

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	April 1, 2017 – December 29, 2017
Authorized Representative Name:	Jay Coburn, Chief Executive Officer
Authorized Representative Phone:	(508) 240-7873 x16
Authorized Representative Email:	JAY@CAPECDP.ORG
Recipient Organization Name:	Community Development Partnership
Project Title as Stated on Grant Agreement:	Lower Cape Cod Community Development Corporation
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-MA-0090
Year Grant was Awarded:	2015
Project City/State:	Eastham/MA
Total Awarded Budget:	\$100,000

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: Ann Robinson; Email: ANN@CAPECDP.ORG; Phone: (508) 240-7873 x13

1. **Objective 1:** *Provide 1-on-1 technical assistance to growers and producers on basic business, finance and marketing principles to generate more sales and higher profits and to enable them to access capital. Utilize experts to instruct on the topics.*

i. Progress Made:

- a. To date 21 businesses participated in technical assistance to stabilize their business through increased direct-to-consumer sales, implementation of best business practices or access to capital. 17 businesses completed their work and 4 started but did not complete their work.
- b. In April 2017, the OFM Winter Market Committee organized an End-of-Season Vendor Meeting to announce the transition to the vendors and celebrate our third season. Vendors were informed that they should continue to engage with the Community Development Partnership for free business support.
- c. The Orleans Farmers' Market held their 1st market of the 2017 – 2018 season on December 2, 2017.

ii. Impact on Community: Farmers and food producers have access to a winter market for the fourth year in a row. The Orleans Farmers' Market is now the only year-round market on Cape Cod. Farmers and food producers can make their businesses more stable and sustainable by utilizing support services from the Community Development Partnership. The lower cape community can purchase local food year-round.

2. **Objective 2:** *Offer marketing workshops for vendors.*

i. Progress Made:

- a. Developed and ran a new series of three Social Media Marketing workshops. 1 Food Producer signed up for this workshop series.
- b. Developed new "Connect and Grow" program, a 6 session peer-to-peer mentoring group. Three food producers participated in these sessions.

ii. Impact on Community: In 2017, the CDP conducted a survey of our client base to determine what our clients saw as their current training needs. The results of the survey revealed that there is demand for training on marketing and human resources topics. For the fall 2017, the CDP developed a series of 3 Social Media Marketing workshops. For the

spring of 2018 we are finalizing a series of three Human Resource workshops for businesses on the Lower Cape.

3. **Objective 3:** *Increase the number of vendors.*

- i. Progress Made: The Community Development Partnership transitioned the Orleans Winter Farmers' Market over to the Orleans Farmers Market in May of 2017 so that they could become the only year-round farmers' market on Cape Cod. Recruitment activities for the 2017 – 2018 winter season were implemented by the Orleans Farmers' Market.
- ii. Impact on Community: The Lower Cape local food system has taken ownership of the winter market and the market has solidified its place in the community.

4. **Objective 4:** *Promote the Orleans Winter Farmers' Market and increase consumer traffic.*

- i. Progress Made:
 - a. Transition announcements were posted to Facebook and Instagram directing consumers to the Orleans Farmers' Market pages. As part of our transition terms, the CDP ceased using social media pages for the Orleans Winter Farmers' Market to prevent confusion for shoppers.
 - b. On May 10th the CDP announced the market's transition to consumers via our monthly E-newsletter, see attached copy.
 - c. An ad was placed in the summer edition of Edible Cape Cod with the Orleans Farmers' Market's new logo representing a year-round market, see attached artwork.
- ii. Impact on Community: the CDP and the Orleans Farmers' Market were careful to implement a clear transition to prevent confusion among shoppers. As a result, communication was streamlined to preserve and strengthen a consumer base over the summer in preparation for the winter season.

5. **Objective 5:** *Increase the frequency of OWFM to weekly in year 2 of the grant.*

- i. Progress Made: This goal was accomplished with the 2016 – 2017 season as detailed in previous reports. The Orleans Farmer's Market continues to offer a weekly indoor winter market as part of their year-round farmers' market.
- ii. Impact on Community: vendors continue to have a place to sell their product in the off-season, shoppers continue to have an indoor community space in which to connect and support the local food system.

6. **Objective 6:** *Collect qualitative and quantitative data on market performance and calculate the multiplier effect of the market.*

- i. Progress Made: during the summer, data was analyzed to determine the success of the market from year 2 (2015 – 2016) to year 3 (2016 – 2017). Data was entered into our Marketshare account to calculate economic impact of the market. It is important to note that in year 2 the market ran biweekly for 10 total markets whereas in year 3 the market ran weekly for 21 total markets. Additionally, in year 3 the following market changes were implemented: 1) Market policy changed to no longer make it mandatory for vendors to submit sales data resulting in lower reporting rates, 2) the market began to accept credit cards as payment in exchange for tokens. Marketshare data analysis is available for years 2 and 3 in the attached FY16 and FY17 SEED Reports. Note that gender was not recorded as part of the SEED study and gender statistics are inaccurate. See table below for a snapshot of market performance data.

