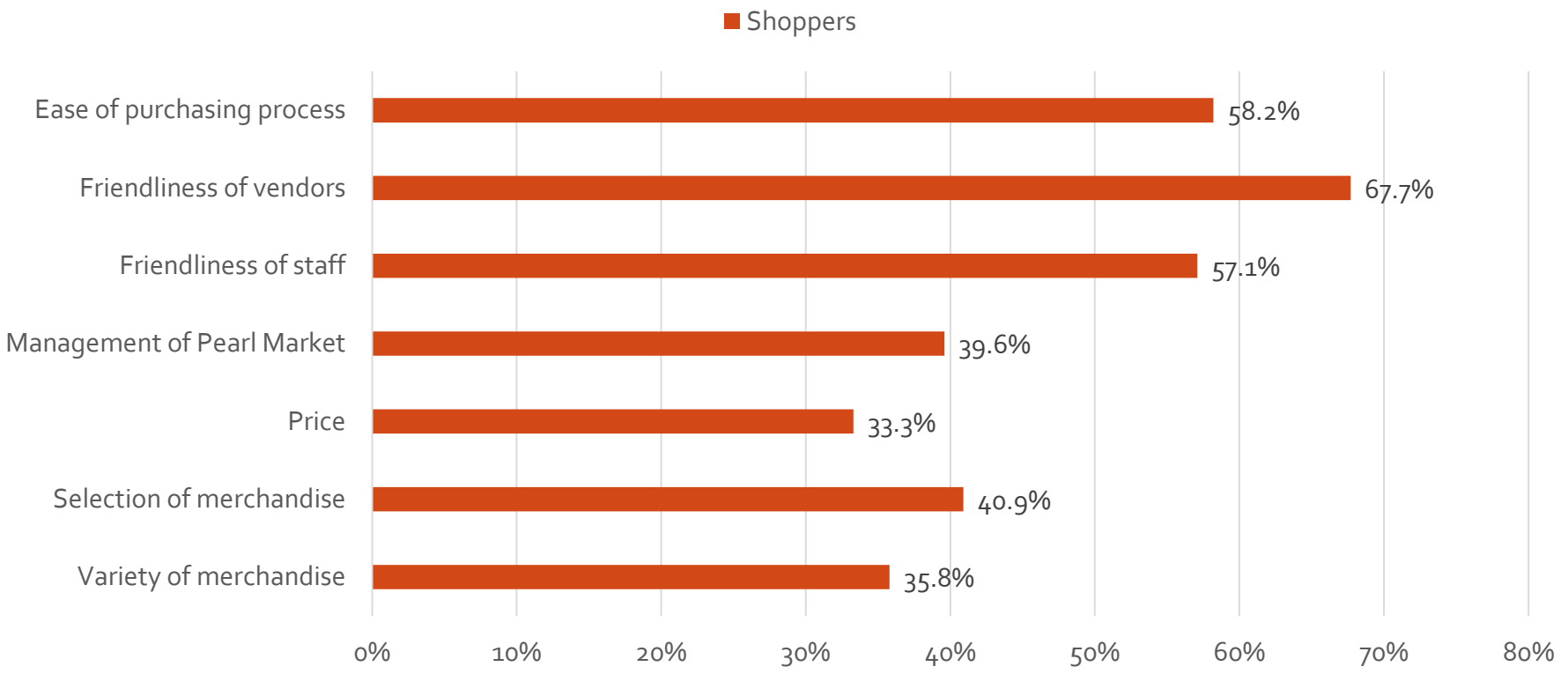
Length of Visit to Pearl Market

- 74.2% of patrons stay between 15 and 30 minutes

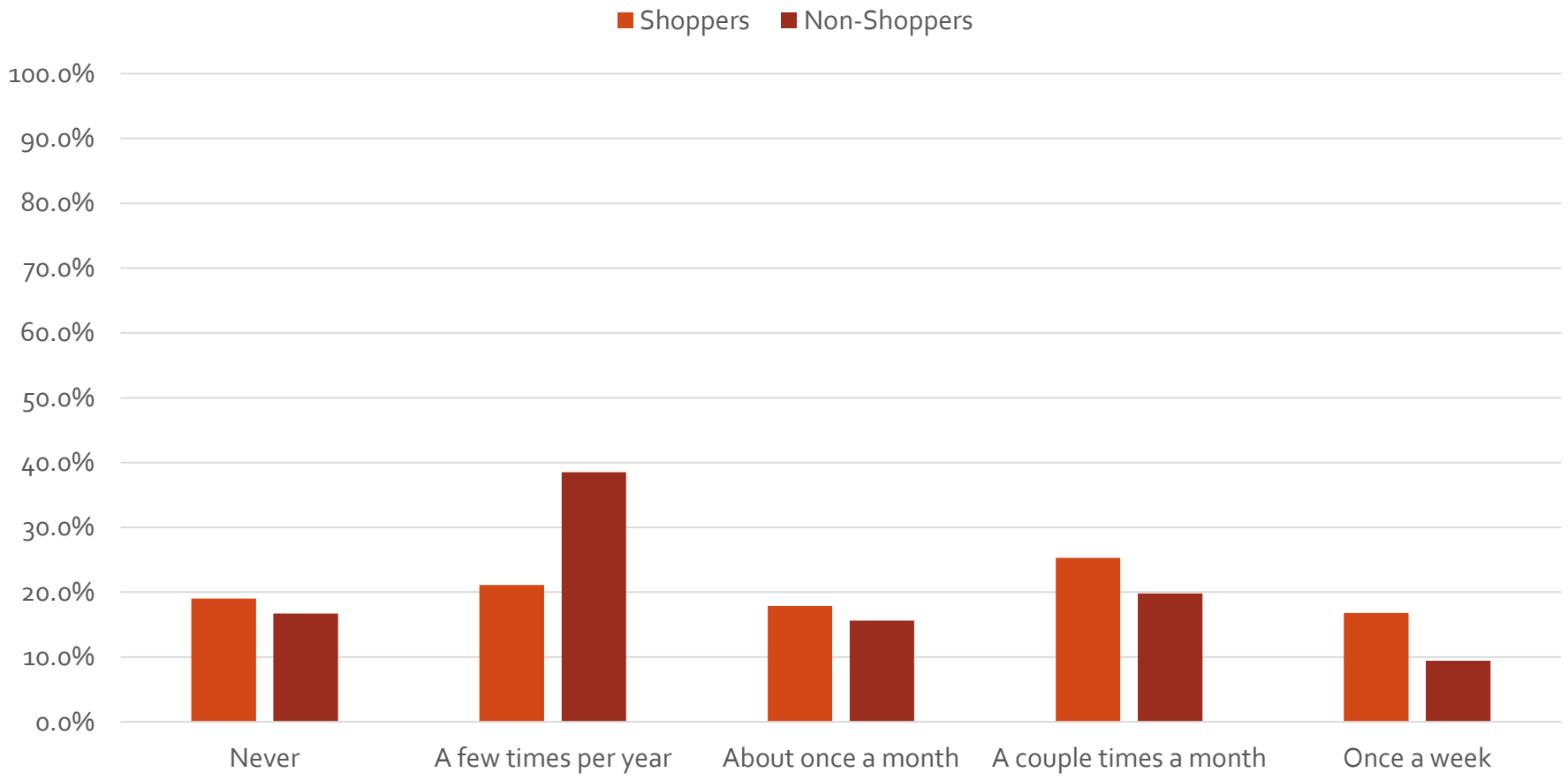


Pearl Market Satisfaction

- Indicates the percentage of respondents indicating 5 on a scale of 1 - 5, with 1 being *Not Satisfied* and 5 being *Very Satisfied*



Farmers Market Attendance Frequency



Decision Factors for Locally Grown or Made Items

- Indicates the percentage of respondents indicating 5 on a scale of 1 - 5, with 1 being *Not Important* and 5 being *Very Important* when asked "what factors are important when deciding to purchase locally grown or made items"

Importance of Vendor Grown Produce

Importance of Non-Local or Out of Season Produce at Pearl Market

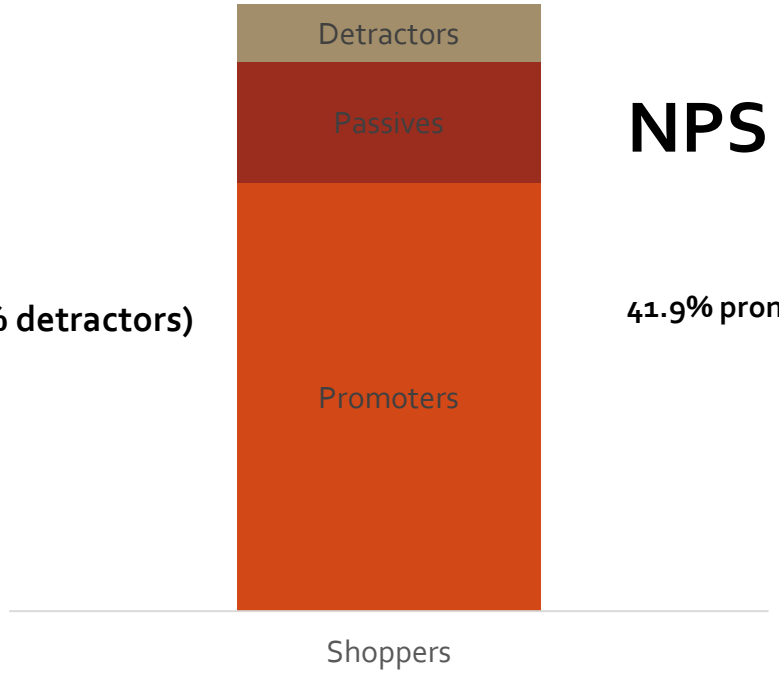
Likelihood to Visit Pearl Market in the Evening

Likelihood to Visit Pearl Market on a Weekend

Net Promoter Score

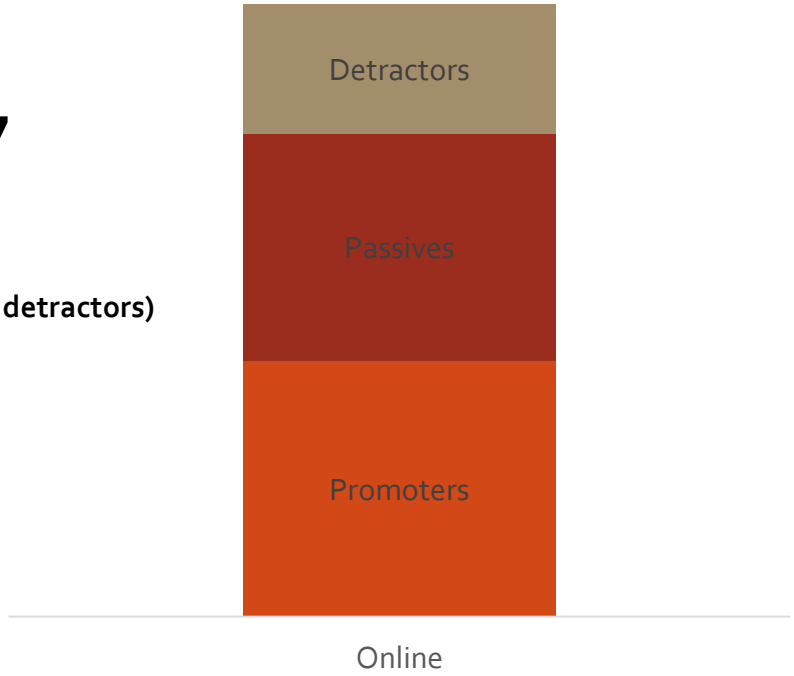
NPS = 61

(70% promoters - 9% detractors)

