

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014-March 31-2017
Authorized Representative Name:	Katherine Barnett
Authorized Representative Phone:	940-349-8202
Authorized Representative Email:	Katherine.barnett@cityofdenton.com
Recipient Organization Name:	City of Denton
Project Title as Stated on Grant Agreement:	City of Denton Promoting and Expanding the Denton Community Market
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-TX-0160
Year Grant was Awarded:	2014
Project City/State:	Denton TX
Total Awarded Budget:	77871

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
 Different individual: Name: _____; Email: _____; Phone: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

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

FMPP Project Goals

Goal #1: Increase the number of visitors to the Market by 50 percent over two years. Outcome: increased number of visitors over the two-year period, with averages from 1000 to 2000 per week. Market customer penetration study shows reach beyond Denton for the customer base. Improved marketing of the DCM in general, and targeted marketing for farmers and agricultural products. Through surveys and data collection, identified customer and farmer needs and wants at the DCM.

Goal #2: Increase healthy food access for low income/low food access populations. Outcome: SNAP outreach/token system and community outreach made access for healthy food more accessible. SNAP was not previously available prior to the FMPP grant. The DCM outreached to new customers, including those in underserved communities and those who never heard of the market

- SNAP
- Special Markets
- Mailings and outreach to community groups
- Outreach to underserved neighborhoods

Goal #3: Increase the number of farmers and ranchers as vendors in the market. Outcome: The DCM created a new feedback mechanism and participatory processes for DCM farmers: the Farmers’ Working Group. Despite weather challenges, the Farmers’ Working Group and revised policies contributed to a more stable base of farmers and agricultural producers at the Market. This effort increased economic and social incentives for farmers to join the market. The 2016 season ended with 31 farmers or agricultural producers.

Goal #4: Increase market and farmer capacity by providing training and technical assistance to agricultural producers. Outcome: Provided training classes for running business and marketing produce and agricultural products. The DCM held training sessions specifically for farmers as well as other trainings for all vendors

Goal #5: Increase the variety of local agricultural products for sale at the market. Outcome: a wide variety of agricultural products, from heirloom produce varieties, to locally produced meat and eggs are available at the Market. Some weather-related crop losses decreased variety at times, but overall there is increased variety of agricultural products.

Goal #6: Expand regular operations and provide accommodations to improve the visitor experience through acquisition of needed equipment. Outcome: The overall visitor experience was vastly enriched with improved and expanded visitor seating, signage, messaging and marketing, and the designated Farmers’ District. The grant expenditures enhanced and expanded DCM operations through the acquisition of new equipment, such as the DCM trailer for storage and ongoing advertising at the Historical Park of Denton County site.

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, 20__). Include further explanation if necessary.
 - i. Number of direct jobs created: 2 PT
 - ii. Number of jobs retained:
 - iii. Number of indirect jobs created:
 - iv. Number of markets expanded: 1
 - v. Number of new markets established:
 - vi. Market sales increased by \$288,000 and increased by 50%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase:

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?

Community Outreach

Three types of direct community outreach were conducted specifically related to the USDA grant. First, direct outreach was done to the Southeast Denton neighborhood, an underserved and minority community in Denton. Second, outreach was done to community groups that would offer children's activities at the DCM. Third, outreach was conducted by phone, email, and in person for advertising SNAP benefits at the DCM in 2016.

Four meetings were held with the Southeast Denton neighborhood and the Martin Luther King Recreation Center in 2015. The purpose of the meeting was to begin to advertise the DCM's potential move to a city-owned property next to their community. This move is most likely not happening, as of the writing of this report. The efforts were valuable in reaching out to potential new customers and vendors for the DCM.

Harvest Day was heavily promoted at the Martin Luther King center with posters and fliers. DCM staff presented information about Harvest Day at the DCTA Transit Center during an evening meeting about with the community. Fliers and information was distributed to about 40 community leaders and residents. The presentation by DCM staff also included information about upcoming SNAP benefits to be provided in the 2016 market season.

The DCM hosted a Halloween Booth at an indoor Halloween festival at the Martin Luther King Recreation Center. This booth occurred on the same day as the Spooky Market at the regular market location at the Historical Park of Denton County. The combined efforts of advertising the Harvest Day market (nearly 3000 visitors) and the Halloween events (over 2000 visitors) led to a surge of visitors in early October. The Spooky Market Day had fewer outdoor visitors because of rain, but the MLK Center had hundreds of visitors to the Halloween Booth indoors. Free Halloween candy was distributed. A survey of a handful of visitors to the booth found that most had never heard of the DCM. Vendors reported that a few families from MLK visited the market for the first time that day.

Visitor Counts: Measuring Marketing Progress

The visitor counts follow trends of high counts during Opening Day through June. By July and August, counts decline. The fall then sees higher counts again with the cooler weather and people back from vacation. By November, with the colder weather and rain, visitor counts drop off. In estimating visitor counts, the DCM records hourly numbers of visitors. By past counts, it is estimated that there is a three per hour turnover of customers, as many customers leave after 20 minutes. Each hourly count is multiplied by three to come up with the total count. The exception to this method is the Opening day and the second day of 2016, when DCM had enough volunteers to conduct a total count of visitors as they entered the DCM.

