

**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:	Leslie Lynch-Wilson
Authorized Representative Phone:	313-598-3137
Authorized Representative Email:	lalynch@outlook.com
Recipient Organization Name:	Friends of Lincoln Park Farmers Market
Project Title as Stated on Grant Agreement:	Enhancing Community Through Access to Local Food in Lincoln Park
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPMI0007
Year Grant was Awarded:	2015
Project City/State:	Lincoln Park, MI
Total Awarded Budget:	\$49,198.52

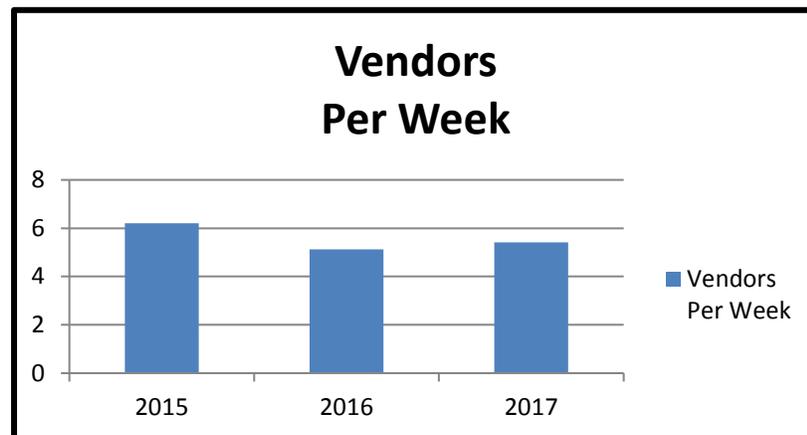
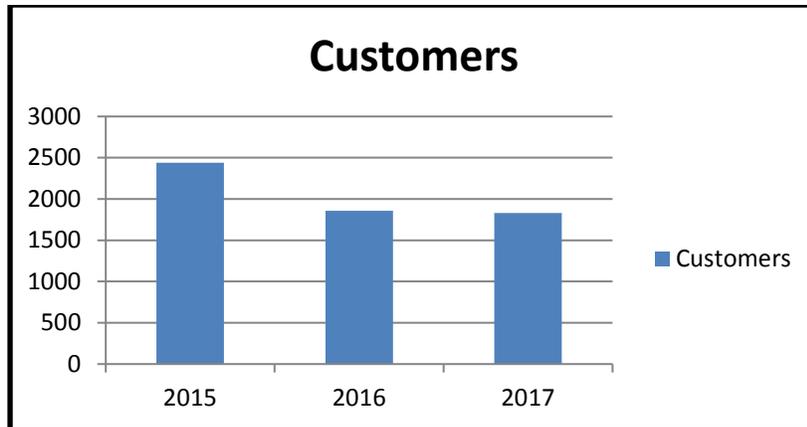
FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal/Objective 1: Increase customers and vendors by 25%.
 - a. Progress Made: Brought in new vendors & customers, turning it into a buyers market as opposed to a lookers market. Most vendors did well.
 - b. Impact on Community: customers were exposed to a variety of new items that had not been at the market in the past. Example; Evie’s Tamales, a reputable southwest Detroit business, had a variety of tamales for sale, warm, ready to take home for dinner. Srodek’s, a Hamtramck, MI (city settled by Polish) business known for its Polish foods, had packages of frozen pierogies for sale in a variety of combinations. Although both vendors were very popular due to their product, due to personal issues neither vendor finished the season.
 - c. Despite the market being financially good for the vendors, the market customer counts dropped each year since 2015. We had a 23.85% drop in customers from 2015 to 2016 and a 1.56% drop from 2016 to 2017. We had a 25.04% drop in customers from 2015 to 2016. In 2017, a total of 1829 customers shopped at the market vs. 2016, a total of 1858 customers shopped at the market and 2440 in 2015. In terms of vendors, we had a 17.25% drop in vendors in 2016 compared to 2015 but we had a 10.17 increase in vendors in 2017 compared to 2016. We had a 19.75% drop in vendors from 2015 to 2017. We 5.41 vendors per day in 2017, 5.13 vendors per day in 2016 and 6.2 vendors per day in 2015. The drop in vendors was due; a. we started in 2007 with five farmers. We are down to one farmer, one of our original farmers, who have been with us since 2007. He is 70 years old. Since 2007 four have passed away. One elderly farmer quit selling at markets. His last year was 2015. One farmer quit beginning of 2016 season due to needing to care for a disabled wife. We know that we do not get some customers due to not having an abundance of produce. However, each of the markets in our area struggle to get farmers while a farmers market 40 minutes north of us attracts 14 farmers but it’s in a higher income area. b. Some crafters have left to sell at Detroit’s Eastern Market on Sunday’s. d. Some vendors quit coming due to low sales e. A few vendors were not a good fit for our market. e. a farmer with eggs, fresh frozen poultry and meats, who came to the market in 2016, decided not to come to our market in 2017, only selling at one market, stating low sales at our market. Despite having his 2016 sales documentation, reported to us by him, to show how well he did at our market he did not believe us. As the farmers/vendors age, become elderly, vendor relations can often be difficult.