	2015- 2016	2016- 2017	% Change
SHOPPERS			
Approximate shoppers per market day	301	184	-39%
Average dollars spent at the market (per shopper)	\$18	\$39	116%
Most shoppers visit the market:	For the first time	Weekly	-
VENDORS			
Average number of vendors	23	19	-17%
Average vendor gross receipts per market	\$236	\$375	59%
Estimated gross annual receipts	\$54,237	\$149,762	176%
Sales per square	\$15	\$42	175%
Economic impact (using the multiplier) upon market vendors	\$106,847	\$295,032	176%
COMMUNITY			
Multiplier	1.97	1.97	0%
Annual combined economic impact	\$214,677	\$539,443	151%

- ii. Impact on Community: Throughout the total performance period, the Community Development Partnership was able to expand the consumer base, increase the number of vendors, and increase market sales. Additionally, the CDP was able to secure long term sustainability by transitioning the market over to the most well-established farmers' market on the Lower Cape, the Orleans Farmers' Market that continues to operate a winter market as part of its year-round market. As the market continues to prosper, new food producers are able to participate in the local food system.
7. 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: One on One technical assistance has yielded 15 new jobs, during the full grant term.
 - ii. Number of jobs retained: One on one technical assistance has preserved 12.5 jobs, during the full grant term.
 - iii. Number of indirect jobs created: The CDP does not track indirect jobs.
 - iv. Number of markets expanded: one.
 - v. Number of new markets established: not applicable.
 - vi. Market sales increased by \$95,525, an increase of 176%.
 - vii. Number of farmers/producers that have benefited from the project: 29 in year 3 (2016-2017).
 - a. Percent Increase: 21%, see attached Vendor Schedule.
 - b. Additionally, during the 2016 – 2017 season:
 - 1. 34 vendors were approved
 - 2. 30 were weekly or biweekly vendors
 - 3. 41% of approved vendors offered fresh produce or meat
 - 4. 32% of approved vendors offered Value-Added products

8. 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?

Not applicable as the market was off-season during the performance period. However, we can provide the following analysis of SNAP sales that were accomplished outside of the scope of this grant.

2016- 2017 Season	SNAP Sales	SNAP benefits distributed with \$10 bonus
Total	\$825	\$ 1,295
Average per market	\$41	\$65

9. Discuss your community partnerships.

- i. Who are your community partners?

We partner with Lower Cape farmers’ markets and market managers to get feedback and promote farmers’ markets year round including: Provincetown Farmers’ Market, Truro Farmers’ Market, Wellfleet Farmers’ Market, Orleans Farmers’ Market, Harwich Farmers’ Market, Chatham Farmers’ Market and Sustainable Cape. Additionally, our partnership with Nauset Regional Middle School provided us with a safe, central, and visually notable venue for our Market. Maxine Minkoff, the School Principal, has been a strong advocate of the Farmers Market. During April 2017 we continued to co-manage the market with the Orleans Farmers Market who provide over two decades of experience in managing a farmers market. In May of 2017 the Community Development Partnership and the Orleans Farmers’ Market executed a contract detailing market transition terms. The OWFM Advisory Committee and the OFM Winter Market Committee were disbanded in May 2017.

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

Our partners were members of our OWFM Advisory Committee and helped us make vendor and policy decisions that worked best for our community. They also represented the market in the community and assisted us with vendor recruitment. Our partnership with the Orleans Farmers’ Market through the OFM Market Committee expanded our capacity to reach local food providers who may have had historical loyalties.

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

The OFM Winter Market Committee will continue to meet through April 2017 or as needed to manage the third season of the Orleans Winter Farmers’ Market and develop and implement a transition process for the market after the completion of the third season.

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

The Orleans Farmers’ Market assisted with Market Manager duties. The Nauset Regional Middle School provided a weekly venue.

11. Have you publicized any results yet? Yes

- i. If yes, how did you publicize the results?

Over the course of the performance period, data results were shared with vendors through our Market Manager communications and End-of-Season Vendor Meeting. Results were shared with consumers and the general public through our E-Newsletter and social media

platforms. However, as per the terms of our contract with the Orleans Farmers' Market, the CDP is no longer sending out communications about the market in order to prevent shopper confusion.

- ii. To whom did you publicize the results? Vendors, consumers and the general public.
- iii. How many stakeholders (i.e. people, entities) did you reach? Approximately 26,674 as follows: 30 Vendors, 307 E-Newsletter subscribers, 25,000 copies of Edible Cape Cod, 992 Facebook followers, and 345 Instagram followers.