To further measure progress of visitor attendance, DCM volunteers collected addresses and zip codes from 374 from customers from July through October 2016. The addresses were mapped and ESRI GIS software was used to calculate the customer market penetration by zip code according to 2015 Census Data. The ratio of customers, given a sample, relative to the population was calculated for each zip code.

Weekly Produce/Agricultural Product Inventories: Measuring Progress in Agricultural Product Variety

Almost every week, an inventory was compiled of agricultural products available at the DCM. Peak times for produce and other agricultural products are in the spring and fall. In the summer heat of July and August, many farms have few crops available. Some farms no longer attend the DCM in July and August. In one case, the Denton Farmers’ Cooperative formed among three farms allowed the sale of produce from a fourth farm while they recovered their crops from the flooding and heat.

In the peak month of May 2016, there were 68 agricultural products available from 15 farm vendors. The diversity of products in May and June is impressive, with numerous heirloom tomatoes, three varieties of potatoes, numerous greens and lettuces, mushrooms, squash varieties, and unusual items, including tatsoi, radish greens, and oyster mushrooms. By July and August, the produce variety drops to about 30 items from 6 or 7 farmers. The climatic factors in Texas create many challenges in maintaining product variety for the entire DCM season from April through November. Since the radius limit is 100 miles, except with special approval by the DCM Farmer Working Group and the Board of Directors, it does not appear possible to maintain the variety without greenhouses

4. Discuss your community partnerships.

i. Who are your community partners?

City of Denton, Denton County, Denton Agrilife, TWU are large community partners. Many smaller organization are partners as well. Examples include

Adams "At-Home" Kempo
Arty Party
Big Brothers Big Sisters
Denton Area Running Club (DARC)
Denton County Beekeeper Association
Gold Horse Academy

international Experience
Karma Yoga Denton
Lil' d Dog Training
Pop & Go Weddings
Princesses With A Purpose Of Texas
Texas Snake Initiative

ii. How have they contributed to the overall results of the FMPP project?

Assist with funding, location, classes for vendors and logistical support.

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

In July and August 2016, the Denton Community Market reached out to Texas A&M University AgriLife Extension Service and the Texas Women's University Center for Women in Business to collaborate on capacity-building workshops for its vendor community, particularly farmer vendors. The first workshop in this series was scheduled for Wednesday, August 17th and featured Dr. Marco Palma of Texas A & M University who presented "Direct Marketing Opportunities for Local Foods." Most found the training to be very helpful in evaluating pricing strategies and for general marketing ideas.

The Denton County AgriLife Extension office is reaching out to other contacts to elicit additional programming on small grants for farmers, farm planning and record-keeping, and tax issues. Tina Mims of the TWU Center for Women in Business offered a two-part workshop in the fall for all Denton Community Market vendors. The first part in September 2016 focused on business planning with an emphasis on marketing that includes sales forecasting as an output. The second segment in October 2016 will convert the sales forecast from the first week into a profit/loss, cash flow, cost of customer acquisition, and return on expense analysis. A third workshop was offered in December 2016 on marketing and online marketing. TWU Center for Women in Business staff and scholars will also consult with participating vendors as desired.

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

Website and graphic design and local print shop. The web and graphic design brought a cohesive complementary look and feel to all print and digital items. It boosted to impact of our marketing. Using a local print shop to target mailing to low income or underserved populations expanded our customer base and kept dollars spent locally.

6. Have you publicized any results yet?*

- i. If yes, how did you publicize the results?
 - a. Yes to City Council and Denton County Commissioners
- ii. To whom did you publicize the results?
- iii. How many stakeholders (i.e. people, entities) did you reach?

*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?

Visitor Surveys: Determining Satisfaction with Market and Agricultural Products

Out of twenty-five in depth interviews with customers, all are satisfied with the DCM overall, and describe it as an important location to find local produce, locally-made items, and to socialize. Three respondents were visitors from outside of Denton who never attended before. The rest were regular visitors who were mostly "very satisfied" or "extremely satisfied" (68%) with the variety of produce at the DCM.

8. All stated that there needs to be even more produce, including more greens and fruits. "The more produce, the better" and "I would like to see more variety of everything" summarize the sentiments of most visitors. Cheese products, wheat berries, fruits of all types, and more Asian varieties of vegetables were identified as wanted items.

9. In 2015, there was very little produce and five responded only “somewhat satisfied.” The 2016 season has improved, but the July and August months had less produce because of crop failures from rain and from one farm closure from personal reasons. In the fall of 2016, more farmers had produce to sell once the extremely hot weather subsided. In October 2016, one new produce farmer joined. The DCM expects them to return in 2017.
10. Since fresh produce, along with other local agricultural products such as eggs, meat, flowers, and honey are important reasons for visitors to attend, the DCM needs to continue to outreach to new farms and promote produce sales.
11. For visitor satisfaction, “shade” was described as important along with the existing seating, funded by the USDA grant. “Socializing” and sitting with friends were identified as important reasons for visiting the DCM. The DCM should continue to expand shaded areas as possible and enhance its seating areas.