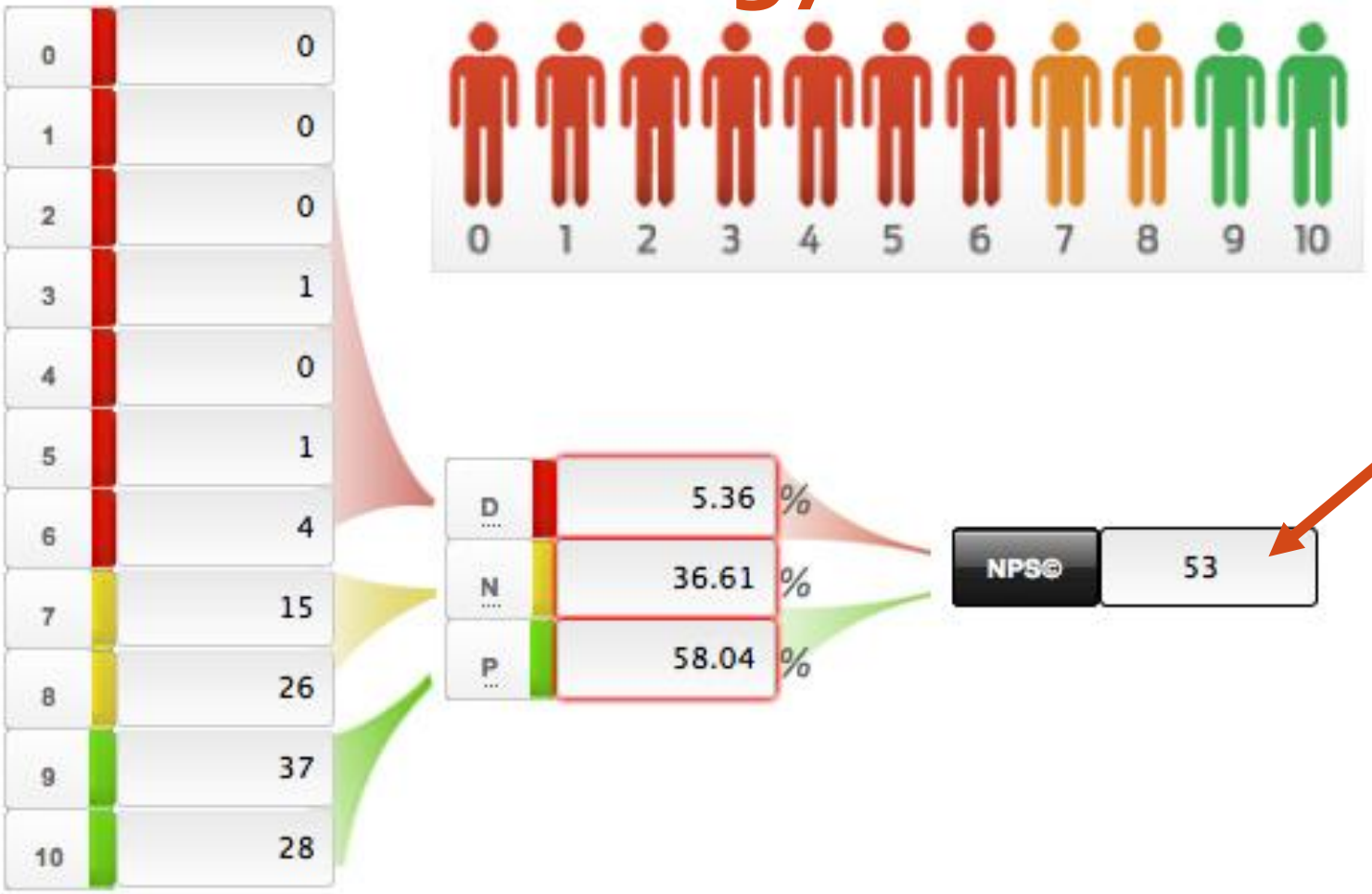


NPS = 20.7

41.9% promoters - 21.2% detractors)



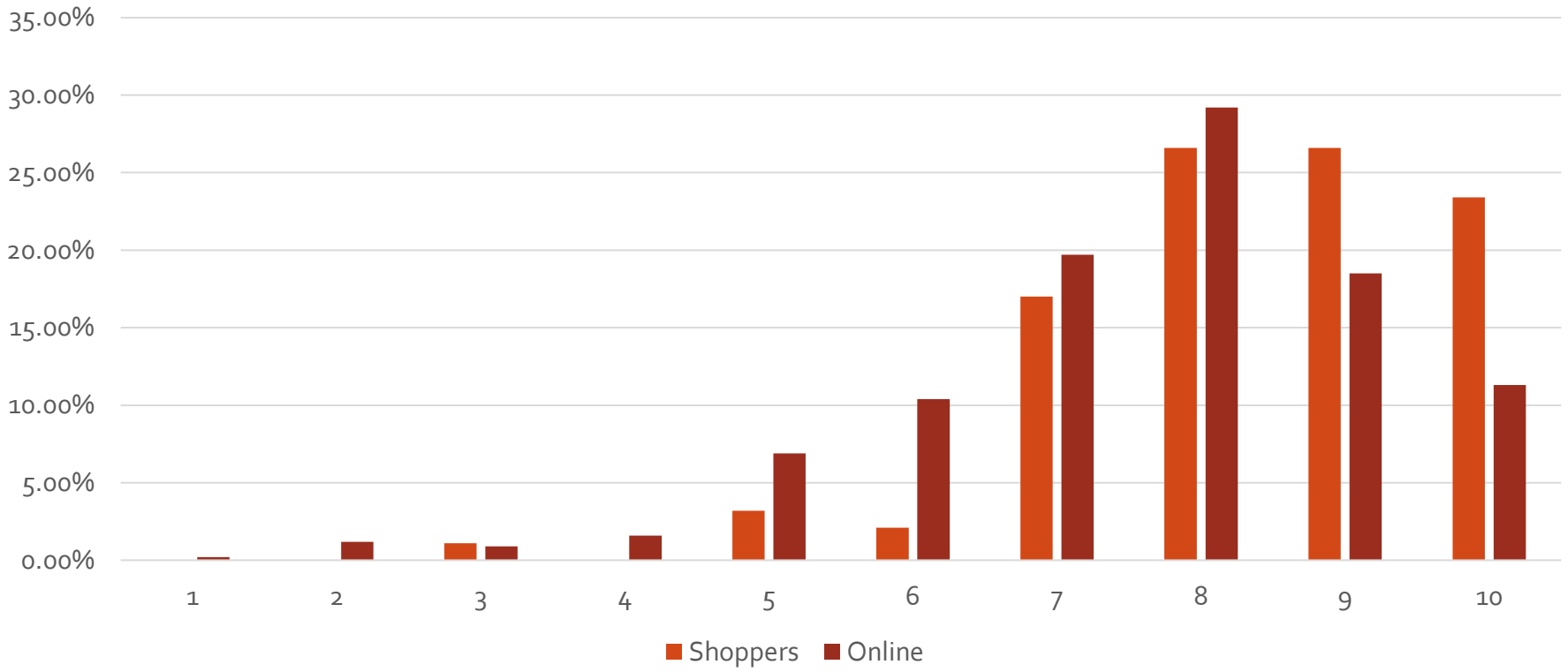
NPS Methodology



This is the final Net Promoter Score for these results.

Overall Satisfaction Rating

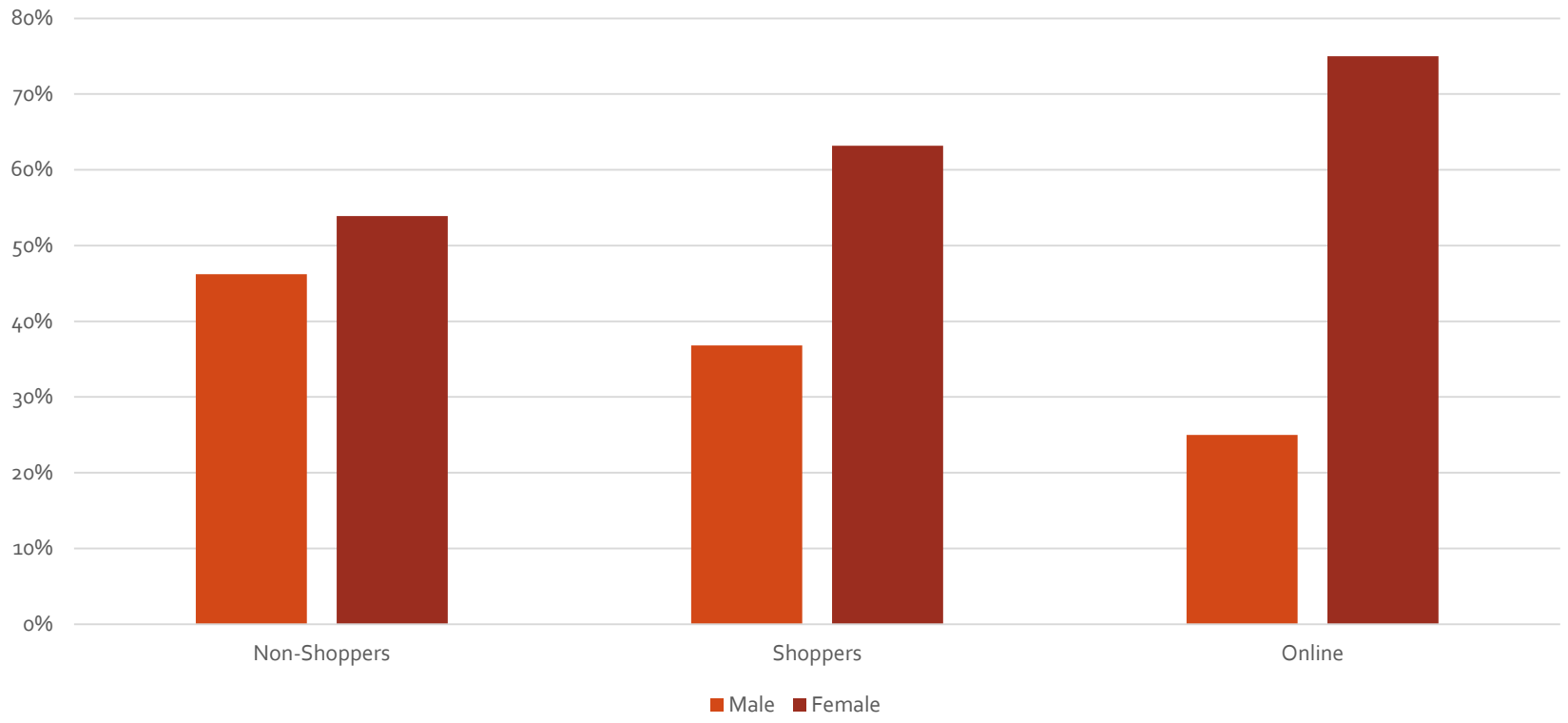
- Shoppers gave an average rating score of **8.4** while Online Respondents gave an average score of **7.6**



