Farmers Market Promotion Program (FMPP)
Final Performance Report

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

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

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

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

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

Report Date Range: *(e.g. September 30, 20XX-September 29, 20XX)*	~~April 1st, 2017 - Oct 29th, 2017~~ ~~XXXXXXXXXXXXXXXXXX~~ 9/30/15 - 9/29/17
Authorized Representative Name:	Susan Draves
Authorized Representative Phone:	507-421-2221
Authorized Representative Email:	sdraves@umn.edu
Recipient Organization Name:	Lake City Thursday Market
Project Title as Stated on Grant Agreement:	Lake City Farm Market EBT and Community Outreach
Grant Agreement Number: *(e.g. 14-FMPPX-XX-XXXX)*	15FMPPMN0073
Year Grant was Awarded:	2015
Project City/State:	Lake City, MN
Total Awarded Budget:	63,548

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?
x 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**: **Develop logo, market brand and website**

   Progress Made: Completed first year.

   Our website: https://www.lakecitymarketbythelake.com/ garnered many views, map clicks and unique visitors throughout the market season. In August 2017, at peak season, we saw 1,240 page views, 16 clicks on our map, and 538 unique visitors!

Know your farmer. Know your food.

   Impact on Community: The targeted marketing campaign campaign this summer has contributed to increased website usage and as a result, market attendance increased.

   ii. **Goal/Objective 2**: **Educate the community about our market and seasonal availability**

   Progress Made: Activities 3, 5, 6, 7, 8

   - **Digital Outreach Campaign** targeted SE MN vendors, SNAP/EBT and Seniors.

   The Vendor Digital Marketing Campaign ran March-June 2017 with monthly clicks throughs range from:
   51 clicks in March 2017
   181 clicks in April 2017
   257 clicks in June 2017

   The target SNAP/EBT and Seniors Digital Outreach Campaign ran June through September. The click through rate wasn't as pretty as the vendor click through rate, however, with 29 click throughs for the SNAP/EBT families and 26 click throughs for Seniors.

- **We purchased and distributed promotional products at our market.**

- **We purchased these items at a local vendor, Anchor Promotions.**
    a. They were distributed at the local Waterski Days Parade

    b. They were also distributed at each market throughout the season.

- **We approved and implemented television and radio ads.**

a. These ads ran morning, afternoon and during the evening news programs.
b. The radio ads were featured on local stations Lake Hits and Kwing Radio. We opted for a great package where they played the add every hour for 24 hours before the market.

- **We hired and trained new market helpers.**
  a. Our market staff was trained to educate customers about vendors and what they were selling, share recipes and market promotional materials, assist in educating about the SNAP EBT program and assist in running the Power of Produce or PoP Club for kids.
- We Ran Ad Campaigns to promote the first day of the market showing local produce is available.

- We built a float and participated in the parade.
  a. This alerted people to let them know the market is starting.

Impact on Community:

iii. Goal/Objective 3: **Grow attendance and produce purchases at market**

Progress Made: Activities 3, 4, 5, 6, 7, 8

- Digital Outreach Campaign - Targeted SNAP/EBT 29 click throughs and Seniors--26 click throughs.
- Weekly Facebook sponsored paid boosted posts to targeted SNAP populations (1000+ people). 590 Facebook page likes.

Example of Facebook Boosted Post: Celebrate Summer with us in Lake City first market is THURSDAY, JUNE 22 5:30 - 8:00 pm Ohuta Beach Park near the intersection of Park St & E Chestnut St Come join the fun every Thursday until Sept 7 from 5:30 - 8 pm local produce • home-baked goods • jams • food vendors • crafts • local music Power of Produce Club for kids 4-12! Each week children will participate in interactive and educational activities and receive a $2 token to spend on fresh fruits and vegetables and food plants at the market, Enjoy convenient, ample street & marina parking! A free shuttle will be available within Lake City for the Thursday market. Call by Tuesday 651-345-3531 to schedule a ride to the Lake City Farmers Market!

- Promoted by Susan Draves on 06/13/2017
- Completed
- 1,449
- People Reached

- We purchased and distributed promotional materials with our Logo and website on items
- Purchased at local vendor, Anchor Promotions
    a. Distributed at every market. The effect of this was that many people returned with bags every week and vendors encouraged people to "get a free bag to carry purchases" and this, many times, resulted in more purchases.
- We ordered banners to increase the visibility of the market and help with our markets brand recognition.
- We aired several ongoing tv and radio ads
- We hired and trained market helpers to:
    a. distribute flyers around town
    b. distribute flyers at the bus pick up sites
    c. Put up bus pick up signs
    d. distribute flyers at the parade
    e. Help welcome and educate customers at the market
    f. Put out signs every week for the market saying "Farmers Market Today."
- We operated the Waterski Days parade float to attract customers. This is a really helpful tool as so many people from the community, and surrounding areas, attend and it is held between the first and second farmers market.