Farmer One-on-One Interviews: Determining Farmer Needs

Ten of the major produce and agricultural farmers were interviewed in 2015-2016 for their viewpoints on the benefit of the Market, their operations, and needs for further support. The farms are small-scale, varying from less than one acre of production to 12 acres. Most are not using all of their available land for production. The farmers cited the desire to produce food for the local population and to be connected with their customers as a reason for farming and selling at the DCM. Four farmers want to be mostly self-sufficient in “living off the land” and producing as much as possible in agricultural products for their own consumption. The farmers want to provide local food and heirloom varieties of products for Denton and surrounding communities. Not all products produced are available for sale to the public, since the yields may not be sufficient. Environmental sustainability is very important for the farmers. One farmer describes their motivation for farming and “restoring the land”: “I have felt for years that my calling is to “restore” land by operating in permaculture, and going for creating a forest again. I want biodiversity and have every section with perennials that can grow on their own... The land is being restored, and not taking out more than putting in and I want to leave it better than I found it.”

The community among the farmers is also a very important motivation for participating in the market. The “sense of community” is an asset of the DCM that is being continually strengthened. The FWG is the greatest example of the farmer sense of community.

Farmers had mixed results during the two-year grant period:

One-half of the farms experienced growth of sales at the DCM and a further solidification of their status as DCM vendor. Other farms did not experience growth or had significant positive or negative changes. One-half had a change in management or closure. Out of the interviewed farms, five farmers changed their operations since the first interview in 2015. Two family-owned producers no longer share the same farm name or adjacent properties, with the purchase of new property and the renaming of a farm. Another group of farmers formed a cooperative in 2016, and now jointly sell produce in several tables, each with their own farm identity but with shared costs. This is a very positive result of the Farmers Working Group to meet financial needs of the farmers. Farm closures happened for two different reasons: personal challenges and financial needs. One of the largest farms of 11 acres is unfortunately no longer in operation as of the summer of 2016. A personal issue resulted in the closing of farm operations, despite the significant yields of the farm and the support of three farmers’

markets in the DFW Metroplex as well as their local store. As of December 2016, the farmer that had closed operations is attempting to return to farming on a smaller farm. He is in search of new property to lease. The former property is no longer available for lease.

“Start-up” farms face considerable challenges in Denton and DFW. A majority of the farms have been in existence for less than ten years, and some for only one or two years. Most start-up farmers must supplement their income with non-farm work. In two cases, the farms are closing altogether because of the need to find full-time work. The farms are very dependent upon the labor and knowledge of one or two people. One farm closed most operations when the owner took a full-time job elsewhere. Financial needs superseded the desire to continue farming for a living. Another farmer not yet formally interviewed will be closing operations this year because of the need to take a non-farming full-time job. The changes in operations and ownership of farms and DCM booths shows the challenges of farming in Denton County and the surrounding areas as well as financial difficulties in getting needed labor, equipment, and yields to make the farms fully sustainable.

For the farms that are still participating in the market and will continue next year in 2017, they cited many benefits gained from the USDA grant efforts.

The surveys showed the following items as ongoing challenges for farms:

1. The unpredictable Texas weather. The farmers have periods of drought and flooding over the study period. Also temperature changes are unpredictable at times, changing from a frost to 80 degrees in a two-day period. An example was May 2015 when there were drastic temperature changes and significant flooding that damaged many crops. There was also flooding in May 2016 that damaged some crops again, but not as widespread. One farmer in 2016 no longer maintained a booth after June because of the losses, and provided their produce to the cooperative for sale. In 2015, all but one farmer was impacted by crop losses, and there was very little produce until the fall season and Harvest Day in October.
2. Yield: Even if the farmers can sell everything they produce, their yield is not always enough to provide enough income
3. Lack of capital for equipment and labor: almost all farmers need more equipment for farming and more labor. One farmer suggested that it would be beneficial to have a paid-intern at the farm. Examples of needed equipment is landscape fabric, flame weeders, better washing station, high tunnels, and more cold storage.
4. Need increased, steady customer base: although the farmers have customers at the Market, groceries, even though they have some now.

All of the farmers expressed that the Market is a major outlet for selling their products. In 2015, it was more common to hear that the farmer-oriented aspect of the market needed to be expanded:

Farmers "wish the market was more farmer-based, that people were coming here for groceries." By 2016, farms are praising the changes made as a result of the USDA grant efforts.

In a 2016 interview, after many changes were made at the Market, farmers indicated that the changes have helped sales and visibility, even if there is still room for improvement. Without knowing what items were specifically funded by the USDA grant, one farmer stated: “Yes the Market does offer me support. I like the Farmers’ District a lot, it’s a really good move. I like the lower fees for farmers which is a significant help.” In general, the farmers appreciate the Farmers’ Working Group, like the enhanced visibility of the Farmers’ District,

like the reduced farmers' fees, and the special events, such as Harvest Day. Furthermore, the overall marketing changes to the website, social media, and design are identified as beneficial for farmer sales.

The DCM also purchased a dolly to be available for farmers to use for unloading items. At this time, the dolly is not widely used, but help with set-up and ease of unloading and loading products from trucks is an area needing further improvement. The DCM could hire people just for assisting farmers with loading and loading goods. In competing with regional markets, the DCM could offer free coffee and other amenities to attract more farmers.