12. Have you collected any feedback from your community and additional stakeholders about your work? Not applicable during the reporting period.

- i. If so, how did you collect the information? Not applicable.
- ii. What feedback was relayed (specific comments)? Not applicable.

13. 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? Vendor fees were not collected during the reporting period as the market was ending.
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

14. Lessons Learned:

- i. Summarize any lessons learned.

There are significant financial barriers that prevent communities from establishing new markets. As a nonprofit with grant funding, the CDP was able to develop and grow a new market with significant staff resources that are not available to farmers' markets. While the Orleans Farmers' Market had always wanted to run a year-round market, they did not have the resources to expand into a winter market on their own but are able to steward an established market once it is viable.

Additionally, the lower cape food system's growth is dependent on its ability to produce food. With a real estate market that favors second homeowners, the Cape has a long-term challenge to increase the size and number of local farms.
- 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: In order to keep vendor fees manageable and plan for the financial sustainability, a new market must explore additional revenue streams either through merchandise or fundraising.

15. 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.

The CDP will continue to be a resource for the Orleans Farmers' Market as it continues to run a winter market as part of its year-round farmers' market. The CDP will continue to offer business support services, microloans and training to food producers as part of our

ongoing economic development work. At this time, the following training opportunities are scheduled beyond the period of this grant:

- “Connect And Grow: Owning a small business can be isolating and lonely. Peer mentoring provides an opportunity for business owners to learn and grow in a collaborative and supportive environment. Providing the opportunity to step back from problems that can seem all-consuming and find new solutions or validate already developed ones.
 - “Introduction to QuickBooks for Desktop”: Give your business the gift of good record keeping.
 - “SCORE - Individual Business Counseling”: Does your business need some extra guidance? The CDP has arranged with Cape Cod SCORE to offer Individual Business Counseling with SCORE counselors right here in Eastham. No Need to drive to Hyannis for these sessions.
 - “Human Resources”: Join us for this new 3-session workshop series to improve your Human Resource Skills. Many businesses on the Lower Cape hire employees. Whether you have employees currently or are looking to hire for the first time, these workshops will help you discover the tricks and keys to doing it right. Register for 1 or all 3 sessions.
- 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?
Not applicable.

Andrea Aldana

From: Orleans Winter Farmers' Market <ofmwintermarket@gmail.com>
Sent: Wednesday, May 10, 2017 12:04 PM
To: Andrea Aldana
Subject: Local Farmers' Markets become one year-round Market

Having trouble viewing this email? [Click here](#)

Hi, just a reminder that you're receiving this email because you have expressed an interest in the Orleans Winter Farmers' Market. Don't forget to add OFMwintermarket@gmail.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



We have some news to share!

After three seasons, the Community Development Partnership (CDP) is transferring the ownership and management of the Orleans Winter Farmers' Market to the Orleans Farmers' Market, Inc. The two groups co-managed the Market during the recently completed winter season. Together, they have decided that the Orleans Farmers' Market will take on the ownership and management of the Market next winter. The Orleans Farmers' Market will now be a year-round market.

The Orleans Winter Farmers' Market was established in 2014 as an economic development initiative of the CDP to provide access to locally grown produce and agricultural products, while raising

the visibility and availability of local agriculture on the Lower Cape.

CDP Executive Director, Jay Coburn said, "The CDP has a history of developing and delivering programs to fulfill an identified need within the community. We saw an opportunity to provide growers and producers with a place to sell year-round, and for consumers to access local produce and products throughout the winter. As the Market established itself, a partnership with the Orleans Farmers' Market was a natural progression. They have a long-standing history in the community. Transitioning the Market to them was the next logical step. We're pleased they'll be incorporating the winter market into their fold."

We'd like to share our deep appreciation to some significant supporters for making the Orleans Winter Farmers' Market possible. Thank you to Cape Cod Healthcare who demonstrated their commitment to the health of our community through their title sponsorship of the Market. Thank you to the USDA Farmers Market Promotion Program for investing in the growth of local growers and food producers. Thank you Nauset Regional Middle School for sharing their space and providing a comfortable community setting for the Market. And thank YOU for your patronage of the Market.

**For updates from the Orleans Farmers' Market,
follow them on Facebook:
<https://www.facebook.com/OrleansFarmersMarket/>**

Summer markets starting soon:

Orleans Farmers' Market
starts May 13th
Saturdays, 8am - 12pm
21 Old Colony Way, Orleans

Provincetown Farmers Market

starts May 13th
Saturdays, 9am - 3pm
Ryders St. (next to Town Hall), Provincetown

Chatham Farmers' Market

starts May 16th
Tuesdays, 3pm - 6:30pm
1652 Main St., Chatham

Wellfleet Farmers' Market

starts May 17th
Wednesdays, 8am - 12pm
On the green behind Wellfleet Preservation Hall
335 Main Street, Wellfleet