Impact on Community:
Customer Attendance: The marketing we did this year had a HUGE impact on our overall attendance at the market. In the 2016 season our attendance average was 100-150 people with our with our best (peaked) attendance at 225 people per market. In the 2017 season our attendance average was 250-350 people per market with our best (peaked) attendance at 356. This means we almost doubled the number of people we had at our market this year.
Produce Purchased at the Market per the lead vendor: In 2015 the average for one of our lead vendors was $100. In 2016 the average was $135. In the 2017 year the average vegetable sales for this vendor was $200.
Impact on Vendors: We were able to attract our 12 regular vendors and 7 new vendors this year to the market.

iv. Goal/Objective 4: **Engage the community**
Progress Made: Activities 2, 3, 6

- The website attracted people to our market.

	Total Visits	Unique Visits	Page Views
April	277	242	696
May	309	272	811
June	460	416	1002
July	525	483	1018
Aug	561	538	1240
Sept	127	109	240

- Online Digital outreach campaign Vendor click through totals:
  SNAP/EBT: 489
  Families: 29
  Seniors: 26
- Facebook page
- Hired market helpers to welcome people and educate the community about what the market has to offer, share recipes, promotional materials, and assist in operating the PoP Club for kids.

Impact on Community:

Community Attendance: As we stated in the previous Goal/Objective 3 we almost doubled the attendance at our market. This was our biggest impact on the community as we wanted people to know about, and attend, our excellent market.

Engagement at the Market: This year we focused our efforts to engage customers at the market to increase their enjoyment of the market. To do this we hired market helpers to:

- Welcome people as they came to the market. We wanted people to feel that they are wanted as the market so they will return again.
- Engage kids in veggie activities and demonstrations. Along with our Market Manager we had kids taste a veggie that was being sold at the market as it was "in season."
- Distribute surveys and collect customer responses
- Vendors also we able to recommend that customers use the new promotional items which allowed the vendors to interact with customers in a new and different way that customers appreciated.

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: 2
   ii. Number of jobs retained: 2
   iii. Number of indirect jobs created:
   iv. Number of markets expanded: 1
   v. Number of new markets established: 1
   vi. Market sales increased by $7000 and increased by 35%.
   vii. Number of farmers/producers that have benefited from the project: 17
   Percent Increase: 15%
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 added a bus pick-up/drop off route which included 5 stops at Senior housing facilities, group homes, mobile home parks, low income housing, and food shelf with our local transportation company and were successfully able to bring more elderly, disabled and low income customers down to the market.

Lake City MARKET by the Lake

Thursday Nights
Free Bus Shuttle Pickup Here
5:30– 6:00 Pickup & 7:00 – 8:00 Return Trip
Look for this sign near you and
wait there for the bus!
A free ride for great music, food and fun!

4. **Discuss your community partnerships.**
   i. **Who are your community partners?** We partner with the Lake City Food Shelf, Lake City Rotary Club, Lake City Boy Scouts, Mayo Clinic, the Lake City Graphic, and many small, local businesses who provide sponsorship.
   ii. **How have they contributed to the overall results of the FMPP project? The Lake City Food Shelf** has shared SNAP/EBT Market Bucks gift certificates with their clients, offered to be a pick-up and drop-off site for our bus route, and attended meetings to strategize on how to increase market attendance for our SNAP/EBT recipients. **The Lake City Rotary Club** has been a sponsor of our children's program, the Power of Produce (PoP) Club. **The Lake City Public Library** has partnered in getting the word out about the market and the PoP Club to their summer reading program. **The Lake City Boy Scouts** provided family activities down at the market. **The Mayo Clinic Health Systems** has continual partnered on health screenings and has provided health related brochures and activities at an information table. **The Lake City Graphic** is willing to cover stories related to our market and include our market information in the community activity section.
   iii. **How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?** We believe we have grown an excellent working relationship with the **Lake City Food Shelf**, and will continue to partner with them in getting the word out about the market. **The Lake City Rotary** has committed to providing financial reimbursement for the $2 coins that the kids get who participate in PoP Club. We will continue to grow the cross promotion of the PoP Club and the Summer Reading Program with the **Lake City Public Library**. Both the **Boy Scouts** and **Mayo Clinic Health Systems** will continue to have an active presence at the market and in promoting it in their circles and newsletters. We have a supportive relationship with **the Lake City Graphic** and we are confident they will continue to cover our market in issues throughout market season.