Vendor Surveys

Two Vendor Surveys were conducted in 2015 and 2016 of DCM vendors from all categories, including farmers, artisans, food vendors, local businesses, and community groups. Every effort was made to get a high proportion of vendors to respond to the surveys. Survey Monkey was utilized to create and distribute the surveys. Prize incentives were given to get a higher return rate.

Response

Out of 152 vendors, 53 (35%) responded to the 2015 End of Year Survey. Out of 187 vendors, 75 (40%) responded to the 2016 Mid-Year Survey. About 50% have been at the DCM one year or less. This corresponds with the growth in the number of vendors from 2015-2016. As consistently shown in past years, in 2016 more than one-half of vendors are start-ups (60%), having only been in business for less than one year.

How Long Were You in Business Prior to Becoming a Vendor at the Market?

Amount of Time in Business	2016 Response Percent	2016 Response Count
<1 year	60%	43
1-2 years	18%	13
3-5 years	7%	5
7-10 years	8%	6
>10 years	7%	5
Total		72

Ten of the respondents are farmers. Out of the ten farmers who responded, six were in business for one year or less prior to becoming a DCM vendor. For the past two years, about one-half of vendors were new to the DCM, and one-half were returning vendors. Start-ups join the DCM, either succeed or fail, and return to the market again if successful or they believe market attendance is helpful for their business.

DCM Vendor 2015 End of Year and 2016 Mid-Year Surveys				
How long have you been a vendor at the Market?				
Answer Options	2015 Response Percent	Response Count	2016 Response Percent	Response Count
Less than 3 months	1.9%	1	8.0%	6
3-6 months	11.3%	6	36.0%	27
7-11 months	28.3%	15	1.3%	1
1 year	7.5%	4	6.7%	5
2 years	28.3%	15	18.7%	14
3 years	3.8%	2	10.7%	8

4 years	5.7%	3	8.0%	6
5 years	13.2%	7	10.7%	8
How important has the Market been in the development of your business?				
Answer Options	2015 Response Percent	Response Count	2016 Response Percent	Response Count
Extremely important	37.7%	20	53.3%	40
Very important	28.3%	15	26.7%	20
Moderately Important	30.2%	16	8.0%	6
Minimally important	3.8%	2	9.3%	7
Not important at all	0.0%	0	2.7%	2

2016 Mid-Year Sales Summary:

- Out of 75 responses, the total average sales per week are \$20,657.
- 11 vendors did not provide information or it was not applicable (community group).
- 64 vendors=\$20,657 in sales per week
- \$322 average sales per vendor
- On average, about 70 vendors per week.
- 70 X \$322 = \$22,540 per week
- \$22,540 X 35 weeks = \$788,900 in estimated gross sales per year (just on market Saturdays)

The estimated 2016 gross sales have increased 58% from 2015. From the 2015 Vendor Survey, total sales were projected to be about \$500,000. It is most likely that sales are increasing because of increased visitor counts in peak times, increased number of vendors, and increased visibility with enhanced marketing and community outreach provided by the USDA grant.

Harvest Days have increased visitor counts, for instance, and thus increased sales for farmers and other vendors. Daily sales data is not available. On average, for nine agricultural vendors who responded, they had \$338 in sales per week at the DCM in 2016. In 2015, there was an average of \$297 in sales per week for five agricultural vendors who responded. **Agricultural sales rose 14% between 2015 and mid-year 2016**

2016 End-of-Season Survey:

The end-of-season survey for 2016 had a relatively lower response rate of 29% (55 out of 192). This is a summary graph of average weekly sales for the entire 2016 season. As is shown in Figure 4, a majority are in the \$100-\$500 range of weekly sales, 72% of vendors. With eight farmers responding in the end-of-season survey in 2016, \$343 was the average in sales per week for agricultural vendors for all of 2016, **a rise of 15.5% from 2015.**

12. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- ii. Did the project generate any income? No
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

13. Lessons Learned:

Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

A key challenge to the DCM is maintaining a variety and large number of farmers in all months of the market season from April through November. While at certain times, there are up to 15 agricultural vendors on a market day, there are other days, such as in August, when many regular vendors do not have produce or do not want to brave the heat all day. Customers, as some farmers pointed out, want a reliable source of fresh produce, eggs, meat, and other agricultural and food products.

The unpredictable weather had left August with just three produce vendors (if the cooperative is counted as one). On August 13th, two farms did not sell at the Market because of weather related losses, and other farmers did not have much product to sell. By fall, the variety of farmers had improved as the hot weather subsided.

The challenge is attracting more visitors that purchase produce and agricultural products and at the same time have the variety that customers want. Our continued social media presence and some media presence helps with attracting a more diverse customer base. The SNAP tokens and other non-SNAP tokens help sales and the diversity of customers.

The DCM creates a mutually-supportive community of vendors to help. One farmer states “it’s a great community for producers. Vendors support each other.”

- i.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

14. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project’s work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you’d like to share about the future of your project.