Household Income

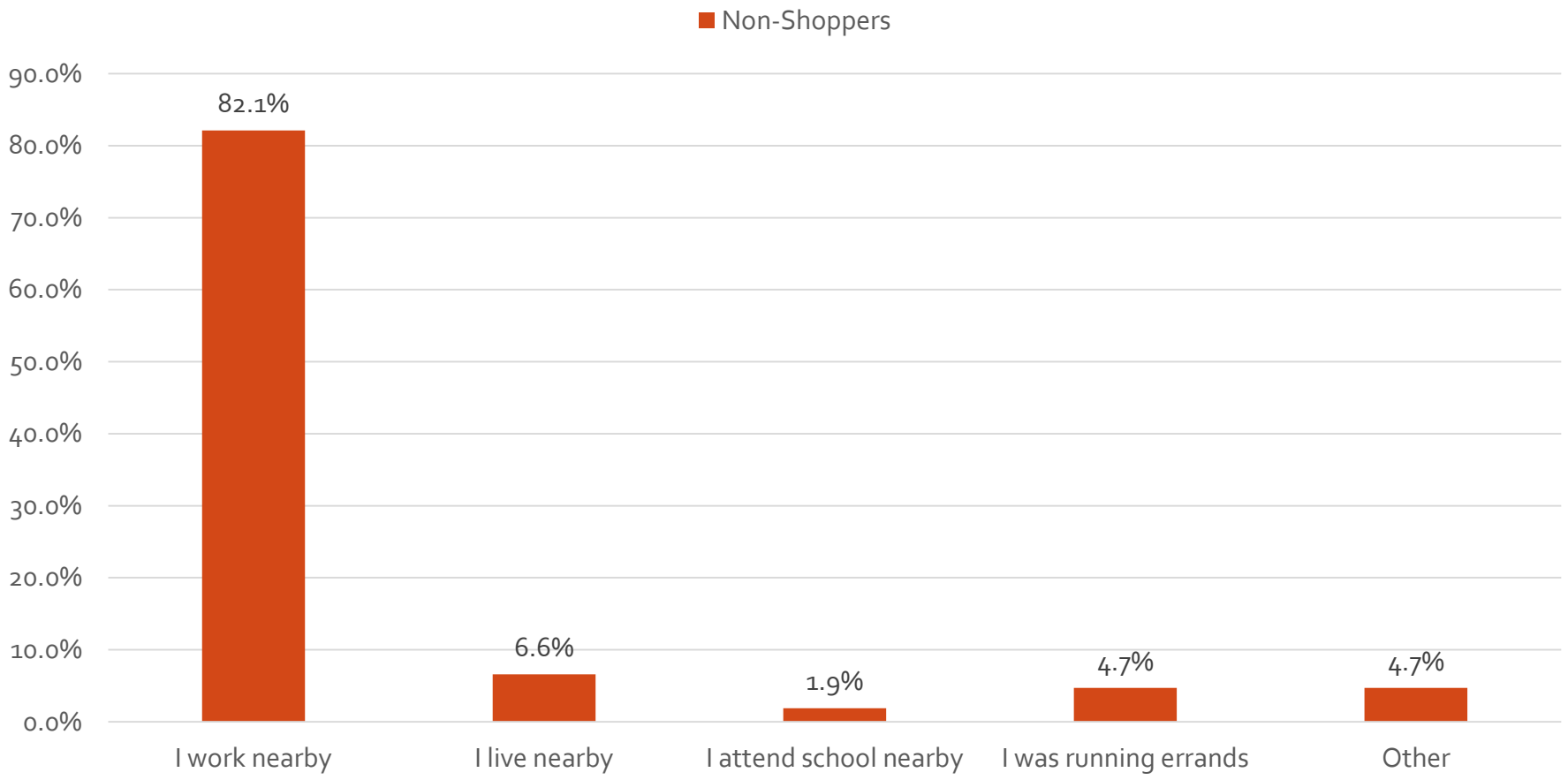
Respondent Age

Gender

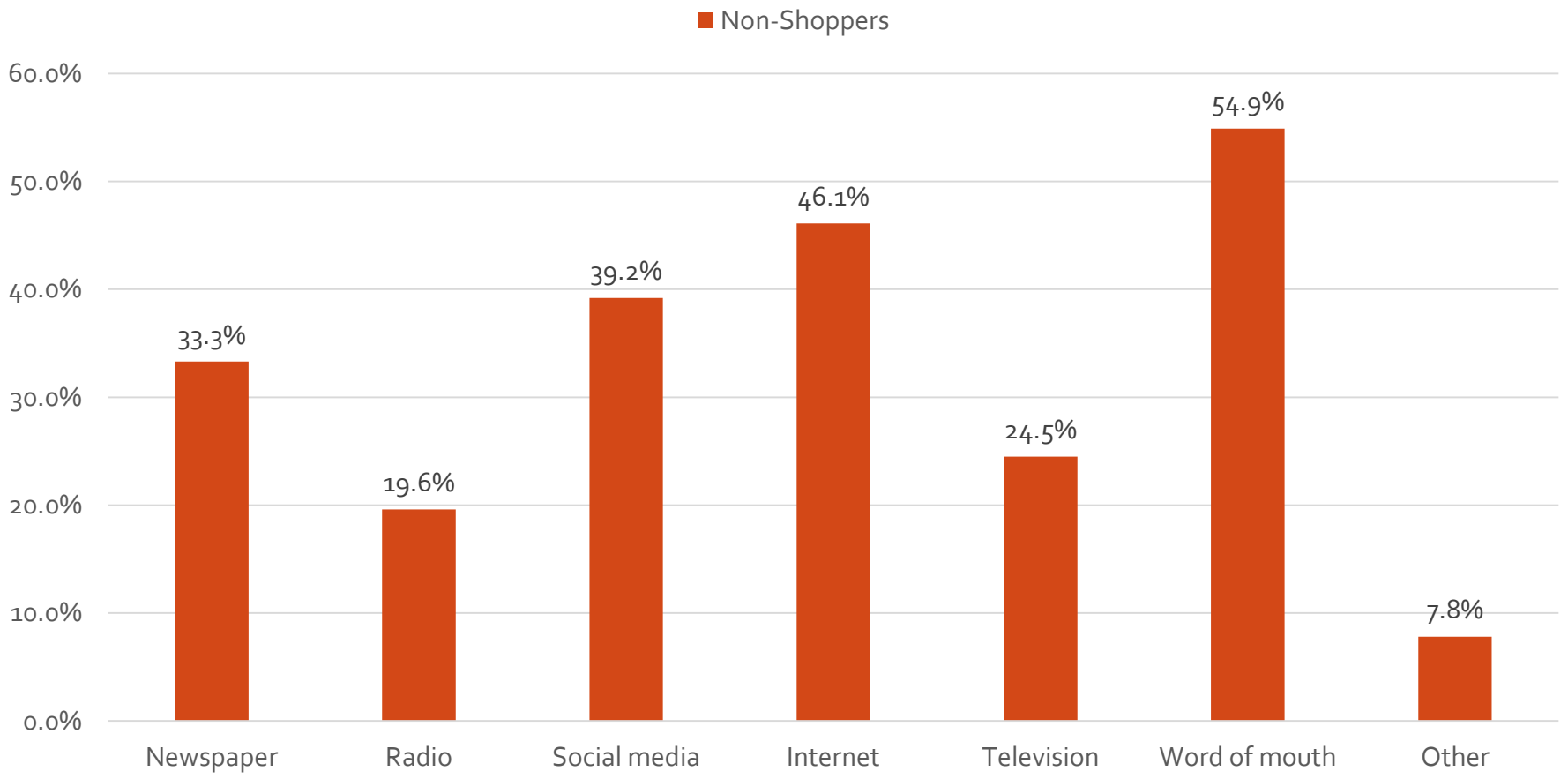

80%
70%
60%
50%
40%
30%
20%
10%
0%
Non-Shoppers
Shoppers
Online
Male
Female

Non-Shopper Highlights

Reason for Being Downtown



"How do you Learn about Downtown Activities"*

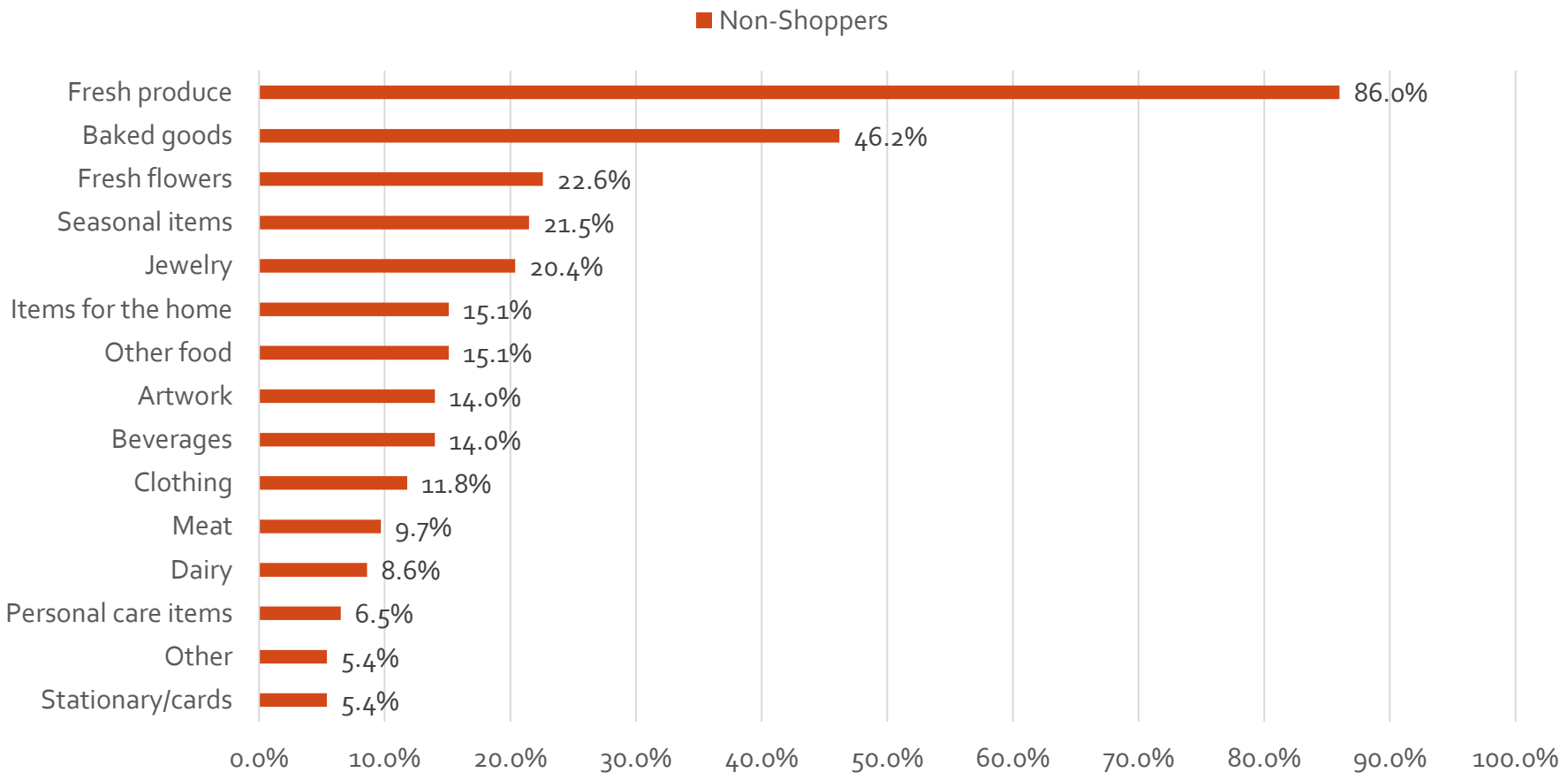


*Can select more than one

Pearl Market Awareness and Visitation

- 94% of Non-Shopper respondents have heard of Pearl Market
- 88% of Non-Shopper respondents have visited Pearl Market