5. **Are you using contractors to conduct the work?** If so, how did their work contribute to the results of the FMPP project? Not applicable.

6. **Have you publicized any results yet?***
   i. **If yes, how did you publicize the results?** We will be submitting our results in an op-ed essay format.
   ii. **To whom did you publicize the results?** The Lake City Graphic, our Facebook page and website
   iii. **How many stakeholders (i.e. people, entities) did you reach?** 5000

   *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?** Yes we collected feedback from our vendors and customers.
   i. **If so, how did you collect the information?** Our paid market helpers handed out and collected customer surveys and our Market Manager handed out and collected vendor surveys.
   ii. **What feedback was relayed (specific comments)?**

   Vendor Comments:
   - *We are selling more products this year*
   - *This is just a nice market*
   - *We are selling more by about 50%*
   - *Great customers and supporters*
   - *Great marketing and lots of it!*
   - *Good marketing this year*
   - *We drive a long way but it is worth it*
   - *This market gets a lot of people in a short amount of time*

   Customer Comments:
   - *Great!*
   - *Love it!*
   - *I like all of it - The Food Trucks*
   - *I purchased Veggies and Pizza and I like the mix of food and veggies*
   - *I like the variety of food*
   - *I purchased veggie and supper*
   - *I like the atmosphere and selection.*
   - *Awesome! Thanks!*
   - *I planned to buy pork, veggies, cookies, and fish*
   - *I love the farmers market*
   - *I like the EBT program best*
   - *It's great! We're excited to be new residents here. We will be at the market a lot.*
   - *I will buy brats and corn*
   - *I will purchase tomatoes, corn, donuts, and popcorn*
   - *We Love it :)*
   - *Deeply grateful for weekly market that local*

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: Yes
   ii. **Did the project generate any income?**
   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).
      a. **Positive Lessons** - The biggest lesson we learned is that marketing works. We have the advantage of having a beautiful market, lakeside, and reat music for an incredible market experience. So we have always felt that we just needed to get people to the market. When they get there they love it.

         The marketing also helped to attract a few different types of vendors. This way when people came they really felt like they were part of a vibrant market.

         The other positive experience is that people love free stuff. The market bags were a big hit and people brought them back to the market many times.

         Overall, we had more people which produced more sales for vendors and attracted more vendors.

      b. **Negative experiences** - It wasn't a negative experience but we found out it is really hard to get people to come to the market who were older and those on EBT or having less disposable income. We put a lot of time and effort in trying to attract EBT customers and attract people with the free bus shuttle. These were mildly successful but we thought it would have attracted more people.

         Our best inference is that these people will come to the market with continued effort on our part but it will take more than one season to create awareness for these customers.

   ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**
   As we stated above we met all of the outcomes we hoped for except for more bus riders and EBT customers. We think this will simply take more time to do outreach and education in order to effectively develop the program. We also teamed up with the local food shelf to try to attract EBT customers but this did not work. We will have to go back to the drawing board on that idea.

   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**:
   We would strongly recommend that the goals of the project be revisited at least 4 times throughout the year and halfway through the market season. We didn't do this as well

the first year but this last year we did it very well so we could slowly, methodically, and thoughtfully meet the goals of the project.

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.

We will continue to work within our community to achieve one of our town's top five goals which is to increase overall community wellness. Minnesota has the 34th highest obesity rate in the nation and 29.6% of adults in Wabasha County are obese. Our market, Lake City Market by the Lake, plays an essential role in this goal and therefore, it is vital we keep it thriving to ensure healthy local food access.

- We will seek funds to continue our transportation service to the market and expand the route and outreach campaign of the service.
- We will do more vendor outreach to diversify selection.
- We will increase opportunities for vendors to sell produce such as the market produce aggregation project to local institutions that we plan to participate in this coming season.
- We will seek out funding for implementing a vegetable prescriptions program at the market.
- We will offer more activities for families.
- We will partner with local organizations to sponsor events at the market.
- We plan to extend our market season through September per the great turn out and community feedback this season.

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?

We would recommend that the impact and effectiveness of intuitive digital marketing be explored further to reach targeted groups such as SNAP/EBT families and Seniors in the community and region.

- Continue with many of the same marketing strategies which include our website, Facebook, advertising in local papers, press releases, participate in the Waterski Days Parade and possibly more digital marketing.
- Track, analyze and quantify responses and click rates systematically to assess reach.
- Continue reaching out to new vendors in the area during the winter months through Facebook, advertising or op-eds in our local and regional paper, word-of-mouth, our website, in order to diversify the number of products offered at our market.
- Partner with more local organizations on cross-promotion strategies.
- Increase small business and local church partnerships.