Strategic Plan: Where the DCM Goes from Here

The USDA Grant enabled staff and the Board of Directors to write a Strategic Plan for the DCM over the next 3-year period. This Strategic Plan was presented to the City of Denton during discussions about funding and support for a permanent city-owned site with infrastructure. At the end of 2016, Denton County committed to allowing the DCM to remain at the current location. The County proposed an ongoing partnership with the City of Denton. The outcome of this partnership is undetermined. The Strategic Plan is a very valuable document for funding, planning, and solicitations of future grants. The Plan will be essential in planning farmer policies and category limits for the overall size of the DCM.

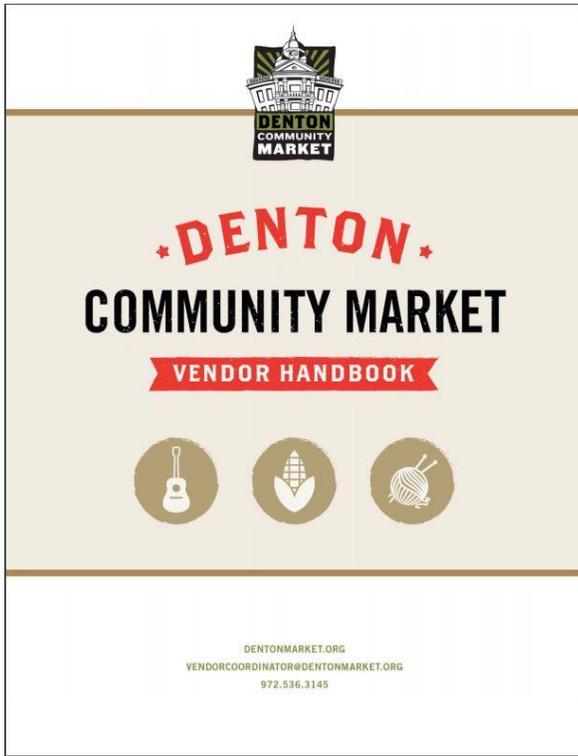
Some of the major findings of the Strategic Plan are:

1. The DCM averages 20% growth from the previous year in terms of the number of vendors. In the future, limits on total number of vendors and category limits will be further implemented to address space and management limitations.
2. There is a need for more staff with DCM growth and expansion of operations and services in the community.

3. The DCM needs to apply for grants and conduct fundraising to meet staff and infrastructure needs.
4. There is significant regional competition for farmer vendors and other vendors. Other cities in the DFW Metroplex are increasingly providing permanent infrastructure and staff.
5. With the regional competition, the DCM cannot continue to raise vendor fees, as some fees, except the reduced farmer fees, are the highest in the Metroplex.
6. The DCM continues to strengthen its presence at the City and regional levels, and this recognition will foster further success in visitors and vendor

Attachment Promotional and Marketing Materials

The DCM staff worked with an experienced graphic designer to develop a new branding package of colors, styles, and fonts to be used in all marketing materials.



Website

The website had significant upgrades to its design and functionality. The website is designed so that many features may be updated by DCM staff. The following elements are new or improved in the new website: www.dentonmarket.org.

- A. New appearance coordinated with new design and colors selected during the USDA grant process
- B. Newsletter sign-up capability
- C. News area for blog
- D. About section with DCM Mission, Board of Directors information and photos, and the Farmers' Working Group information
- E. Vendor section with logos and descriptions
- F. Vendor section with New Vendor Handbook (funded by USDA grant). The Vendor Handbook has a new design and new policies and fees specifically for farmers.
- G. Expanded information on how to join the market as a vendor, how to volunteer, how to perform, and how to donate money to the DCM.



AGRICULTURAL PRODUCERS + FARMERS *NEW*

Agricultural Producers and Farmers are an integral part of the Denton Community Market. We welcome new and returning local and regional producers of agricultural products throughout the season.

Agricultural Producer / Farmer Defined: 75 percent of the vendor's sales at the Market are from agricultural products.

New Agricultural Producer / Farmer Defined: An Agricultural Producer or Farmer that did not participate in the 2015 season of the Denton Community Market.

Benefits of Joining the Denton Community Market as a Farmer:

- **First Day Free!** First time farmers at the Market get the first day free!
- Option to contribute/join the **Farmer's Working Group** to advise the Market on the needs of Farmers like you!
- Booth location in the premium **Farmer's District**
- Two payment options are available for Farmers who sign up for the Market. You choose what works best for you!

PO BOX #3057 DENTON, TX 76202



WWW.DENTONMARKET.ORG

New section of the Vendor Handbook on Farmers

2. Facebook

Facebook is an important social media tool for communicating to a growing audience. There are currently over 10,000 "Likes" on Facebook, and about 2,000 are added per year.

<https://www.facebook.com/DentonCommunityMarket>

Here are the links to some recent digital newsletters:

A. <http://us1.campaign-archive2.com/?u=22673b54849a6b58022434372&id=825a69225f&e=b1b1693151>

B. <http://us1.campaign-archive1.com/?u=22673b54849a6b58022434372&id=660e058fb9&e=5e4c3639a0>

C. <http://us1.campaign-archive1.com/?u=22673b54849a6b58022434372&id=119307fdd7&e=b1b1693151>

D. <http://us1.campaign-archive2.com/?u=22673b54849a6b58022434372&id=d909775b82&e=5e4c3639a0>

E. <http://us1.campaign-archive1.com/?u=22673b54849a6b58022434372&id=d5616f925e&e=5e4c3639a0>

F. <http://us1.campaign-archive2.com/?u=22673b54849a6b58022434372&id=6f643f7c37&e=b1b1693151>

Market Trailer



The DCM Trailer and Marketing Skin



More visitors enjoying the seating in the Pet District

★ DENTON ★ COMMUNITY MARKET

DENTON'S LOCAL ART & FARMER'S MARKET



EVERY SATURDAY

APRIL - NOVEMBER
9:00 AM TO 1:00 PM



WE ACCEPT SNAP!