Farmers Markets Shopper Interests

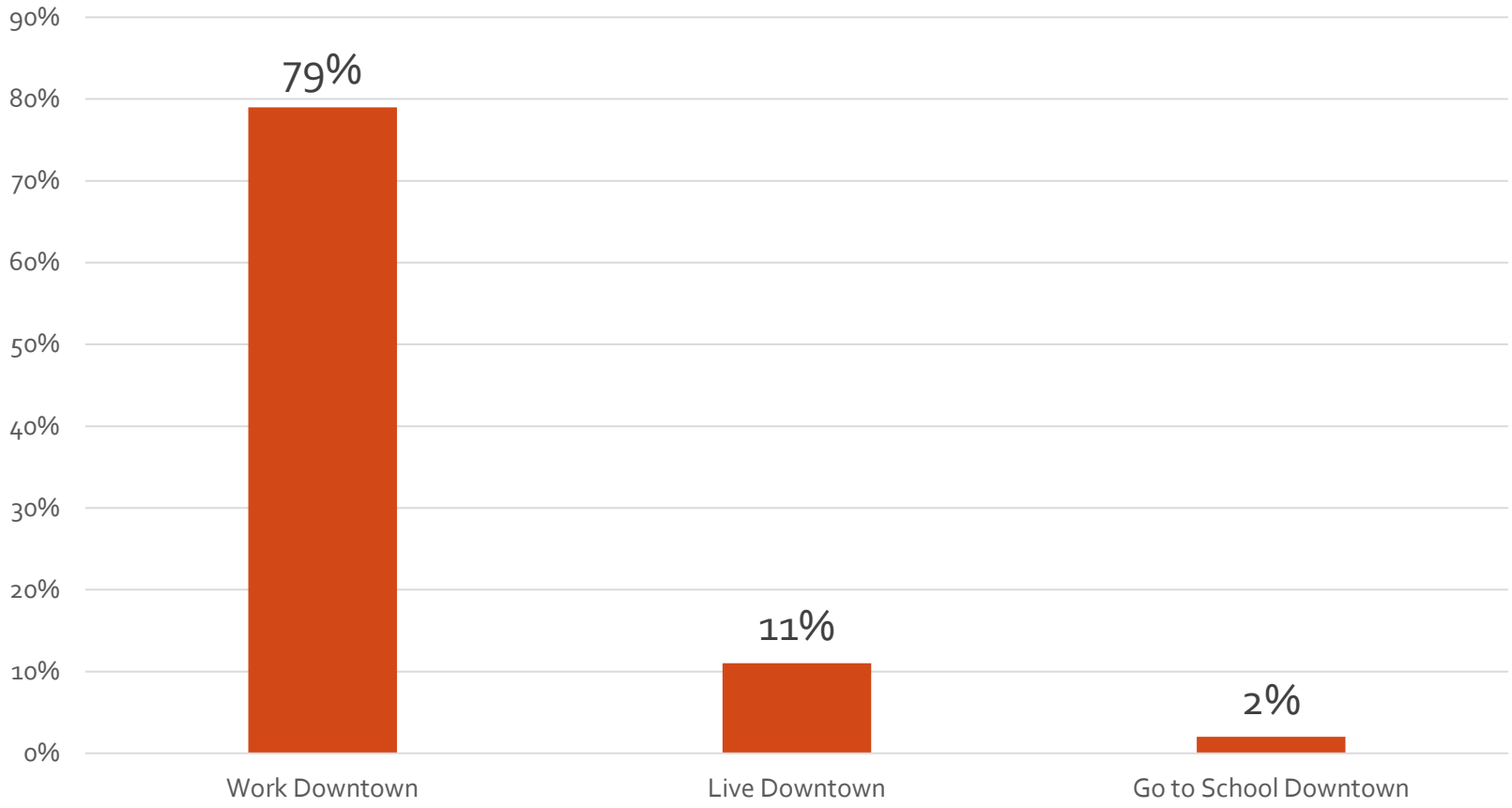


Important Factors When Deciding to Visit Pearl Market

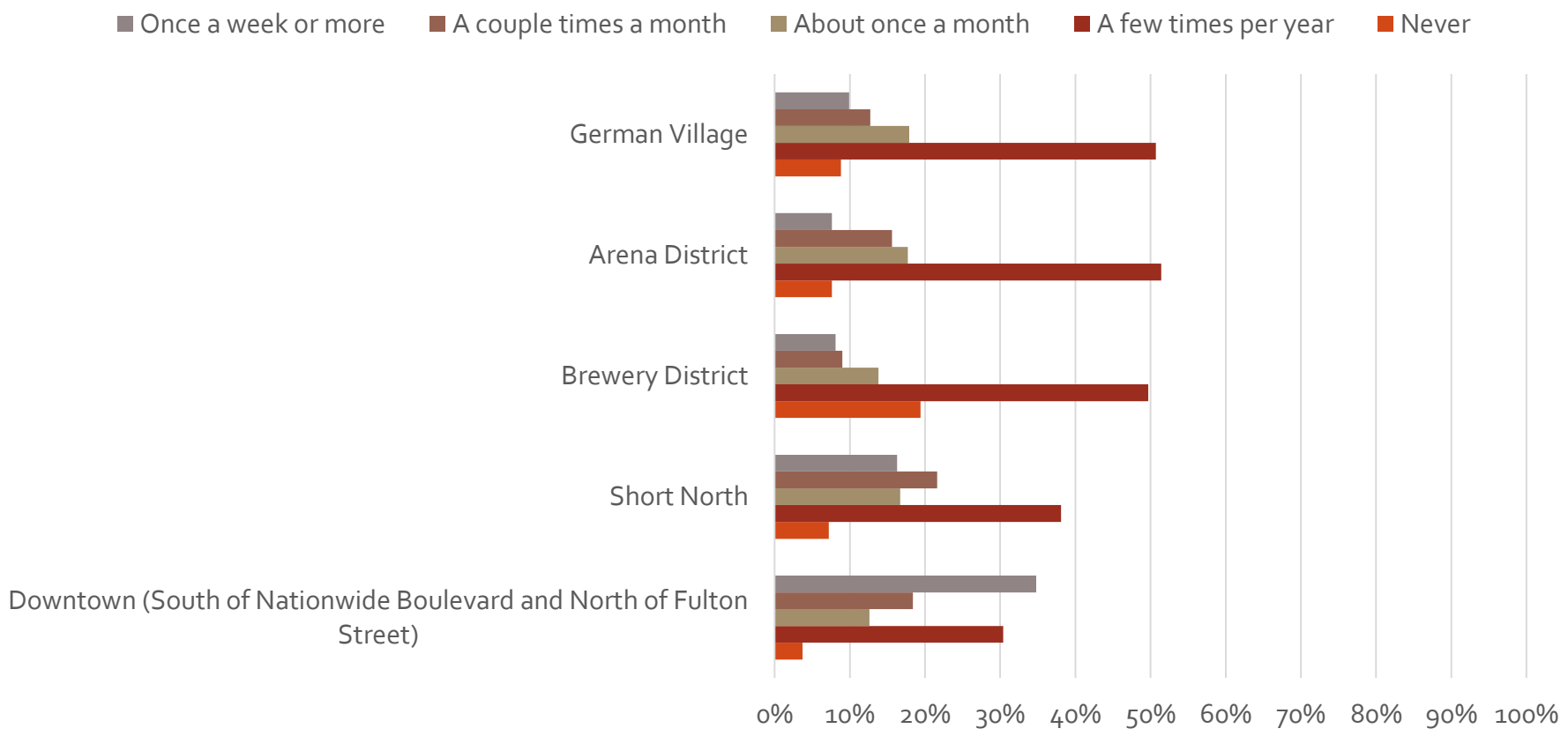
- Indicates the percentage of respondents indicating 5 on a scale of 1 - 5, with 1 being *Not Important* and 5 being *Very Important*