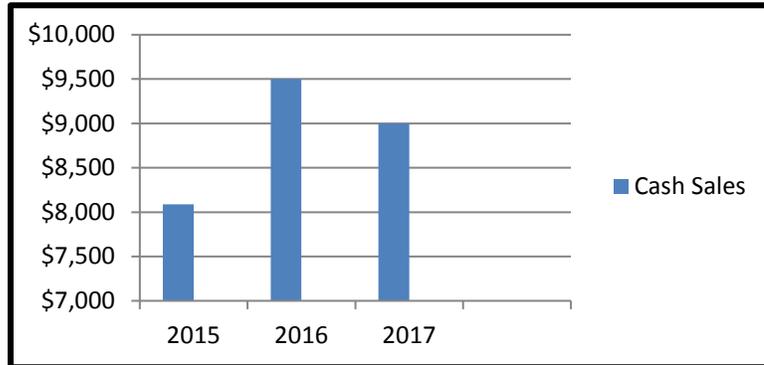
ii. Goal/Objective 2: Increase vendor fees, vendor sales and brand the market to the local community

- a. Progress Made: We did slightly increase vendor fees because we struggle financially. Our vendor fees are competitive with one local market, a larger market under a nice pavilion, while most of the local markets vendor fees are higher.

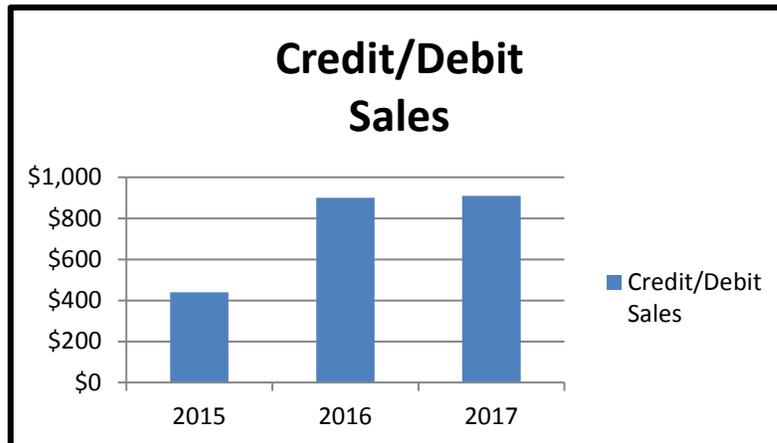
It is interesting to note that we had an increase in credit & debit sales and Senior Project Fresh/Market Fresh sales yet a decrease in cash sales, SNAP sales, Double Up Food Bucks sales and WIC Project Fresh sales. Despite our city/local area being an economically disadvantaged area, it is disheartening that we do so poorly at the food assistance sales. A recent Detroit News article indicated that Lincoln Park, Michigan's poverty level is 21.2%. We are the only market in our area that accepts all of the food assistance programs as well. One local market no longer accepts SNAP and Double Up Food Bucks. Another local market that accepts SNAP and Double Up Food Bucks appears to not be interested in effectively promoting both programs at their market despite having three farmers with produce. In 2017, we were awarded a \$1000 grant by Wayne Metropolitan Community Action Agency to produce & print a postcard that was directed to local food pantries to promote SNAP & Double Up Food Bucks at the market as well as healthy eating on a budget. The grant also covered the printing of a Michigan Farmers Market Association postcard that promotes the

various food assistance programs in Michigan. It's hard to say if we benefited from it or not. Perhaps next time we'd consider distributing postcards or flyers to the local churches to promote the food assistance programs at the market.

In 2017, we had a 5.26% decrease in vendor cash sales from 2016 with \$9000 vendor cash sales in 2017 and \$9500 vendor cash sales in 2016. In 2016, our vendor cash sales increased by 17.50% to \$9500 from \$8087 in 2015. Comparing 2017 to 2015, our vendor cash sales increased by 11.28%.