Harwich Farmers Market

starts June 8th
Thursdays, 3pm - 6pm
Brooks Academy Museum, 80 Parallel St., Harwich

Truro Educational Farmers' Market

starts June 12th
Mondays, 8am - 12pm
Veteran's Field off Truro Center Rd, Truro

Brewster Historical Society Farmers' Market

starts June 25th
Sundays, 9am - 1pm
Windmill Village, 51 Drummer Boy Rd, Brewster

Orleans Winter Farmers' Market, 3 Main Street Mercantile,
Unit #7, Eastham, MA 02642

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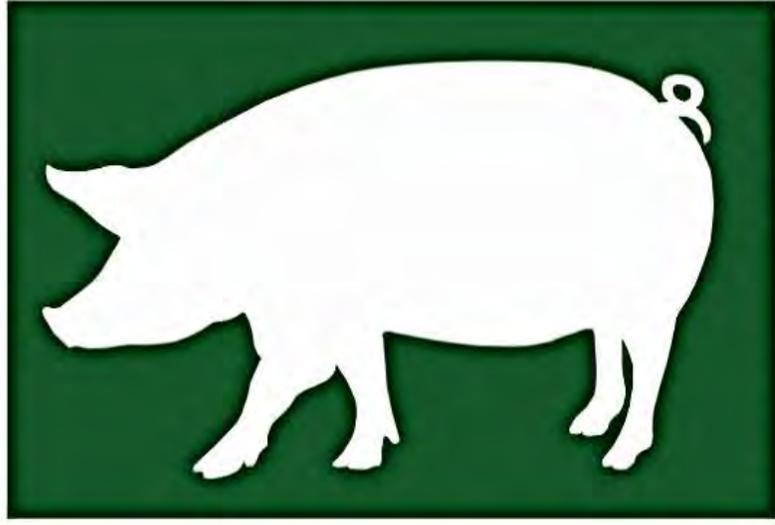
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YEAR ROUND

**MAY - NOVEMBER
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**DECEMBER - APRIL
NAUSET MIDDLE SCHOOL**



sticky economy evaluation device
measuring the financial impact of a public market

FY16 OWFM

an economic impact report generated for:

Community Development Partnership
12/13/2017





the sticky economy evaluation device methodology explained

The SEED methodology uses customer-intercept surveys, head-count tabulation, and the Bureau of Economic Analysis' RIMS II economic multiplier to determine a public market's annual economic impact upon its region.



How SEED works

The measurement tool adds the economic benefit of the market for its vendors to the economic benefit for nearby businesses. It takes this number (annual gross receipts of the market plus annual gross receipts of purchases made by market shoppers at the market's retail neighbors) and multiplies it by the Regional Input-Output Modeling System II multiplier (or RIMS II multiplier). This multiplier is calculated by the Bureau of Economic Analysis (BEA). It captures the impact of an initial round of spending plus successive rounds of re-spending of the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the impact (and the stickier the economy).

This report uses the retail industry multiplier assigned to the state in which public market resides.

Sales Taxes

Please note sales tax figures are not included in the public market's economic impact upon the regional economy. After all, sales taxes are removed from circulation when paid to local and state authorities. However, SEED does capture sales tax totals as a result of the public market's presence in a community — specifically, the sales taxes nearby businesses pay to local and state authorities from the purchases made by market shoppers.

For more information about the Bureau of Economic Analysis' RIMS II, please visit www.bea.gov/regional/rims/rimsii/

For more information about marketumbrella.org, please visit our website, www.marketumbrella.org, marketumbrella.org is a 501(c)(3) nonprofit corporation devoted to cultivating the field of public markets for public good.

seed: narrative report

Orleans Winter Farmers' Market

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the Orleans Winter Farmers' Market has an annual combined economic impact of \$214,676.99 on its vendors, host neighborhood, and surrounding region.

Operating 10 days per year, the Orleans Winter Farmers' Market enjoys \$15.10 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$54,237.08.

The SEED evaluation team also learned that the Orleans Winter Farmers' Market attracts approximately 301 shoppers per market day. This results in an estimated annual attendance of 3,012 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the Orleans Winter Farmers' Market shoppers reside are (02631, 02653, 02642, 02645, 02667, 02651, 02633, 02643, 02662 and 02657). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the

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Orleans Winter Farmers' Market

other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$54,237.08
- Economic impact (using the multiplier) upon market vendors: \$106,847.06

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the Orleans Winter Farmers' Market increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$5,473.60
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$54,736.01

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 6.0%) rate: \$3,284.16

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Orleans Winter Farmers' Market