Online Survey Highlights

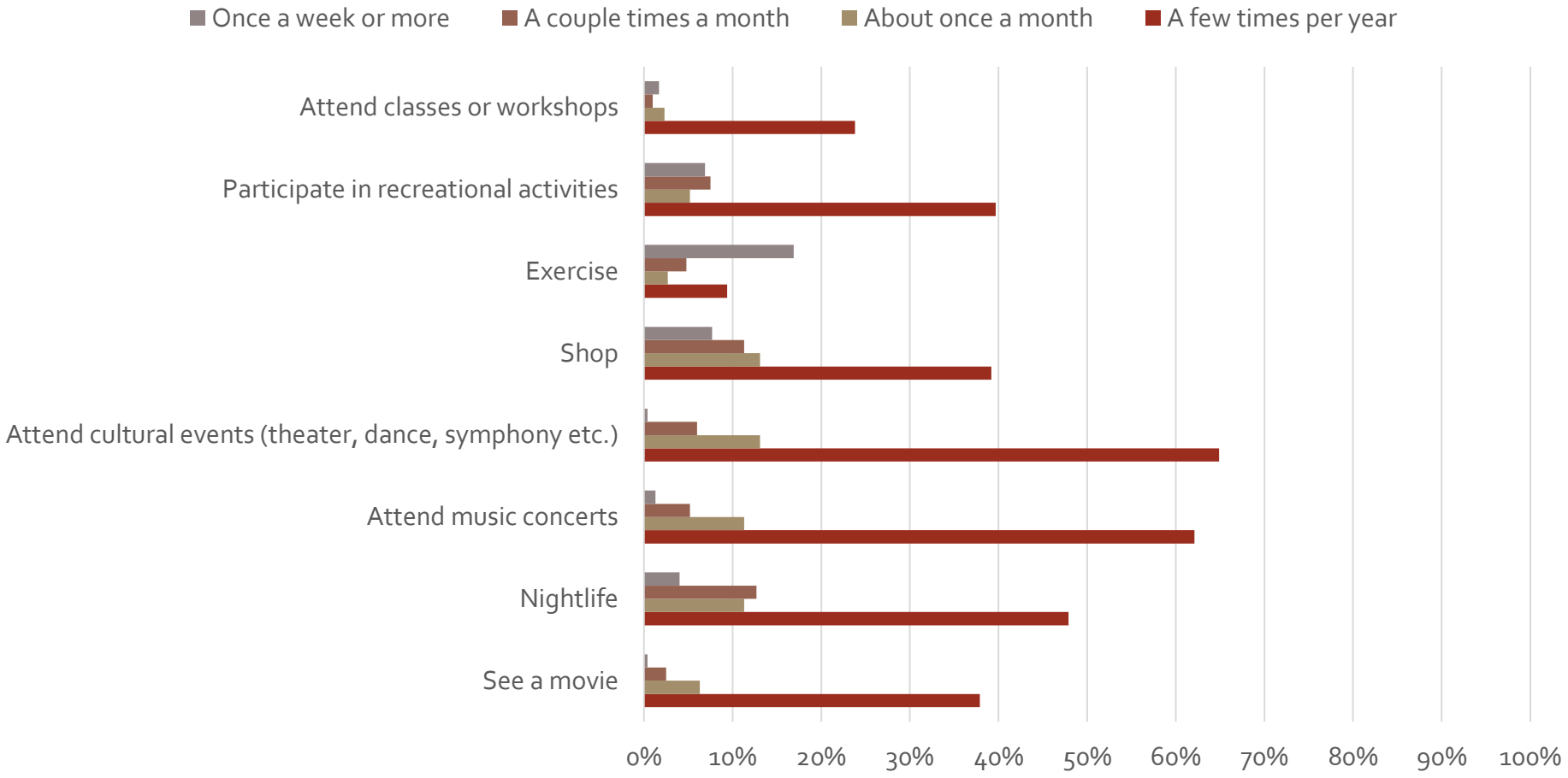
Downtown Presence



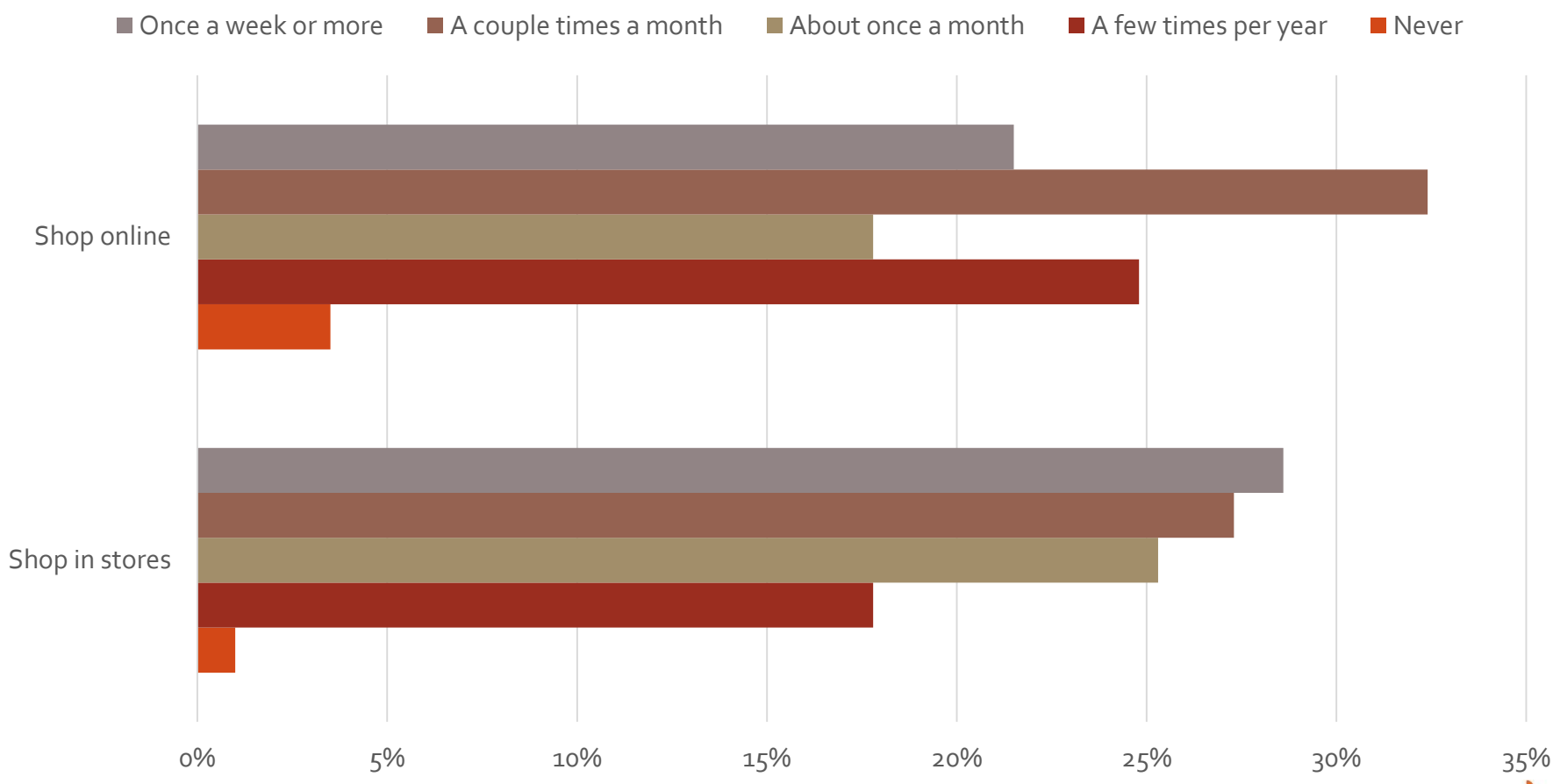
Downtown Visitation



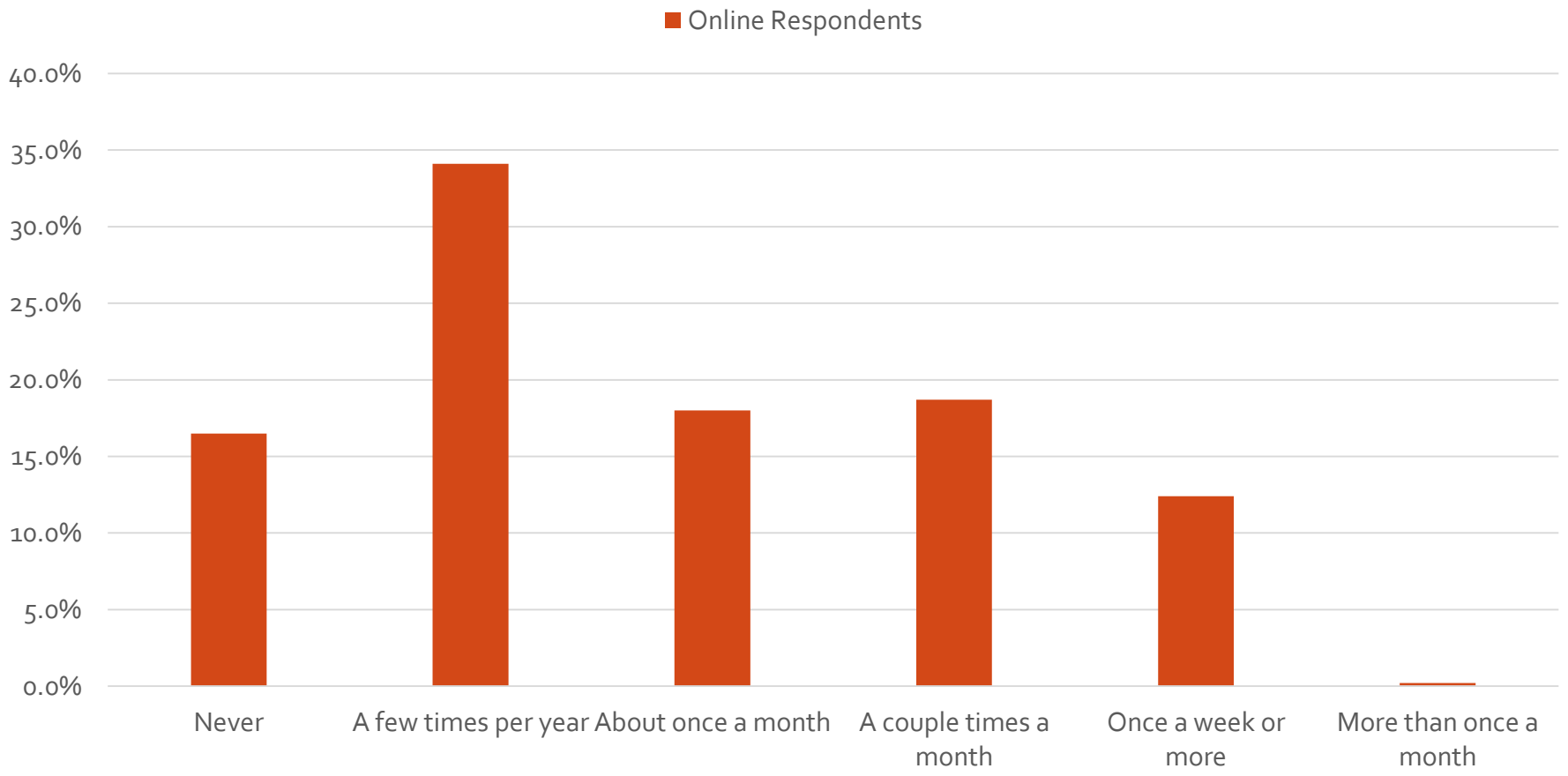
Downtown Activity Frequency



Shopping Trends

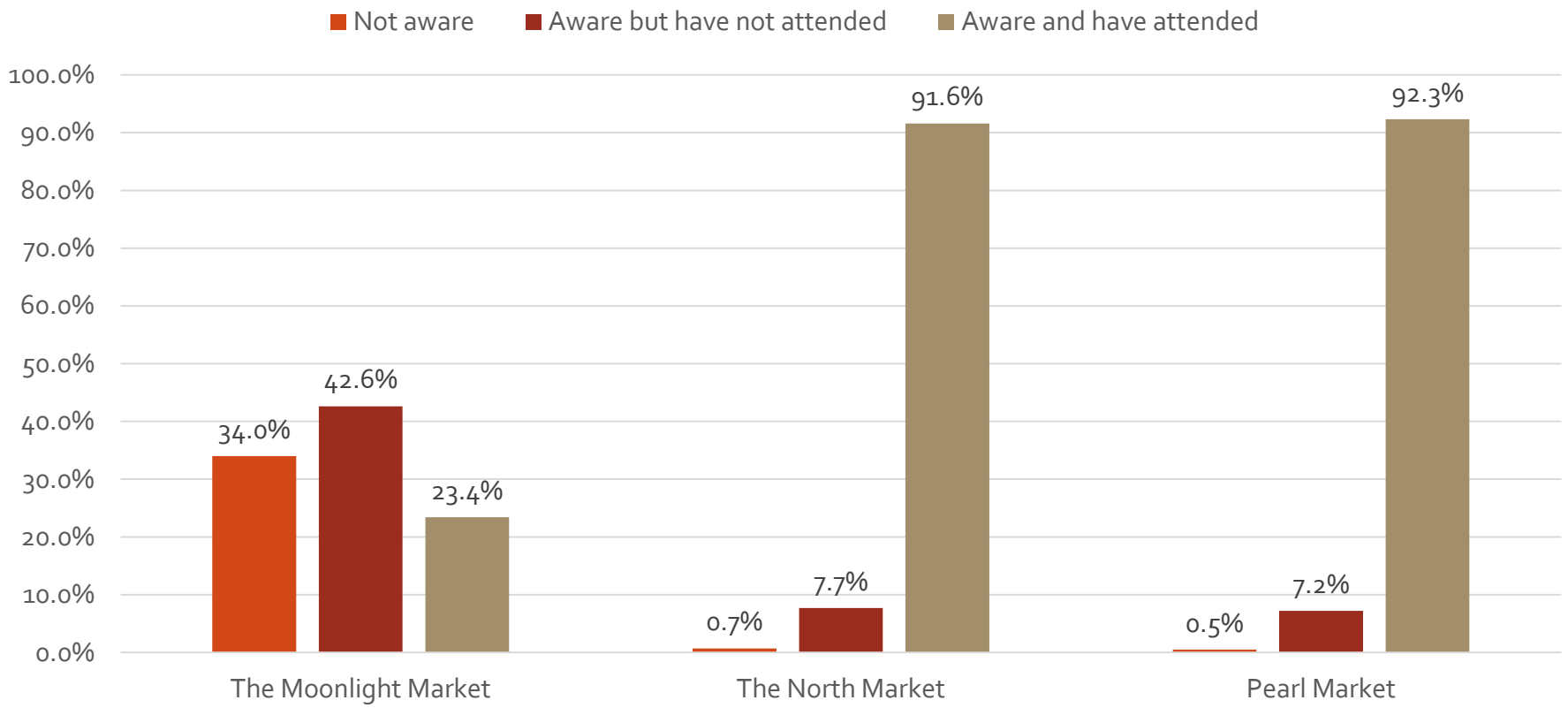


Public and Outdoor Market Attendance



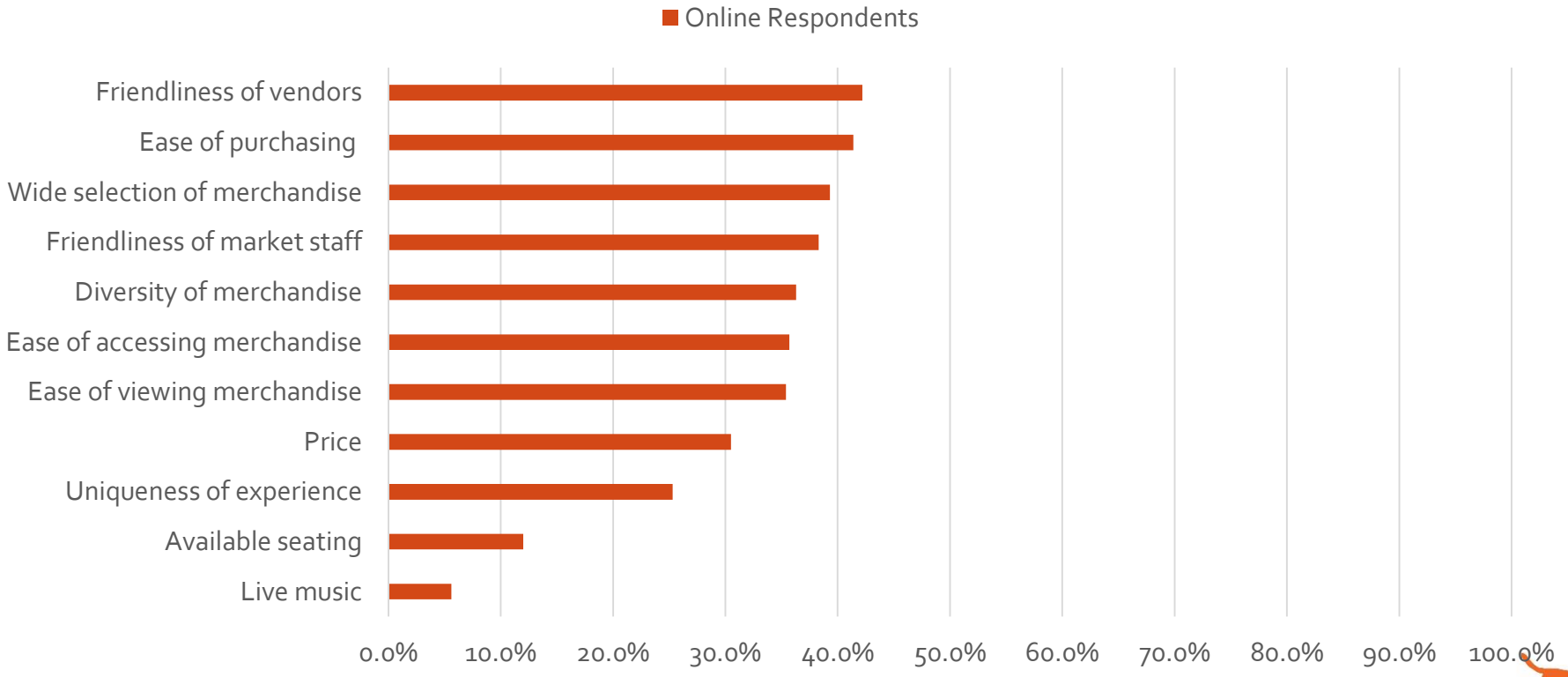
