

**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, 2015 – September 29, 2017
Authorized Representative Name:	James Bellamy
Authorized Representative Phone:	(850) 577-1615
Authorized Representative Email:	bellemjhsd@embarqmail.com
Recipient Organization Name:	Frenchtown Neighborhood Improvement Association
Project Title as Stated on Grant Agreement:	Greater Frenchtown's Heritage Market Exp
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPFL0114
Year Grant was Awarded:	2015
Project City/State:	Tallahassee, Florida
Total Awarded Budget:	\$100,000.00

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

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

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

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal/Objective 1: Expand market frequency to year-round
 - a. Progress Made: Accomplished
 - Year – number of farmers market events
 - 2015 – 31
 - 2016 – 40
 - 2017 – 78 (includes 47 Saturday markets and 31 Tuesday markets; Tuesday afternoon market events started April 2017)
 - b. Impact on Community: Greater access to fresh / locally sourced / seasonal / organic produce, and a low-barrier sales platform for local farmers and cottage food vendors.
 - ii. Goal/Objective 2: Improve consumer attendance by 50%
 - a. Progress Made: Accomplished (80%)
 - Year – average number of consumers per market event
 - 2015 – 74
 - 2016 – 103
 - 2017 – 133
 - b. Impact on Community: Broadened the community’s familiarity with, and utilization of, fresh / locally sourced / seasonal / organic produce; tactics included cooking demonstrations and sharing of information on the health benefits of local / organic products. Since the market is located in the historic Frenchtown community, this has cultivated greater awareness of the benefits of eating fresh produce among residents. Frenchtown is recognized as a food desert, and its residents are disproportionately at risk for diet-related illnesses.
 - iii. Goal/Objective 3: Recruit 25 vendors
 - a. Progress Made: Accomplished—52 vendors in rotation for 2017
 - Year – number of vendors
 - 2015 – 15 (estimated based on vendor attendance)
 - 2016 – 43
 - 2017 – 52
 - b. Impact on Community: Bolstered entrepreneurial activity among local farmers and cottage-food producers.
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, 2015). Include further explanation if necessary.
 - i. Number of direct jobs created: Four: Market Manager, Assistant Market Manager, Outreach Coordinator; Facility Assistant
 - ii. Number of jobs retained: Four (see above)
 - iii. Number of indirect jobs created: Conservatively estimated at 75 (approximately 1.5 jobs per vendor)
 - iv. Number of markets expanded: One

- v. Number of new markets established: None
 - vi. Market sales increased by \$40,700 (\$53,434 for 2017, compared to \$12,733 in 2015) and increased by 319%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: 246% (37 vendors – 52 vendors in 2017, compared to 15 vendors in 2015)
3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?
 We expanded the customer base by conducting outreach at childcare centers and senior assisted living facilities. We partnered with a local organization, LeMoyne Center for the Arts, to promote awareness of the farmers market and its vendors among local artists and young professionals.
4. Discuss your community partnerships.
- i. Who are your community partners?
 1. The City of Tallahassee Community Redevelopment Agency (COT CRA)
 2. Staywell, a subsidiary of WellCare Health Plans, Inc.
 3. Florida Organic Growers (FOG)
 4. University of Florida Institute of Food and Agricultural Sciences (UF IFAS) – Leon County Extension
 5. ASH Gallery, Frenchtown Art Walk
 6. University of Florida Ethnographic Field School
 7. Leadership Tallahassee
 8. LeMoyne Center for the Arts
 9. Frenchtown Financial Opportunity Center
 10. Florida Agricultural & Mechanical University Athletics (FAMU)
 - ii. How have they contributed to the overall results of the FMPP project?
 1. COT CRA has provided a low-cost leased space as a permanent site for the farmers market.
 2. Staywell conducts monthly outreach with a walking club to promote a healthy lifestyle and preventative healthcare activities, as well as access to low-cost insurance.
 3. FOG funds the Fresh Access Bucks (FAB) program, which is a nutrition incentive program that allows the Frenchtown Farmers Market to double the SNAP benefits for fresh produce. For example, if a customer redeems \$20 in SNAP, they get an additional \$20 in FAB tokens to spend on produce.
 4. UF IFAS – Leon County Extension administers the Family Nutrition Program that conducts a monthly cooking demonstration and provides materials for the Living Classroom Demonstration Garden.
 5. ASH Gallery hosts a semi-monthly art walk event in conjunction with the farmers market, that bolsters awareness and community participation.
 6. The University of Florida Ethnographic Field School provided volunteers who helped to create and conduct a survey of market customers.
 7. Leadership Tallahassee partners with the Frenchtown Heritage Hub and Farmers Market to promote awareness among prominent members of the business

community of the weekly farmers market by hosting its annual Opportunity Tallahassee event at our site.

