

**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](mailto: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.

<b>Report Date Range:</b>	<i>(May 1, 2017 – September 30, 2017)</i>
<b>Authorized Representative Name:</b>	John Russell
<b>Authorized Representative Phone:</b>	630-256-3373
<b>Authorized Representative Email:</b>	<a href="mailto:jrussell@aurora-il.org">jrussell@aurora-il.org</a>
<b>Recipient Organization Name:</b>	City of Aurora, IL.
<b>Project Title as Stated on Grant Agreement:</b>	Growing Aurora's Farmers Market
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	USDA Grant 15-FMPPIL0115
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Aurora IL.
<b>Total Awarded Budget:</b>	\$99,965.00

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

- Same Authorized Representative listed above (check if applicable).
- Different individual: Name: Karla Thomas; Email: [kthomas@aurora-il.org](mailto:kthomas@aurora-il.org); Phone: 630-256-3374

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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: Create an information resource-packed Aurora Farmers Market website, with pages in both English and Spanish.
    - a. Progress Made: As we approached tackling our first objective, we met with Bureau Gravity, a local Marketing/Website Design firm in Aurora. Together, we were successfully able to create a unique Farmers Market website that informs the citizens of Aurora about our weekly event. In the website, we have included many pages of knowledge including:
      1. Healthy eating tips
      2. Highlighting participating vendors at our Farmers Markets
      3. Highlighting our Farmers Market Staff
      4. English/Spanish translation – still in-progress
      5. Featured videos focusing on long-lasting vendors at our Farmers Markets
      6. Cooking demonstration videos with bilingual subtitles
    - b. Impact on Community: Our website has majorly helped us inform the citizens of Aurora on everything that our Farmers Market has to offer. But beyond that, we feel that we have given citizens free information including:
      1. Healthy eating tips
      2. English/Spanish translation, which is essential
      3. Cooking demonstration videos with English and Spanish subtitles
  - ii. Goal/Objective 2: Create a promotional campaign to increase the Market’s visibility to low-income, high-obesity neighborhoods.
    - a. Progress Made: While working with Bureau Gravity, we were successfully able to pinpoint our target audience for our promotional campaign, which we decided would be that the low-income and high-obesity neighborhoods would best benefit from this, as many members of those neighborhoods often frequent our Farmers Market. Together, we and Bureau Gravity focused on making sure any promotional materials were available in English and Spanish. We were able to create a mini series of videos that focused on everything that our Farmers Market offers to low-income families, and families that are dealing with obesity. The videos highlighted our LINK system, healthy recipes and the fact that all cooking essentials for those recipes can be found at our Farmers Markets, and English and Spanish videos highlighting certain vendors who have been with our Markets for quite some time.
    - b. Impact on Community: By completing this objective, we were successfully able to create a promotional campaign that accomplished a number of things such as:
      1. Encouraging the citizens of Aurora to attend our Markets
      2. Informing the low-income families of our LINK partnership
      3. Informing the high-obesity neighborhoods of healthy eating tips and recipes.
      4. English and Spanish promotional materials