Other Market Awareness

- Based on Online Survey responses



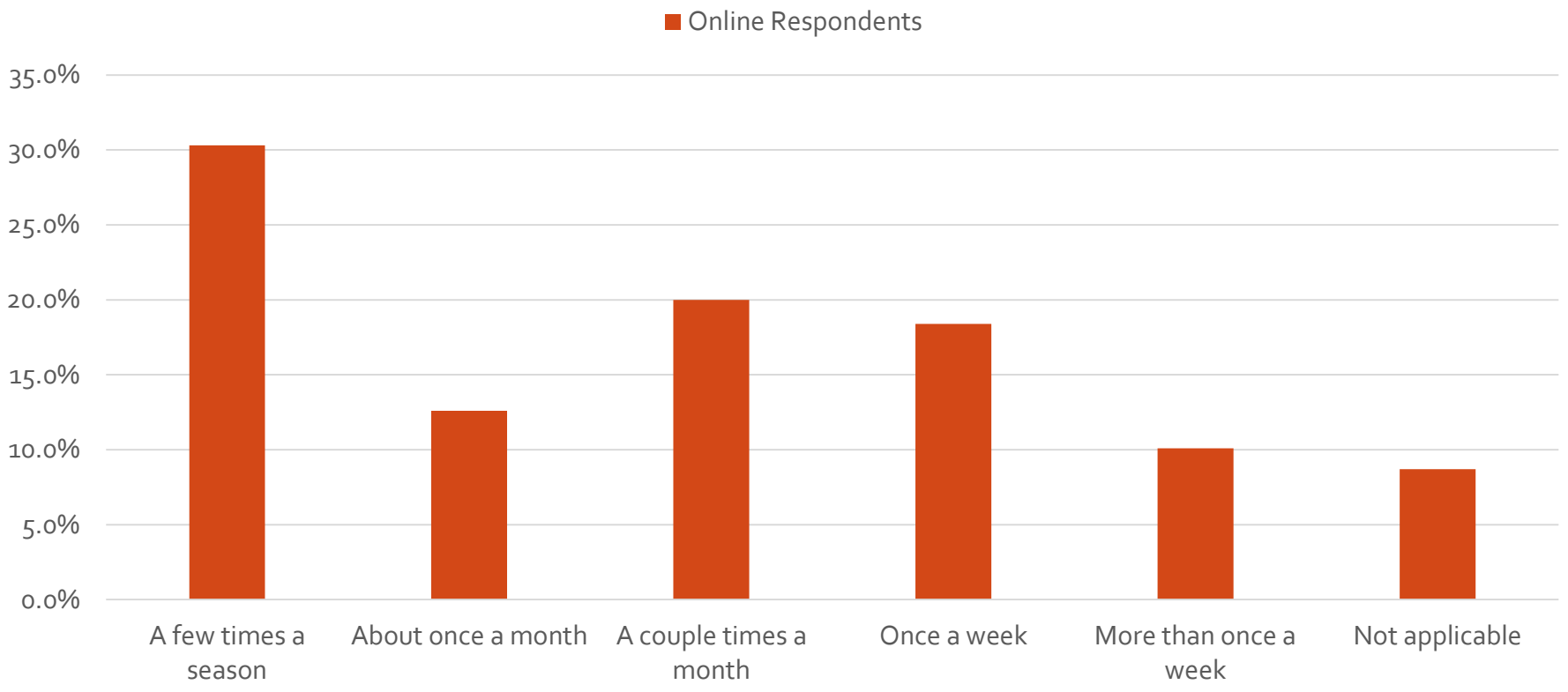
Important Factors When Deciding to Visit a Public or Outdoor Market

- Indicates the percentage of respondents indicating 5 on a scale of 1 - 5, with 1 being Not Important and 5 being *Very Important* when asked to "rate the importance"