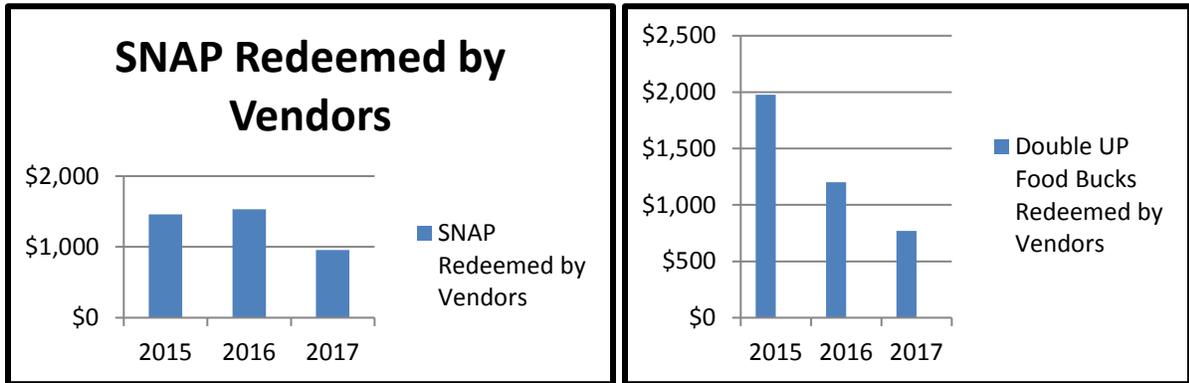
In 2017, our vendor credit/debit sales had a 1.11% increase from 2016 with \$910 credit/debit sales for 2017 vs. \$900 credit/debit sales for 2016. In 2016, our credit/debit sales increased by 97% to \$900 credit/debit sales from \$440 credit/debit sales in 2015. Comparing 2017 vendor credit/debit sales to 2015 credit/debit sales, we had an increase of 106.81%.



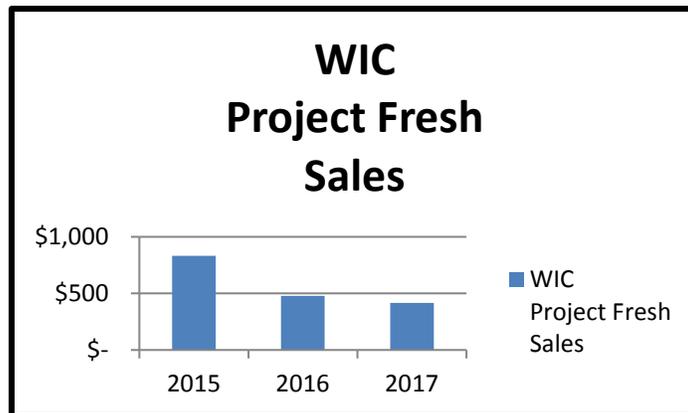
In 2017, we had a 37.5% decrease in SNAP redeemed from vendors from 2016 with \$958 SNAP redemption in 2017 vs. \$1533 SNAP redemption for 2016. In 2016, our SNAP redemption increased by 5% from 2015 with 2016 SNAP redemption of \$1533 and 2015 SNAP redemption of \$1460. Comparing 2017 to 2015, we had a decrease of 34.38% in SNAP redemption.

In 2017, we had a 35.94% decrease in Double Up Food Bucks sales from 2016 with \$770 Double Up Food Bucks sales in 2017 vs. \$1202 DUFBS sales in 2016.

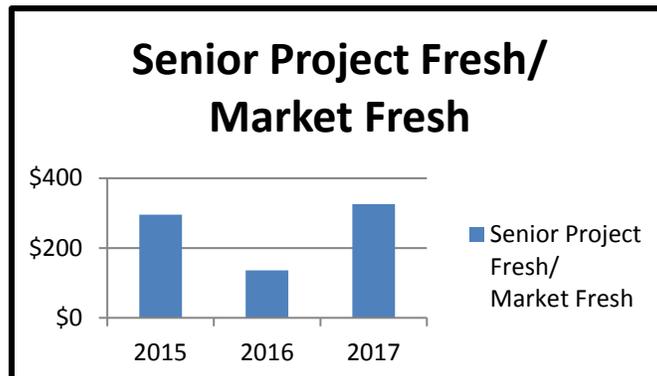
In 2016, our Double Up Food Bucks decreased by 39% to \$1202 from \$1976 in 2015. Comparing 2017 to 2015, we had a decrease of 38.96% in Double Up Food Bucks sales.



In 2017, our WIC Project Fresh sales decreased by 12.76% from \$417 in 2017 vs. \$478 in 2016. In 2016, our WIC Project Fresh sales decreased by 43% to \$478 from \$832 in 2015. Our WIC Project Fresh sales decreased from 2015 by 50.12%.