A. Core Market Statistics

Multiplier:	1.97
Days open for business each year:	10
State + municipal state tax rate:	6.0%
Total number of surveyed shoppers:	446
Average number of shoppers (per market):	301
Estimated annual market attendance:	3,012
Average dollars spent at the market (per shopper):	\$18.01
Percentage of shoppers who spend at nearby businesses (per market):	55%
Average dollars spent at nearby businesses (per shopper):	\$18.17
Gender ratio:	F 100% / M 0%
Average vendor stall space (sq/ft):	48 / sq. ft.
Average number of vendors:	23
Average vendor gross receipts per market:	\$235.81

B. Market Visitation

Shoppers we interviewed attend the Market

first time	39.46%
more than weekly	0%
weekly	0.22%
several times per month	23.32%
monthly	15.7%
several times per year	17.26%
rarely	4.04%

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

Average gross receipts (per market):	\$5,423.71
Average gross receipts per market sq. ft. (per market):	\$1.51 / sq. ft.
Projected gross annual receipts:	\$54,237.08
Economic impact inside market (using multiplier effect):	\$106,847.06

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Orleans Winter Farmers' Market

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market's neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market's economic benefit to nearby businesses.

Average gross receipts at businesses near the market (per market):	\$5,473.60
Projected gross annual receipts at businesses near the market:	\$54,736.01
Projected annual state & municipal sales tax revenue:	\$3,284.16 (at 6.0% rate)
Economic impact at businesses near the market (using multiplier effect):	\$107,829.94

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the "stickier" the economy).

Total immediate economic benefit to vendors, nearby businesses, and the local community:	\$54,237.08	
	+	\$54,736.01
BEA RIMS II multiplier or comparable multiplier:	x	1.97
The Market's total combined economic impact:	=	\$214,676.99

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Orleans Winter Farmers' Market

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

zip code	average % of shoppers (per market)	average \$ spent per shopper (per market)	estimated number of shoppers (annual)	estimated revenue (annual)
02631	21.97%	\$18.93	661	\$12,511.80
02653	23.54%	\$16.52	709	\$11,715.37
02642	9.87%	\$21.02	297	\$6,243.74
02645	6.05%	\$24.44	182	\$4,448.88
02667	5.16%	\$22.83	155	\$3,538.05
02651	4.26%	\$15.53	128	\$1,987.37
02633	2.91%	\$22.69	87	\$1,974.23
02643	4.48%	\$11.75	135	\$1,586.25
02662	2.69%	\$19.58	81	\$1,586.25
02657	1.57%	\$21.43	47	\$1,007.14
02652	1.35%	\$17.50	40	\$700.00
02639	0.45%	\$50.00	13	\$650.00
02660	1.12%	\$17.00	33	\$561.00
02659	0.90%	\$18.75	27	\$506.25
02677	0.67%	\$25.00	20	\$500.00
02563	0.45%	\$37.50	13	\$487.50
86337	0.22%	\$75.00	6	\$450.00
02675	0.67%	\$20.00	20	\$400.00
02646	0.90%	\$8.75	27	\$236.25
02650	0.45%	\$17.50	13	\$227.50
02668	0.67%	\$10.00	20	\$200.00

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Orleans Winter Farmers' Market

Community Development Partnership

<http://www.capecdp.org/>

Orleans Winter Farmers' Market / Orleans
Massachusetts, 02653

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

Orleans Winter Farmers' Market — Orleans

Physical space: Market Hall

Market time: morning

Open Saturdays

The market does operate "rain or shine."

The market was founded in 2014.

The market is managed by N/A.

The primary reason for this location's original selection: An assessment was conducted.

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Orleans Winter Farmers' Market

Presently, the market does have a formal agreement for the market space.

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: Jamie Lombardo

Typically, each market day has 2 paid staff working at the market with an average of 1-5 volunteers.

[Yes] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 3,600 sq. ft. of space.

A typical vendor space is 48 sq. ft..

The vendors pay a flat fee to the market organization. They cannot leave for the day after selling out of products.

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Orleans Winter Farmers' Market

The market allows:

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

producers

resellers

market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

producers

resellers

market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

producers

resellers

market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

producers

resellers

market organization or staff

The market does allow non-vendors to have tables at the market.

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Orleans Winter Farmers' Market

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[Yes] Corporate Underwriter

[Yes] Government

[Yes] Private Foundation

[Yes] Individual

[No] Other

Does the market's elected advisors include?

[No] Vendors

[No] Shoppers

[No] Neighbors

[No] Government

[No] Non-governmental organizations

[No] Other

Bio sketch of manager:

Working at the market since: 2015

The main issue that this market is working on:

Increasing food supply and traffic.

seed: report appendix

Results for this Economic Impact Study are calculated using data from the following market studies:

Study	Market	Sample Size	Date
SEED Study #1	Orleans Winter Farmers' Market	102	2015-12-19
SEED Study #2	Orleans Winter Farmers' Market	91	2016-01-02
SEED Study #3	Orleans Winter Farmers' Market	76	2016-02-06
SEED Study #4	Orleans Winter Farmers' Market	94	2016-03-05
SEED Study #5	Orleans Winter Farmers' Market	83	2016-04-02



sticky economy evaluation device
measuring the financial impact of a public market

FY17 OWFM

an economic impact report generated for:

Community Development Partnership
12/13/2017





the sticky economy evaluation device methodology explained

The SEED methodology uses customer-intercept surveys, head-count tabulation, and the Bureau of Economic Analysis' RIMS II economic multiplier to determine a public market's annual economic impact upon its region.