- ★ Local Produce
- ★ Bread & Baked Goods
- ★ Eggs & Meat
- ★ Honey & Dairy

317 W. MULBERRY ST | MORE AT DENTONMARKET.ORG

★ DENTON ★ COMMUNITY MARKET

DENTON'S LOCAL ART & FARMER'S MARKET



EVERY SATURDAY

APRIL - NOVEMBER
9:00 AM TO 1:00 PM



100 LOCAL
VENDORS

317 W. MULBERRY ST
DENTON, TX



FIND OUT MORE AT DENTONMARKET.ORG

★ DENTON ★

MERCADO DE LA COMUNIDAD

MERCADO DE AGRICULTORES Y ARTESANOS LOCALES



TODOS LOS SABADOS

ABRIL - NOVIEMBRE
9:00 AM A 1:00 PM



ACEPTAMOS SNAP!

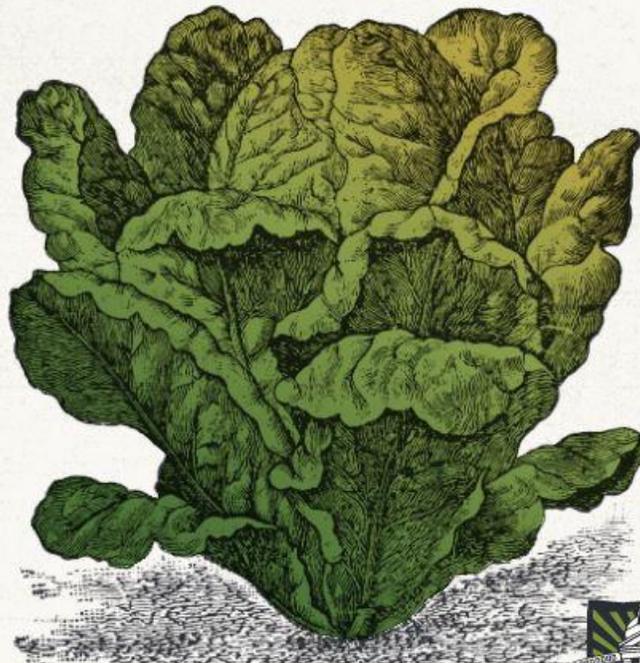
- ✦ Productos Locales
- ✦ Pan y Otros Productos Horneados
- ✦ Huevos y Carne
- ✦ Miel y Lácteos

317 W. MULBERRY ST | MÁS EN DENTONMARKET.ORG

HARVEST DAY

JUNE 11 | 9AM TO 1PM
AT THE MARKET

SHOP FRESH & LOCAL CROPS



317 W. MULBERRY ST. DENTON, TX

www.dentonmarket.org

Supported by the City of Denton



NOTABLE *edibles*

SAY CHEESE

BY TERRI TAYLOR • PHOTO BY KELLY YANDELL

Weekdays are beginning to buzz at the Dallas Farmers Market as downtowners, tourists and the lunch-bunch discover the growing list of local food purveyors whose doors open daily. The enclosed retail space, simply called The Market, sits adjacent to the open-air Shed where growers and craftsmen gather on weekends to sell local food and wares.

Among the new Market proprietors is Rich Rogers of Scardello Artisan Cheese, who was eager to be a part of what he saw as an emerging and vibrant scene. "We've been excited about all of the new development in downtown Dallas," says Rogers. "Add that to the fact that we've always enjoyed working with local cheesemakers. It seemed like a great opportunity."

For over seven years, Rogers and his crew have been slinging cheese and educating their consumers through often sold-out tastings and classes at the popular Scardello Oak Lawn. They offer over 150 cut-to-order small production cheeses, plus the accompaniments: artisanal bread, spreads, charcuterie, wine and beer.

"About 45% of the case at Oak Lawn is European," says Rogers. "We've always celebrated American cheesemakers, but being at the farmers market allows us to devote even more energy on cheese made here. Our cheese and charcuterie selection at the market is almost entirely domestic, including a wider selection of Texas cheeses."

The manager at Scardello Farmers Market is Austin Dupree who worked at the Oak Lawn store in its early days. "I'm thrilled to come back to help open and shape our new location," says Dupree. "We'll continue to strive to support small traditional producers, focus on real food and celebrate delicious cheese."

Included in their Texas producers are Caprino Royale, Eagle Mountain Cheese, Haute Goat, Latte Da Dairy, Mozzarella Company and Veldhuizen Family Farm. The neatly designed 400-square-foot store features an antique red brick façade with salvaged wood and a backdrop of white subway tiles. A center butcher block is surrounded by cold cases, a shelved alcove and a sit-down bar where customers can enjoy cheese plates, charcuterie, salads or sandwiches. There are two Martin House beers—Cellerman's Reserve IPA and Bockslider—and domestic wine on tap.