In 2017, our Senior Project Fresh/Market Fresh sales increased by 139.70% to \$326 from \$136 in 2016. Our 2016 Senior Project Fresh/Market Fresh decreased by 54% to \$136 from \$296 in 2015. We had a 10.13% increase from 2015 to 2017.



We advertised the market with two billboards in downtown Lincoln Park for four weeks, twice in 2016 & twice in 2017, as well as weekly advertising in our local newspaper, The News Herald, from July 2017 to September 2017 and specific months in 2016. 2016 market year we also did two postcard mailers to every apartment & home in our city. We also invested in yard signs towards the end of the 2017 market season. We also did Facebook advertising for 2016 and 2017 market years.

- iii. Goal/Objective 3: Hire two co-coordinators, Market Master & Food Assistance Programs Coordinator, to help grow the market as well as gather data.
 - a. Progress Made: We hired a Market Manager in July 2016. Our Market Manager marketed the farmers market to outside vendors and has succeeded in bringing in new vendors. Our market manager spent a lot of time visiting our markets to recruit vendors as well as establish relationships with other market managers. Our market manager also worked on streamlining our databases. There is an enormous amount of data to collect for the market. It's always a struggle due to the amount of time needed to input data. During the winter of 2017 our market manager worked on vendor recruitment.
 - b. Impact on Community: Our new Market Manager through outreach activities succeeded at exposing our community to more fresh local foods.
 - c. We were not able to hire a Food Assistance Programs Coordinator, as we indicated in our program, because we inadvertently left it out of our program budget.
 - iv. Strengthen the market's business plan to help with growth, increased revenue and attraction ideas.
 - a. Progress Made: The task of completing a business plan is work-in-progress. The amount of time to manage the market by the market manager and myself as president of the organization did not give us the required time for the business plan.
 - b. Impact on Community: Writing of business plan is an ongoing process. In retrospect, the business plan will need to include regional collaboration of the market with other markets on advertising, marketing, farming, grants, transportation and many other things.
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: 1
 - ii. Number of jobs retained: 1
 - iii. Number of indirect jobs created: 0
 - iv. Number of markets expanded: 1
 - v. Number of new markets established: 0
 - vi. Market sales decreased by \$4051 and decreased by 24.65%.
 - vii. Number of farmers/producers that have benefited from the project: 43
 - a. Percent Increase: 58.13%
 - b. We have attracted a constant stream of specialty food vendors, craft vendors to our market. However, we have a high turnover because not everyone can make

money at our market and for various reasons. Not every vendor is suited to be a vendor at a farmers market. And that impacts their sales. The silver lining is that at our November Holiday Market I overheard a specialty food vendor who sells honey, jams, baked goods and other specialty food items tell another vendor that his sales at four different markets, including ours, is pretty similar with most sales coming from repeat customers. Two of the other three markets are bigger markets. This is a vendor that is at the markets weekly with a very nice looking display.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

Yes. Lincoln Park has a growing Hispanic community. In 2016, we reached out to Lincoln Park's Hispanic community with two different mailer cards to every home and apartment in Lincoln Park. We also did billboard advertising in the heart of downtown Lincoln Park where the Hispanic businesses are located. We promoted our food assistance programs through our marketing program as well. The mailer postcard indicated the food assistance programs. We also targeted Lincoln Park residents with our Facebook advertising.

4. Discuss your community partnerships.
 - i. Who are your community partners?

Our community partners were Lincoln Park Downtown Development Authority (DDA), City of Lincoln Park, Michigan State University (MSU) Extension Service, Western Wayne Family Health Centers, Lincoln Park Community Credit Union, Wayne Metropolitan Community Action Agency and Colina Foundation. Lincoln Park DDA is a past sponsor and assisting on a public space area for the market in downtown Lincoln Park.

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

City of Lincoln Park provided us with office space at City Hall at no cost. We are also able to utilize the City Hall internet although it's very slow. Michigan State University (MSU) Extension Service came to the market four times in 2016 to distribute nutritional information as well as do a demonstration on blanching vegetables for freezing. Western Wayne Family Health Centers, a market sponsor, assisted us in coordinating a Health & Wellness Day in 2017 by recruiting other health organizations that we did not personally know. 2016 market year, they were at the market when the MSU Extension Service would be at the market.