- iii. Goal/Objective 3: Create online videos in both English and Spanish, in conjunction with local SNAP agencies, to show how easy it is to shop with SNAP at our Farmers Market.
    - a. Progress Made: Working with Bureau Gravity, we were extremely successful in creating videos in both English and Spanish that's sole purpose was to inform the citizens of Aurora, focusing primarily on those who rely on financial assistance, about how easy it is for them to shop at our Market. The videos highlighted our matching system, as well, which explained how their dollars can double up to a certain amount.
    - b. Impact on Community: Because we published the videos that were created, our numbers of SNAP/LINK increased substantially. We had quite a few "first timers" who visited our Market, learned about and took advantage of our SNAP program, and returned many times after!
2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20\_\_). Include further explanation if necessary.
- i. Number of direct jobs created: Zero – our Farmers Market has one Manager and one Assistant. The rest are volunteer positions.
  - ii. Number of jobs retained: Two – our Farmers Market Manager and Assistant.
  - iii. Number of indirect jobs created: N/A
  - iv. Number of markets expanded: We have expanded both Markets we produce. The promotional materials we created reached vendors who participate in our Markets. Therefore, we had to expand both Markets.
  - v. Number of new markets established: None
  - vi. Market sales increased by \$N/A and increased by 15%.
  - vii. Number of farmers/producers that have benefited from the project: All of our participating Farm Vendors, which is approximately 10 total.
    - a. 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 definitely expanded our customer base by reaching new populations, such as neighborhoods that have higher Hispanic, low-income and obesity levels. The people of the targeted populations reacted positively to our market materials, and eventually made it out to our Markets, which essentially expanded our customer base.
4. Discuss your community partnerships.
- i. Who are your community partners? We have partnered with a few local organizations in the Aurora area to promote healthy eating, cooking, and living. Those local organizations are:
    - a. VNA Healthcare
    - b. Rush Copley
  - ii. How have they contributed to the overall results of the FMPP project? Working with both organizations raised attendance at our Farmers Markets, as both provided unique services for those who were in need. For example, VNA Healthcare promoted weekly recipes and rewards for their members who shopped at our Farmers Market. Rush Copley provided free health exams for Market patrons in need.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? We believe both VNA Healthcare and Rush Copley will continue to participate in our Farmers Markets and help increase awareness of ours and their services, continue to share our videos and promotional market materials via social media, and continue to bring fun, unique services to our Farmers Market that relates to healthy eating and living and that sets us aside from other Farmers Markets in the area.
  
- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? With this grant, we have worked very closely with Bureau Gravity, a local market and advertising firm in Aurora, Illinois. Bureau Gravity's work on this project has tremendously impacted our results as a whole. Because of the materials produced from this project, including digital market and videos, our Farmers Market attendance numbers have increased substantially! Market patrons have expressed their gratitude in regards to the cooking demonstrations and the Get To Know Your Vendor videos, as they feel they have grown a certain connection to our Farmers Market.
  
- 6. Have you publicized any results yet? \* At this moment, because of understaffing purposes, we are unable to publicize any results.
  - i. If yes, how did you publicize the results?
  - ii. To whom did you publicize the results?
  - iii. How many stakeholders (i.e. people, entities) did you reach?

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).
  
- 7. Have you collected any feedback from your community and additional stakeholders about your work?
  - i. If so, how did you collect the information? We collected feedback from the community through our main social media account and face-to-face communication at the Farmers Markets.
  - ii. What feedback was relayed (specific comments)? Just about all comments we received about the market materials produced for this project were beyond positive. Market patrons and fans expressed their gratitude for being provided with simple cooking demonstration videos and informing them that all ingredients used in those videos were available at the Markets! Market patrons also liked, and appreciated, the fact that we incorporated bilingual marketing into the project. As a large amount of our Market patrons fall under the Hispanic population, the bilingual marketing materials were very popular and well liked.
  
- 8. Budget Summary:
  - i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
  - ii. Did the project generate any income? Our project generated higher levels of income for all stakeholders involved. We generated a higher level of revenue, solely because we had more vendors want to participate, this past season. A majority of our vendor's sales also increased substantially, because of this project and its effects on our Markets.

a. If yes, how much was generated and how was it used to further the objectives of the award? Because of the higher level of revenue we experience from this past Farmers Market season, we will be able to continue certain aspects of this project and provide our Market patrons with new marketing materials, for our upcoming 2018 Farmers Market season.

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). We realized that along with providing quality graphic advertisements with shorts blurbs as to how things operate at our Markets is not enough. With each piece of material that we shared on our website and official social media page, we must make sure to provide a separate, in-depth description of what is provided in the marketing materials.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: Possibly focusing more on the videos and less on the graphics, as the videos are what the patrons and fans really cared for and preferred.
- 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:

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.
- 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 will continue the work of this project beyond this performance period by providing Market patrons with new:
  - a. Cooking demonstration videos
  - b. Live cooking demonstrations at the Farmers Market
  - c. Updated advertisements
  - d. Consistently evaluate who our target audience is and aim a majority of our marketing/advertising towards that particular group.
  - e. Create new volunteer positions, as many of our patrons expressed interest in volunteering at our markets.