Watch for announcements about educational get-togethers similar to their Oak Lawn location. "At the market," says Rogers, "we plan to have regular, but less formal classes and tastings in the coming months."

Scardello Farmers Market is open 10 a.m. to 6 p.m., daily.
scardellocheese.com

The Dallas Farmers Market is located at 1010 S. Pearl Expressway.
dallasfarmersmarket.org



RICH ROGERS, OWNER, AND AUSTIN DUPREE, MANAGER, SCARDELLO FARMERS MARKET

"Our cheese and charcuterie selection at the market is almost entirely domestic, including a wider selection of Texas cheeses." — Rich Rogers

• DENTON • COMMUNITY MARKET

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9:00 AM - 1:00 PM



100 LOCAL
VENDORS!

317 W. MULBERRY ST.
www.dentonmarket.org



Farmers Markets

Looking for organic? Sustainable? All local? Check the websites (vendor applications) to find out what's required of vendors. Some markets vet every farm while others allow a mix of local and non-local produce. Some follow the 150-mile-radius rule. All goods must be produced within that range. Note that we have four Sunday markets: Dallas Farmers Market, Four Seasons-Carrollton, Lascombe Farm and Vickery Meadow. And Lola the pig remains happily ensconced at Lola's Local Market.

COLLIN County

Collin County Farmers Market

Saturday, April-October. At press time, searching for a new location in Murphy and an additional location in downtown Plano. Get the latest at collincountyfarmersmarket.org or FB: Collin County Farmers Market

Prisco Rotary Farmers Market

Saturday, May-October. 6048 Prisco Square Blvd. priscorotaryfarmersmarket.com FB: Prisco Rotary Farmers Market

Historic McKinney Farmers Market

Saturday, April-November; scaled-back winter schedule. Chestnut Square Historic Village, McDonald and Anthony (park in the lot at McDonald). Address a satellite location: Thursday, spring-fall, 6881 Virginia Parkway chestnutsquare.org FB: McKinney Farmers Market

Lola's Local Market

Open year-round. Home of Lola the pig. 1771 Kover Main (off State Highway 6), Melissa FB: Lola's Local Market

Lascombe Farm Market

Second and fourth Sunday, late May-September. 8640 Lascombe Farm Drive, Anna lascombefarm.com FB: The Market at Lascombe Farm

Melissa Farmers Market

Second and fourth Saturday, May-October. Melissa City Hall, 3400 Barker Ave. cityofmelissa.com/farmersmarket.html

DALLAS County

Coppell Farmers Market

Saturday, April-September; scaled-back winter schedule. 708 W Main St., off Bethel Road. coppellfarmersmarket.org FB: Coppell Farmer's Market

Dallas Farmers Market

The Shed (farmers, artisans) open Saturday and Sunday year-round. Friday in the works. The Market food hall daily year-round. 1010 S. Pearl Expressway dallasfarmersmarket.org FB: Dallas Farmers Market

Eden's Organic Garden Center and CSA Farm

First, third and fifth Saturday, April-December. 4710 Fincoer Road, Balch Springs. edensorganicfarm.com FB: Eden's Organic Garden Center/CSA Farm

Four Seasons Market-Carrollton

Sunday year-round. 2722 N. Jussey Lane. fourseasonsmarkets.com FB: Four Seasons Markets

Four Seasons Market-Richardson

Saturday year-round. 677 W Campbell Road. fourseasonsmarkets.com FB: Four Seasons Markets

Grand Prairie Farmers Market

Saturday, April-October. Market Square, 120 W Main St., Grand Prairie. gpmz.org/business/farmers-market FB: Grand Prairie Farmers Market

Lakeside Farmers Market

Lakeside Farmers Market. Saturday, March-December. Lakeside Baptist Church, 9150 Garland Road, Dallas. goodlocalmarkets.org FB: Good Local Markets

Oak Lawn UMC Farmers Market

Saturdays, June-August. 3014 Oak Lawn Ave., Dallas. oaklawn.org

Oak Cliff Lions Club Farmers Market

New this year. First Saturday, possibly more Saturdays added during season. Cliff Temple Baptist Church, 125 Sunset Ave., between Zang and Beckley. FB page coming soon

St. Michael's Farmers Market

Saturday, April-September. 8011 Douglas Ave., Dallas, north parking lot. St. Michael and All Angels Episcopal Church, stmichaelsfarmersmarket.com FB: Saint Michael's Farmers Market

Vickery Meadow Farmers Market

Sunday, March-December. Half-Price Books, southeast corner parking lot, 5803 Northwest Highway, Dallas. goodlocalmarkets.org FB: Good Local Markets

DENTON County

Denton Community Market

Saturday, April-November. Denton County Historical Park, 317 W Millberry, Denton. dentonmarket.org FB: Denton Community Market