Lincoln Park Community Credit Union, a market sponsor, has provided very sturdy shopping bags to us for our food assistance customers. Wayne Metropolitan Community Action Agency awarded us a \$1000 grant in 2017 to market our SNAP & Double Up Food Bucks programs to local food pantries through a postcard that their customers would pick up at the food pantries. Colina Foundation gave us funding to start a Power of Produce (POP) Club for the kids.

iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? All are interested in participating in future activities. We will apply for funding through Wayne Metropolitan Community Action Agency and Colina Foundation again.

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

We used contractors for our marketing project specifically for billboard advertising, online and print newspaper advertising and mailer postcards.

6. Have you publicized any results yet?*

i. If yes, how did you publicize the results? No, we have not yet. We did initially publicize the awarding of the grant.

ii. To whom did you publicize the results? None yet.

iii. How many stakeholders (i.e. people, entities) did you reach? None yet.

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

7. Have you collected any feedback from your community and additional stakeholders about your work?

i. If so, how did you collect the information?

We did a vendor survey at the end of the 2016 market year.

We did an online customer survey at the end of the 2017 market year.

ii. What feedback was relayed (specific comments)?

In the vendor survey, our farmer felt we needed more signage. Another vendor felt that our daily vendor fee of \$10 was too high. And that the daily canopy rental rate of \$10 should include a table and chair. Another vendor stated that amongst the vendor community it had been said that one of our board members had a strong personality.

In the customer survey, total 4 responses, all from Lincoln Park, MI zip code 48146. All state that they shop at the market to purchase fresh fruits & vegetables amongst other reasons. 50% of the respondents shop every other month at the market, 25% shops weekly, 25% shops monthly. All would like to see more vendors, more produce with one stating that we should be a foods only market, no crafts.

Results: https://docs.google.com/spreadsheets/d/1_U-FCSZSbyaQwu0168klVmlRiRF-7FisoyZTBt0auEM/edit#gid=1182983419

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: X

ii. Did the project generate any income? No.

Our farmers market operates on a very tight budget despite having sponsors and charging a vendor fee. 2017 market year we were forced to pay an individual a daily

stipend for set-up & tear-down. We also transitioned from a storage trailer to a van because a van is more sustainable than a trailer, of which, there could be an issue finding individuals with vehicles capable of towing. However, we encountered sticker shock at the high cost of Michigan auto insurance, PLPD only, for the van. Basically the yearly cost of the insurance is a bit more than what we brought in for sponsors & fundraising in 2017.

a. If yes, how much was generated and how was it used to further the objectives of the award?

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).

A lesson learned is that it would have been a time saver if we would have hired a payroll service to handle the payroll, payment of payroll taxes, etc. for our market manager. This was a very time consuming task.

Yard signs, a last minute purchase, could have been more effective if done at the beginning of the project.

Billboard advertising could have been more effective if a different billboard, in a more prime location, was utilized despite being more money. Perhaps it could have been done once at the beginning of the 2016 & 2017 market years for the same amount of money as opposed to being done twice in 2016 & 2017 at a not so prominent corner.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

The community wants farmers markets with lots of produce. The best advertising won't bring in the people if a market does not have lots of produce, variety of vendors.

To solve the farmer shortage, farmers markets are going to need to grow their own produce.

- 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:

Hire a bookkeeper to manage/keep track of all costs related to the grant. Hire a payroll service or accountant to handle any payroll, payment of payroll taxes.

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.

2018 market year status is uncertain as I am not interested in putting the amount of time into the market that I do. Since our market has not generated funds to hire a market manager, we as a non profit are working on recruiting new board members that can assist with fundraising, increasing our sponsors. 2018 options include; recruiting college interns from public health programs to manage our food assistance programs, a once a month farmers market etc. The publisher for EdibleWow magazine reached out to me recently about how we could expand our market with food demos, connecting with a long time Lincoln Park dairy, Detroit urban farms, etc. This could be a good collaboration. Of course, he is expecting we advertise!

2018 market year we will look towards effective advertising methods at very little cost. Perhaps we recruit our neighboring farmers markets to collaborate on a weekly advertisement in our local newspaper and share in the cost.

2018 market year we will look towards mass distribution of black/white flyers to promote the market with assistance from local groups to distribute.

- 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?

Next Steps:

1. Add additional board members who are capable of assisting with fundraising, attracting sponsors and determining new revenue sources.
2. Connect with local universities for public health interns to assist with managing our food assistance programs at the market and after the market.
3. Collaborate & network with EdibleWow Magazine for vendors & sponsors.
4. Collaborate with our neighboring farmers markets to share in advertising costs, solve farmer shortage issue etc.
5. Recruit a local health system, childrens hospital etc. to manage our Power of Produce (POP) Club.
6. Determine minimum amount of hours needed for a paid market manager.