How SEED works

The measurement tool adds the economic benefit of the market for its vendors to the economic benefit for nearby businesses. It takes this number (annual gross receipts of the market plus annual gross receipts of purchases made by market shoppers at the market's retail neighbors) and multiplies it by the Regional Input-Output Modeling System II multiplier (or RIMS II multiplier). This multiplier is calculated by the Bureau of Economic Analysis (BEA). It captures the impact of an initial round of spending plus successive rounds of re-spending of the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the impact (and the stickier the economy).

This report uses the retail industry multiplier assigned to the state in which public market resides.

Sales Taxes

Please note sales tax figures are not included in the public market's economic impact upon the regional economy. After all, sales taxes are removed from circulation when paid to local and state authorities. However, SEED does capture sales tax totals as a result of the public market's presence in a community — specifically, the sales taxes nearby businesses pay to local and state authorities from the purchases made by market shoppers.

For more information about the Bureau of Economic Analysis' RIMS II, please visit www.bea.gov/regional/rims/rimsii/

For more information about marketumbrella.org, please visit our website, www.marketumbrella.org, marketumbrella.org is a 501(c)(3) nonprofit corporation devoted to cultivating the field of public markets for public good.

seed: narrative report

Orleans Winter Farmers' Market FY17

Using the Sticky Economy Evaluation Device (SEED) methodology, marketumbrella.org is pleased to report that the Orleans Winter Farmers' Market FY17 has an annual combined economic impact of \$539,443.38 on its vendors, host neighborhood, and surrounding region.

Operating 21 days per year, the Orleans Winter Farmers' Market FY17 enjoys \$41.58 in sales per square feet annually. This number is based on the estimated gross annual receipts of \$149,762.30.

The SEED evaluation team also learned that the Orleans Winter Farmers' Market FY17 attracts approximately 184 shoppers per market day. This results in an estimated annual attendance of 3,857 shoppers.

In order to fully understand the impact of public markets upon a) vendors, b) nearby businesses, and c) a region's economy, it is important to analyze each market location separately. After all, the same market may operate in different locations on different days and with different hours. Indeed, this is the case with many farmers markets. Please keep this in mind when reviewing the report as many of the sections specifically refer to data that is market place and day-specific (when more than one day and/or location has been measured).

SEED is also intended to serve as a teaching tool for the individuals and organizations who manage markets. Shopper frequency, geography and other important demographic details are captured. For instance, the top 10 zip codes from where the Orleans Winter Farmers' Market FY17 shoppers reside are (02631, 02653, 02667, 02642, 02645, 02659, 02660, 02643, 02662 and 02633). We encourage you to review the full report for these and other important details.

Good for vendors

According to the American Farm Bureau, farmers usually earn an average of just \$0.19 from each retail

seed: narrative report

Orleans Winter Farmers' Market FY17

food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other \$0.81. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via public markets, receive 100% of retail food dollars. The following figures capture this market's economic benefit to its vendors:

- Projected gross annual receipts: \$149,762.30
- Economic impact (using the multiplier) upon market vendors: \$295,031.72

Good for Main Street

By increasing the number of consumers visiting the Market's neighborhood, the Orleans Winter Farmers' Market FY17 increases the revenue collected by local businesses:

- Average gross receipts at businesses near the market (per market day): \$5,907.94
- Estimated gross annual receipts at businesses near the market from purchases made by market shoppers: \$124,066.83

Good for local and state taxes

When market shoppers are drawn to a neighborhood that hosts a public market, they frequent nearby retailers, spend additional cash, and contribute to local and state sales tax revenue:

- Projected annual municipal and state sales tax revenue (at 6.0%) rate: \$7,444.01

seed: market statistics report

Orleans Winter Farmers' Market FY17

A. Core Market Statistics

Multiplier:	1.97
Days open for business each year:	21
State + municipal state tax rate:	6.0%
Total number of surveyed shoppers:	204
Average number of shoppers (per market):	184
Estimated annual market attendance:	3,857
Average dollars spent at the market (per shopper):	\$38.83
Percentage of shoppers who spend at nearby businesses (per market):	59%
Average dollars spent at nearby businesses (per shopper):	\$32.17
Gender ratio:	F 70% / M 30%
Average vendor stall space (sq/ft):	48 / sq. ft.
Average number of vendors:	19
Average vendor gross receipts per market:	\$375.34

B. Market Visitation

Shoppers we interviewed attend the Market

first time	23.04%
more than weekly	9.31%
weekly	27.94%
several times per month	19.61%
monthly	3.43%
several times per year	7.35%
rarely	9.31%

C. Market Economic Impact on Vendors

According to the American Farm Bureau, farmers usually earn an average of just 19 cents of each retail food dollar. The cost of processing, packaging, distribution, transportation, and retailing consumes the other 81 cents. And for highly processed and packaged foods, growers earn even less. But growers who sell food directly to shoppers, via a public market, receive 100% of your retail food dollar. The following figures show this Market's economic benefit to its vendors.