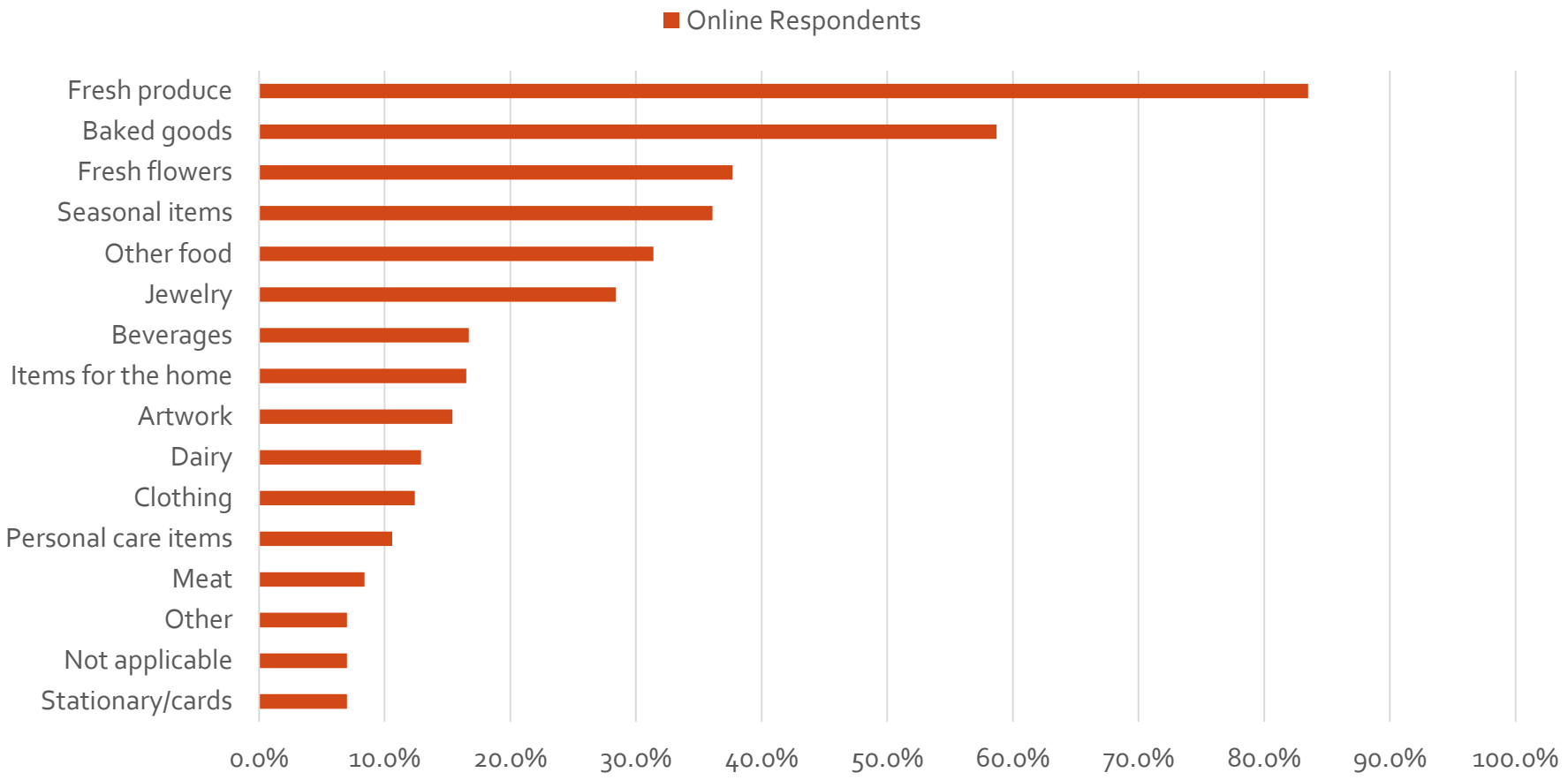


How often do you visit Pearl Market?

- 61.1% of respondents visit Pearl Market at least once a month with 28.5% visiting at least once a week

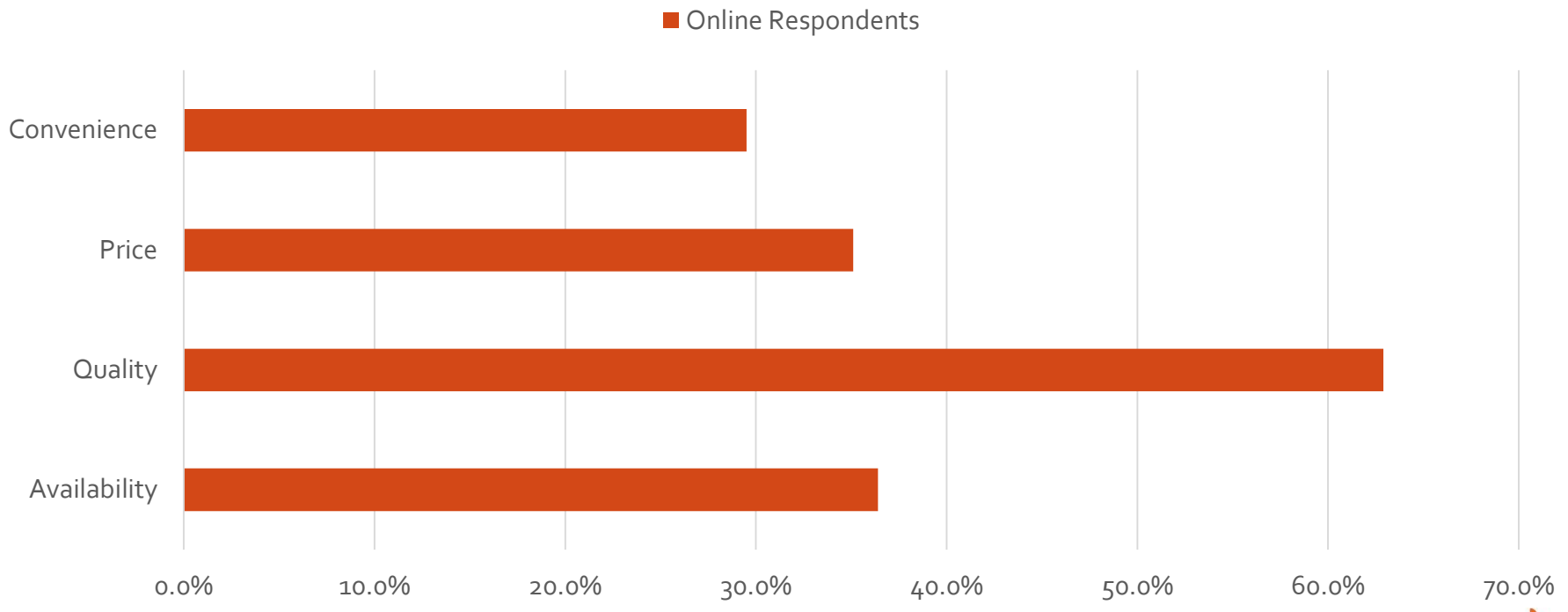


Shopper Behaviors – Farmers Markets

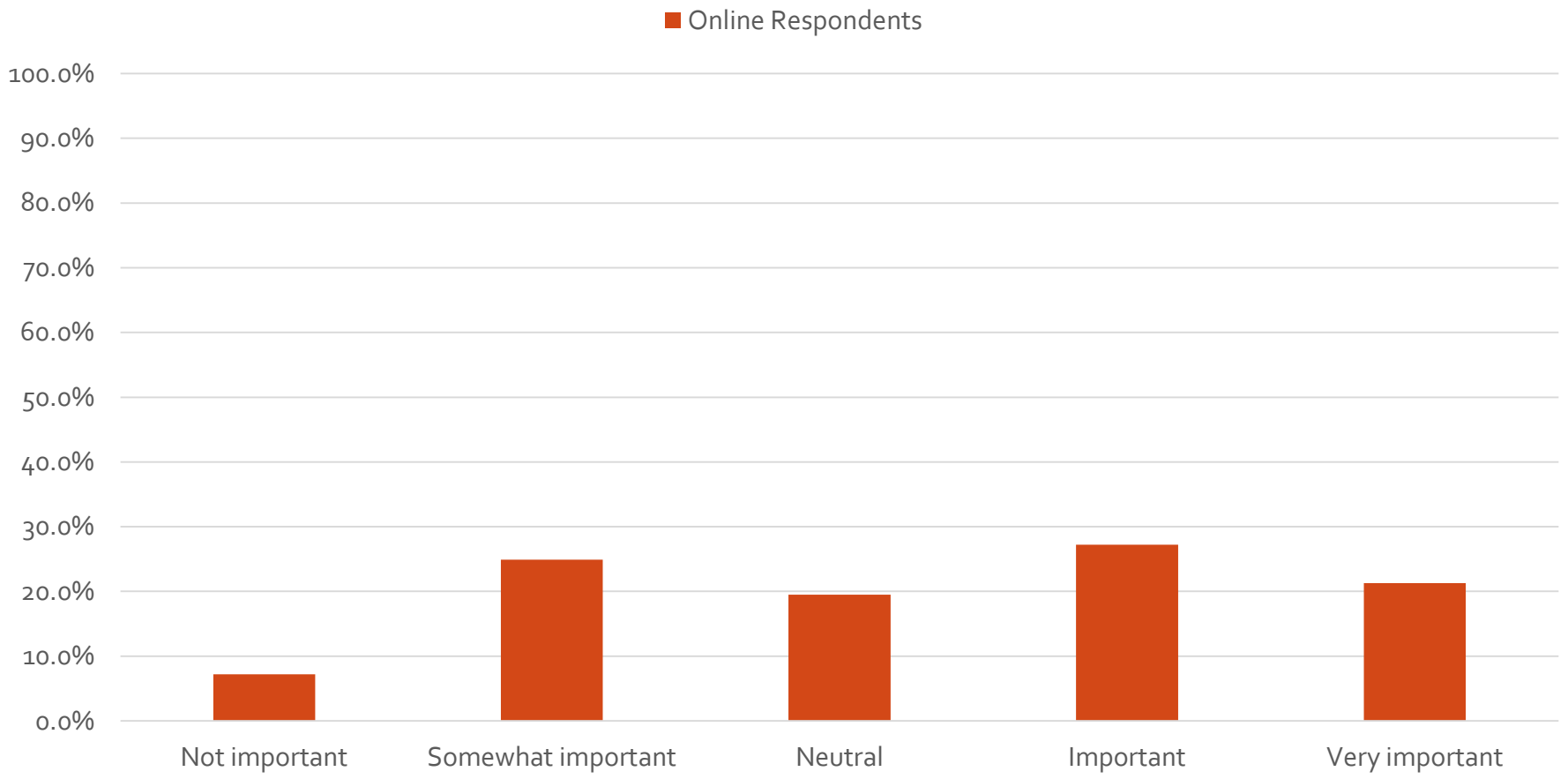


Important Factors When Deciding to Purchase Locally Grown or Made Items

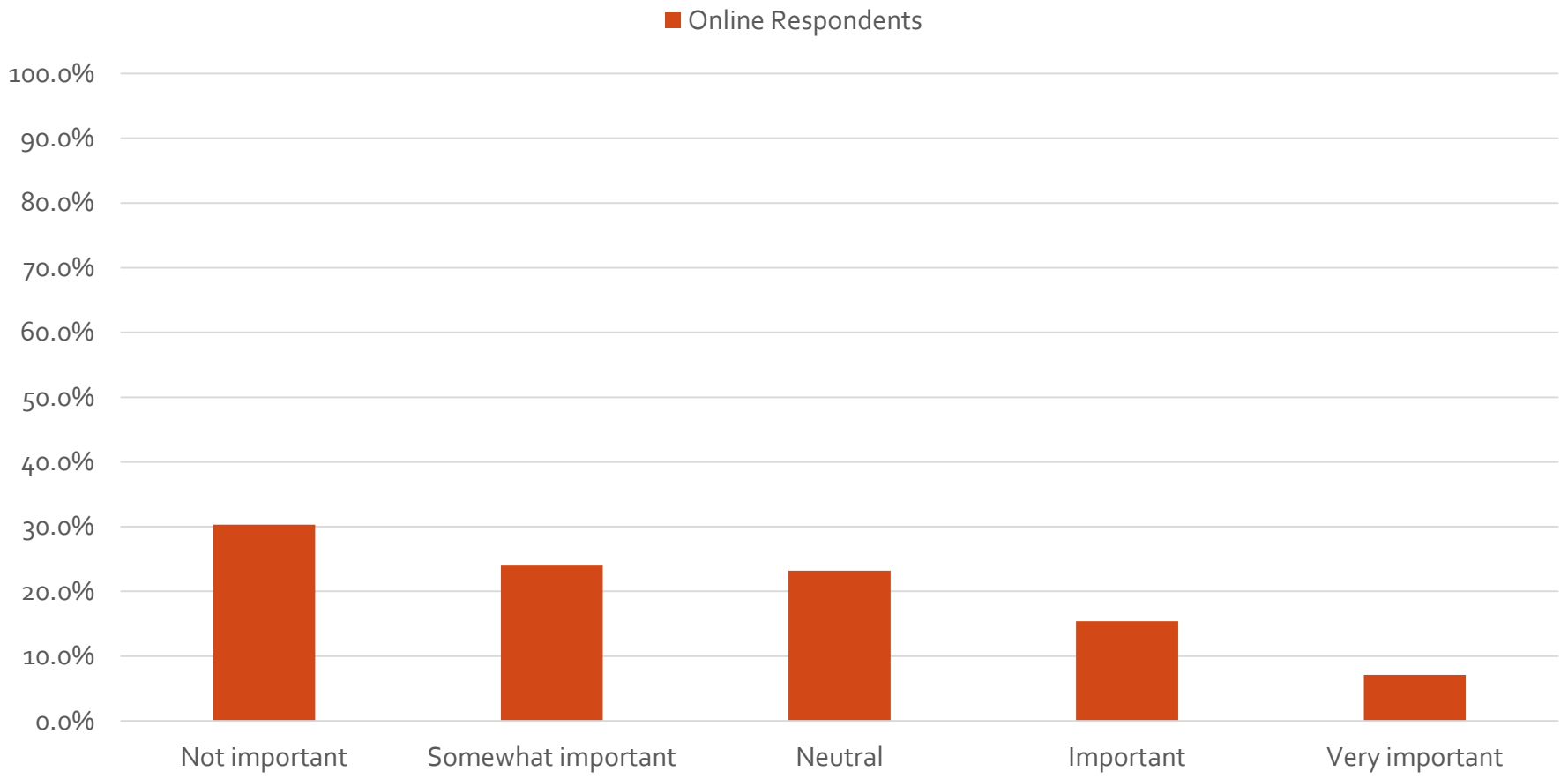
- Indicates the percentage of respondents indicating 5 on a scale of 1 - 5, with 1 being *Not Important* and 5 being *Very Important* when asked "what factors were important when deciding to purchase locally grown or made items"