8. LeMoyne Center for the Arts has a monthly LeDrink networking event for young professionals; the Market partners with LeMoyne to offer a platform to promote market vendors' products.
 9. Frenchtown Financial Opportunity Center partners on events to provide financial literacy information and sponsorship.
 10. FAMU Athletics provides outlets for us to table at FAMU athletic events, reaching students and athletes, and gives us tickets to home sporting events to raffle at market events.
- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
1. COT CRA has contributed \$250,000 to fund infrastructure renovations to the Frenchtown Heritage Hub facility for KitchenShare, the first and only commercial kitchen rental operation within 100 miles of Tallahassee. KitchenShare further supports a community-led solution to the critical issues of food access and economic opportunity.
 2. Staywell is committed to continuing their walking club and participating monthly in the farmers market in 2018.
 3. FOG has funded FAB through the end of fiscal year 2018.
 4. UF IFAS – Leon County Extension will continue to deliver services; there is no anticipated end date for their services.
 5. ASH Gallery will continue to partner with the Frenchtown Farmers Market on community engagement.
 6. The University of Florida Ethnographic Field School has informally agreed to return in 2018.
 7. Leadership Tallahassee has indicated that they will return for the 2018 Opportunity Tallahassee event.
 8. LeMoyne Center for the Arts has indicated they will continue to partner with us on their monthly networking event to promote awareness of market vendors.
 9. Frenchtown Financial Opportunity Center has indicated they will continue to partner with us to provide financial literacy information and event sponsorship.
 10. Our relationship with FAMU Athletics will continue until the end of the Spring 2018 semester.

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

No, we are not using contractors to conduct the work of the FMPP project.

6. Have you publicized any results yet?*

Yes; however, we have not produced a data sheet on program outcomes.

- i. If yes, how did you publicize the results?
Handbill distribution of promotional information cards, interviews, articles and blog post for the Tallahassee Democrat (local daily newspaper), interviews with WFSU (local

National Public Radio affiliate), Capital City Startup podcast and Public News Service (Florida).

- ii. To whom did you publicize the results?
Promotional information was mailed and distributed locally within the immediate neighborhood and the surrounding area in Tallahassee; however, radio interviews were also picked up regionally and statewide. It is our understanding some earned media publicity was picked up nationally.
- iii. How many stakeholders (i.e. people, entities) did you reach?
Handbill distribution: 3,750 (Estimated from the number of printed items (4,000) minus the amount on hand (250))
Email: 250 recipients
Social Media: Facebook reach 182,184; Facebook likes: 2,114
Meetings: 120 local organizations and businesses (average five meetings per month)

*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).

Attached.

- 7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information? Meetings and interviews.
 - ii. What feedback was relayed (specific comments)?
 - "Continue outreach to Frenchtown residents." Frenchtown resident who noted that her neighbors do not come to the market.
 - "The market has allowed me to bring in more income to help support my family." Market vendor
 - "Increase outreach to university campuses." University staff
 - "Host more gardening and cooking demos." University student
 - "Attendance is so much higher this summer than last summer!" Vendor in summer 2017
 - "I'm so glad you have this [Fresh Access Bucks] program, it allows me to feed my family more vegetables!" Market customer
 - "Even if the networking wasn't great, I would come just for the food!" LeMoyne Center for the Arts LeDrink event attendee remarking on the food, which was provided by a Frenchtown Farmers Market vendor
 - "I love the variety of vendors we have now, I can get almost all of my groceries for the week!" Market attendee

8. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- ii. Did the project generate any income? No.
 - a. If yes, how much was generated and how was it used to further the objectives of the award? [Not applicable.]

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
 - Form a partnership with a marketing organization that will take into consideration your non-profit status and form a cohesive marketing strategy that is goals-oriented. An option is to reach out to the local university's marketing college for graduate students to produce a strategic marketing plan.
 - Pitch your story to local reporters. Focus on events so the reporter can come and take photographs and/or video interviews. Earned media is almost always better than bought media. Examples: interviews, blog posts, podcasts, radio interviews, etc. Reach out to public radio, local / municipal TV stations.
 - Have a full time staff member that is responsible for ensuring market tasks and responsibilities are completed.
 - Vendor recruitment and engagement is a long-term continuous process. A vendor advisory board can build engagement and ownership of responsibilities that should not fall to market staff.
 - Put your vendor applications online in addition to having a printed version available.
 - Create Once, Publish Everywhere – once you develop something, use it multiple times!
 - Interns – look for the right person for the position rather than taking on a person because they are free. An unsuitable match can be result in a poor return on investment in terms of time and effort for training and onboarding.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: (Not applicable.)
- 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:

Document administrative processes as well as activities. Organized record keeping is necessary for program succession planning and continuity/effectiveness of efforts.

10. Future Work:

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

In order to create a revenue engine to support program sustainability, the Frenchtown Heritage Hub and Farmers Market has initiated a project to create the region's first commercial kitchen rental facility. This facility, which is called KitchenShare, will be located in the Frenchtown neighborhood, affording the opportunity to a traditionally underserved community to have access to an entrepreneurial incubator program at a relatively low cost. This supports the market vendors in progressing from a cottage food business to a traditional retail food business, supporting business development while dovetailing with our overarching commitment to food entrepreneurship as a strategic path to community equity and enhancement.

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

Allow for strategic planning consulting.