Average gross receipts (per market):	\$7,131.54
Average gross receipts per market sq. ft. (per market):	\$1.98 / sq. ft.
Projected gross annual receipts:	\$149,762.30
Economic impact inside market (using multiplier effect):	\$295,031.72

seed: market statistics report

Orleans Winter Farmers' Market FY17

D. Market Economic Impact on Nearby Businesses

By increasing the number of consumers visiting the Market's neighborhood, the Market increases the revenue collected by local businesses. These figures show this Market's economic benefit to nearby businesses.

Average gross receipts at businesses near the market (per market):	\$5,907.94
Projected gross annual receipts at businesses near the market:	\$124,066.83
Projected annual state & municipal sales tax revenue:	\$7,444.01 (at 6.0% rate)
Economic impact at businesses near the market (using multiplier effect):	\$244,411.66

E. Total Combined Economic Impact

SEED totals the economic benefit to vendors, nearby businesses, and the local community and multiplies the total by a number (called a Regional Input-Output Modeling System II multiplier, or RIMS II multiplier) calculated by the Bureau of Economic Analysis (BEA) or estimated in light of comparable BEA multipliers. This multiplier captures the impact of an initial round of spending plus successive rounds of re-spending the initial dollars within a region. The greater the interaction each dollar has with the local economy, the larger the multiplier (and the "stickier" the economy).

Total immediate economic benefit to vendors, nearby businesses, and the local community:	\$149,762.30	
	+	\$124,066.83
BEA RIMS II multiplier or comparable multiplier:	x	1.97
The Market's total combined economic impact:	=	\$539,443.38

seed: market statistics report

Orleans Winter Farmers' Market FY17

F. Shopper Profile of Top ZIP Codes:

SEED analyzes shopper data to help Markets target their advertising and outreach. The following table shows the top ZIP Codes where the Market's shoppers live as well as how much they spend at the Market. The number in bold indicates the largest value for that column.

zip code	average % of shoppers (per market)	average \$ spent per shopper (per market)	estimated number of shoppers (annual)	estimated revenue (annual)
02631	17.16%	\$47.03	661	\$31,085.90
02653	21.57%	\$30.66	831	\$25,477.71
02667	6.86%	\$59.64	264	\$15,745.73
02642	9.31%	\$29.58	359	\$10,618.83
02645	5.39%	\$50.45	207	\$10,444.08
02659	1.96%	\$90.00	75	\$6,750.00
02660	2.45%	\$71.00	94	\$6,674.00
02643	4.90%	\$21.50	189	\$4,063.50
02662	3.43%	\$26.86	132	\$3,545.14
02633	2.94%	\$29.00	113	\$3,277.00
02646	2.45%	\$34.00	94	\$3,196.00
02641	1.47%	\$55.00	56	\$3,080.00
02360	0.98%	\$75.00	37	\$2,775.00
02673	1.96%	\$35.00	75	\$2,625.00
02719	0.98%	\$54.00	37	\$1,998.00
02661	1.47%	\$35.00	56	\$1,960.00
02650	0.98%	\$50.00	37	\$1,850.00
02664	1.47%	\$30.67	56	\$1,717.34
02632	1.96%	\$22.50	75	\$1,687.50
04420	0.98%	\$40.00	37	\$1,480.00
02651	1.47%	\$24.67	56	\$1,381.34

seed: market portrait

Orleans Winter Farmers' Market FY17

Community Development Partnership

<http://www.capecdp.org/>

Orleans Winter Farmers' Market FY17 / Orleans

Massachusetts, 02653

A data collection tool designed by marketumbrella.org, the market portrait helps individual markets to prepare reports to their communities. By capturing markets' key elements, it helps organizers to analyze how their work is shaped by and in turn influences a market's place, people, products, and procedures. We call these the public market Four P's. In addition to generating reports, this tool helps market organizers to learn how they are similar to and different from other markets. After all, our goal is to cultivate a field of public markets that purposefully impacts public good.

Place:

Successful markets operate in places as varied as large, city-center market districts to stand-alone parking lots in otherwise forgotten rural byways. Place matters. Not only may the physical layout of the market affect sales for vendors but the scale of the place — be it outdoor shed structure, no structure at all or indoor hall — imposes different types of demands upon the procedures deployed by management.