Importance of Vendor Grown Produce

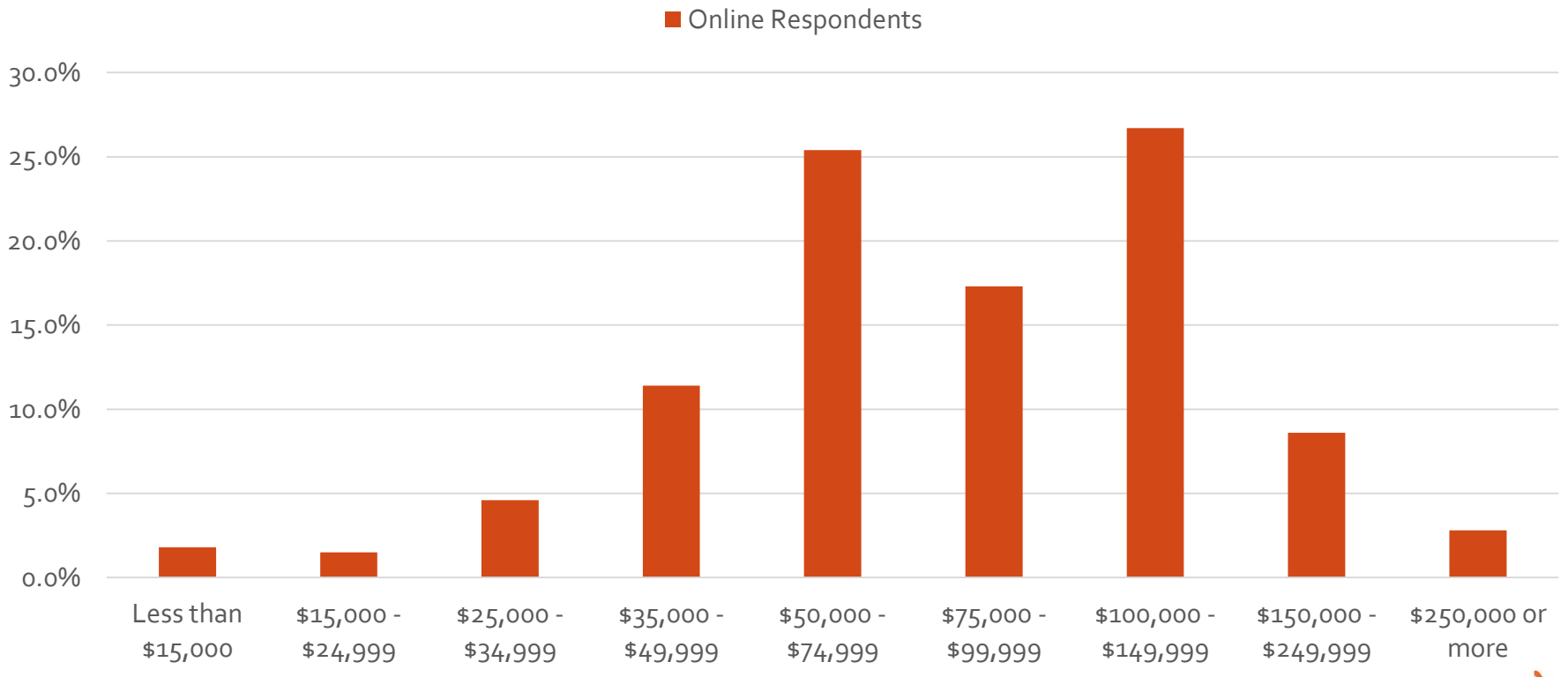


Importance of Offering Non-Local and Out of Season Goods



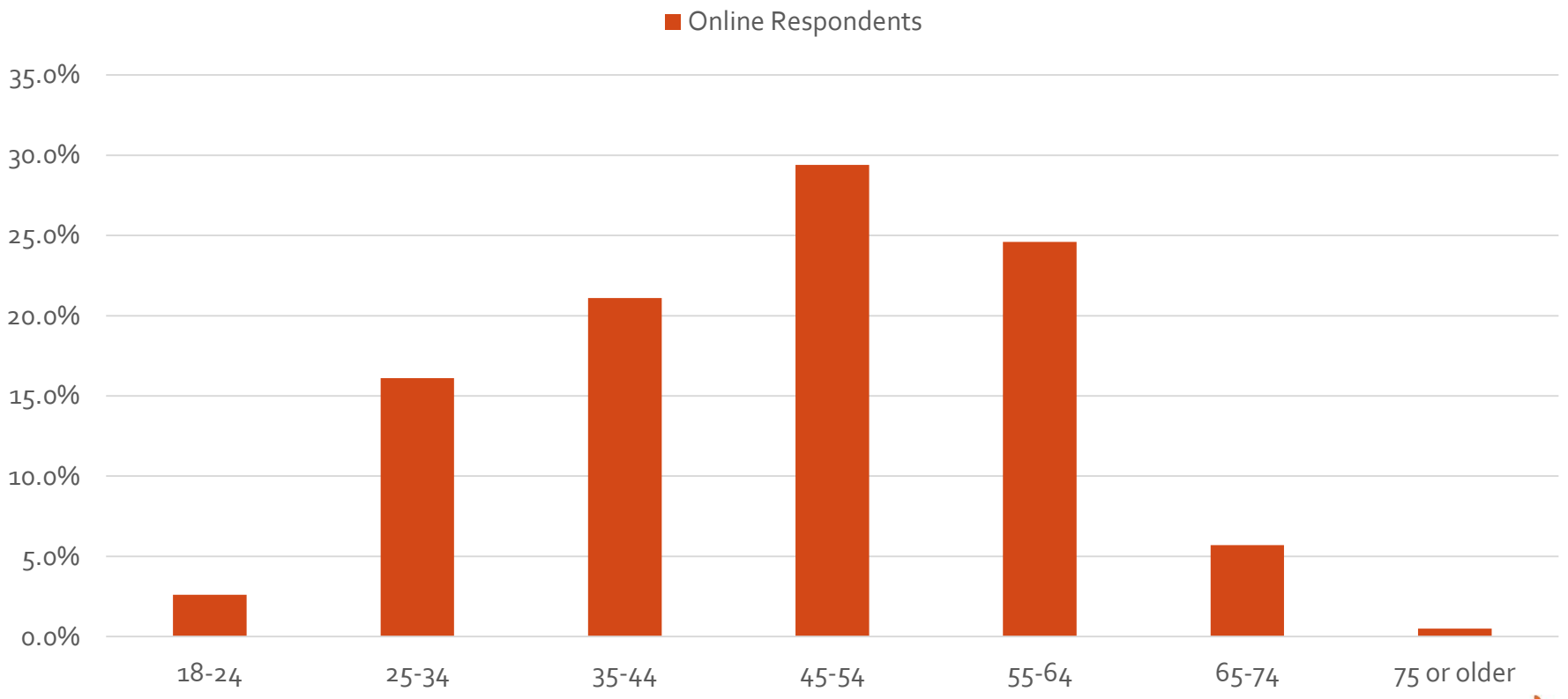
Household Income

- 69.4% of households have an income between $50,000 and $149,999 with the average household income falling between $75,000 and $99,999



Distribution of Age Range

- 75.1% of respondents fall between the ages of 35 – 64 with the average age being 42.7



Verbatim Comments

- "Generally shop Pearl Market for fresh produce, lunch items, occasional sweets."
- "I enjoy shopping for fresh fruits & vegetables"
- "I wish there were more vendors. More fruits and vegetables."
- "Loved Pearl market - would love to see more vendors and offered one evening or weekend "
- "Need more fruits and veggies from local farmers"
- "The market could definitely use more farmers and produce for a greater variety."

Ethnographic Observations

Customer Experience

- Much of the activity is on Broad Street, where the produce vendors are, rather than the alley itself
- Entrance to Market is underwhelming, particularly on Gay Street side. Positioning of the Market staff in the middle of alley seems better placed at each end to help greet customers
- Signage is lacking. There is nothing to draw in the local foot traffic
- Start of season had a presence and energy. As season progressed, it was often difficult to tell that something was going on
- Number of vendors seemed sparse, particularly as season progressed.
- Music varies the experience. Bands with lively music provides a festive feel, while solo artists give more of a street musician vibe

Customer Observations

- Customer trends mirror survey results. Audience trends toward women in business attire, particularly those who are browsing rather than walking quickly through alley
- Women tend to be with at least one other person, while men tended to travel alone
- Foot traffic slows significantly after 1:00 p.m.

Merchandising

- Produce vendors, followed by bread company and bakery, generated the most activity
- Non-food item booths had spotty activity. This type of vendor seemed to be more passive, not engaging with prospective customers
- Placement of vendors had feeling of sameness as season progressed, particularly non-food vendors. There was not anything new or different to draw people in.Service vendors (banks, newspaper subscriptions) generated the slowest activity

Stakeholder Interviews

Vendor Interview Highlights

- Vendors feel Pearl Market staff is friendly and helpful
- Pearl Market shoppers are willing to pay for quality and are not as price sensitive as shoppers at other farmers markets
- Lack of advertising and cooperation from local brick and mortar stores is an issue
- Days and times of market are fine and should not be changed
- Market is an urban escape for business workers and variety of goods keep all engaged

Employers Interview Highlights

- Perception (and personal use) is to frequent the Market to buy from the farmers
- Higher prices are justified by supporting local farmers and knowing where goods come from
- Supplementing goods with non-vendor grown produce is acceptable as long as it is advertised as such
- Most feel that days and times are fine and should not be changed
- More signage and advertising is needed
- High satisfaction with the way Market is managed