Denton County Farmers Market

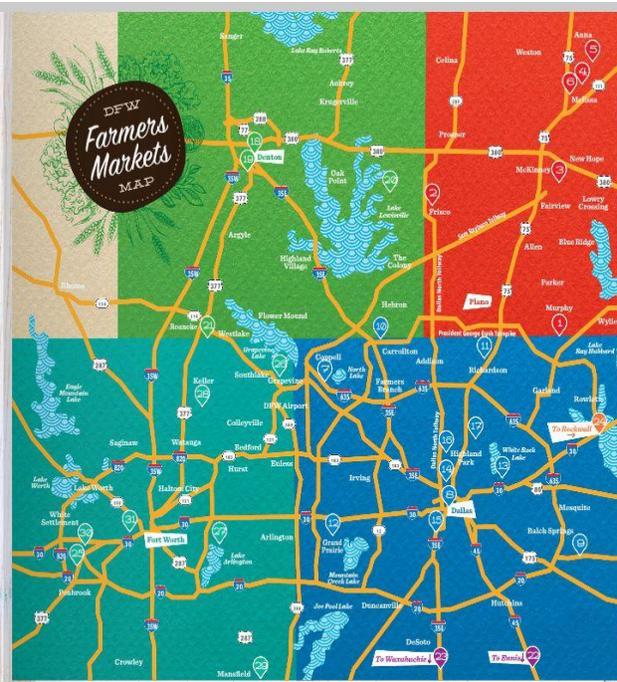
Tuesday, Thursday, Saturday, April-November. 420 W Spycamore, Denton. dentonfarmersmarket.com FB: Denton County Farmers Market

Little Elm Farmers Market

Saturday, May-October. Little Elm Town Crossing, 2700 Eldorado Parkway (Hobby Lobby parking lot). littleelm.org/Parks&Recreation FB: Little Elm Farmers' Market

Roanoke Farmers Market

Saturday, April-September. 221 N Oak St., Austin Street Plaza, 940-391-3360 FB: Roanoke Farmers Market



ELLIS County

Ennis Farmers Market

Saturday, April-October. North Dallas Street at West Knox Street downtown. ennisfarmersmarket.com FB: Ennis Farmers' Market

Waxahachie Farmers Market

Saturday, April-October. 410 S. Rogers St., across from city hall. waxahachie.com/Departments/tab/FB_Downtown_Waxahachie_Farmers_Market

ROCKWALL County

Rockwall Farmers Market

Saturday, May-September. Rusk at Goliad streets. rockwallfarmersmarket.org FB: Rockwall Farmers Market

TARRANT County

Cowtown Farmers Market

Saturday, year-round. 3821 Southwest Blvd., Fort Worth, in the Texas Outdoors parking lot, on the Weatherford traffic circle (where US 377, State Highway 183 and Camp Bowie meet). cowtownmarket.com FB: Cowtown Farmers Market

Grapevine Farmers Market

Thursday-Saturday, April-October. 325 S. Main St., propertiesofmain.com/listing/Grapevine-Farmers-Market



Local and Regional Recognition

Denton Record-Chronicle: Best of Denton Community Event (2nd Place up from 3rd Place in 2015)

BEST COMMUNITY EVENT

Denton Arts & Jazz Festival

P.O. Box 2104

972-880-5470

www.dentonjazzfest.com

For 36 years, the Denton Arts & Jazz Festival has provided a free three-day event to the Denton community featuring a wide variety of music, art and fun for the entire family.

The 36th annual Arts & Jazz Festival takes place April 29-May 1 at Denton's Quakertown Park and will feature seven stages of continuous music, fine art, crafts, food and games.

The combination of the Jazz, Courtyard, Roving River, University of North Texas Showcase, Festival, Celebration and Center stages will give the festival a unique mix of both professional and community talent. The three community stages provide a chance for local groups to showcase their work.

In addition to the great music, art is an important part of the festival. Artists from across the country come to show off their crafts. Clothing, metal and woodcrafts, jewelry, paintings, candles and more will be on display throughout the event.

Runner-up: Denton Community Market

Honorable Mention: North Texas Fair and Rodeo

Dallas Observer: Listed first in article

North Texas Produce Party: A Guide to the Best Farmers Markets in DFW

BY JEREMY HALLOCK

WEDNESDAY, MAY 18, 2016 AT 4 A.M.



Sleeping in on Saturdays is a big mistake.

Jeremy Hallock

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A leisurely stroll through the farmers markets is good for the soul. These markets seem to bring out the best in people and provide a sense of community so often missing from daily life. They're also great places to people watch and, well, buy food. The best markets in Dallas-Fort Worth happen



Denton Community Market

Jeremy Hallock

Denton Community Market

317 W. Mulberry St., Denton

9 a.m. to 1 p.m. every Saturday

Denton Community Market is not just an essential farmers market; it offers a quick tour of what makes this city so charming. The impressive maze of trucks and tents creates its own little world near the downtown square. After visiting a bunch of DFW farmers markets, you start to notice certain vendors – like Steel City Pops – that pop up at multiple markets. But Denton Community Market is full of surprises. There's fresh produce, of course, and arts and crafts. But you'll also find organic juice cocktails, biscuits and mushroom gravy, blueberry cheesecake-roasted almonds, even all natural dog treats and live music. One man sat at a table encouraging people to pet a large snake and one couple sold all manner of terrifying knives. It's also pleasant to meander through the grass under the shade of big, old trees.

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