Orleans Winter Farmers' Market FY17 — Orleans

Physical space: Market Hall

Market time: morning

Open Saturdays

The market does operate "rain or shine."

The market was founded in 2014.

The market is managed by N/A.

The primary reason for this location's original selection: An assessment was conducted.

seed: market portrait

Orleans Winter Farmers' Market FY17

Presently, the market does have a formal agreement for the market space.

Procedures:

Which items may be sold? And by whom? Some markets have stringent criteria about these and other issues. Others do not. Some operate with little to no staffing, while others employ full-time staffers who are responsible for maintaining rules, regulations, public safety, and so on. How does this market's procedures add up?

Current market manager: Andrea Aldana

Typically, each market day has 2 paid staff working at the market with an average of 1-5 volunteers.

[Yes] the market has a written mission statement.

[Yes] the market currently operates a centralized EBT/Credit and/or Debit token system.

[Yes] the market has written rules and regulations for the vendors, staff and shoppers.

Product:

Public markets are a recurring assembly of competing vendors who sell their products and services directly to consumers in a public setting. This is what all public markets share — from flea markets to farmers markets. They differ greatly when it comes to ascertaining which markets allow which products to be sold. Some allow for anything and everything, whereas others strictly limit categories, competition, and an array of vendor freedoms to do as they please. It is through this lens that we learn a great deal about the criteria and "curating" of the public market's identity: through the products on sale.

The market manages 3,600 sq. ft. of space.

A typical vendor space is 48 sq. ft..

The vendors pay a flat fee to the market organization. They cannot leave for the day after selling out of products.

seed: market portrait

Orleans Winter Farmers' Market FY17

The market allows:

Food (agricultural products, prepared foods or festival-type meals) can be sold by:

producers

resellers

market organization or staff

Crafts or merchandise (original non-food items) can be sold by:

producers

resellers

market organization or staff

Re-used goods (antiques, flea market items) can be sold by:

producers

resellers

market organization or staff

Services (for a fee such as massage, knife sharpening) can be sold by:

producers

resellers

market organization or staff

The market does allow non-vendors to have tables at the market.

seed: market portrait

Orleans Winter Farmers' Market FY17

People:

Among the more endearing and complex aspects to public markets are the people: the vendors, shoppers, neighbors, and managers. Who is present? And who is missing? This last P helps to tell the story of who contributes to and who benefits from a market's presence.

Does the market's investors include?

[Yes] Corporate Underwriter

[Yes] Government

[Yes] Private Foundation

[Yes] Individual

[No] Other

Does the market's elected advisors include?

[No] Vendors

[No] Shoppers

[No] Neighbors

[No] Government

[No] Non-governmental organizations

[No] Other

Bio sketch of manager:

Working at the market since: 2016

The main issue that this market is working on:

Increasing food supply and traffic.

seed: report appendix

Results for this Economic Impact Study are calculated using data from the following market studies:

Study	Market	Sample Size	Date
SEED Study #6	Orleans Winter Farmers' Market FY17	56	2017-02-11
SEED Study #7	Orleans Winter Farmers' Market FY17	71	2017-02-25
SEED Study #8	Orleans Winter Farmers' Market FY17	77	2017-03-25

VENDOR SCHEDULE

A Week Vendors (1 ST & 3 RD Saturdays)	B Week Vendors (2 ND & 4 TH Saturdays)
Cape Cod Organic Farm	Cape Cod Organic Farm
Cape Cod Spinners Guild	Cape Cod Spinners Guild
Cape Cup	Cape Cup
E & T Farms	E & T Farms
Foss Farms	Foss Farms
Fromage a Trois	Fromage a Trois
Good Grace's Handwoven Baskets	Good Grace's Handwoven Baskets
Hillside Poultry Farm	Hillside Poultry Farm
Nauset Regional Middle School	Nauset Regional Middle School
Ron's Vegetable Garden	Ron's Vegetable Garden
Salt Cellar Shop	Salt Cellar Shop
Snowy Owl Coffee Roasters	Snowy Owl Coffee Roasters
The Local Juice	The Local Juice
The Optimal Kitchen	The Optimal Kitchen
Wellfleet Chick Coop & Farm	Wellfleet Chick Coop & Farm
Anita Gail's Gardens	Bethany Seasons
Cape Cod Kombucha	Bread Bon Vivant
Chequessett Chocolate	Cape Natural Soap
Cook's Organics	Checkerberry Farm
Lola's Local Food Lab	Dewey Gardens
Seawind Meadows	Green Bee Gardens
Summer House Natural Soaps	Highland Gate Herbs & Wild Crafting
Wellfleet Handwovens	Soul Jam
	Wellfleet Sea Salt Company