

Local Food Promotion Program (LFPP) Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market 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 LFPP 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 LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

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

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	April 1, 2014 – March 30, 2016
Authorized Representative Name:	Khalfani Stephens, Economic Development Director
Authorized Representative Phone:	248-871-25006
Authorized Representative Email:	kstephens@fhgov.com
Recipient Organization Name:	City of Farmington Hills
Project Title as Stated on Grant Agreement:	Reviving the 19 th Century General Store: Leveraging Local Food Systems To Revitalize a Corridor and the People It Supports
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	14-LFPPX-MI-0091
Year Grant was Awarded:	2014
Project City/State:	Farmington Hills, MI
Total Awarded Budget:	\$25,000

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

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

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

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP 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 a comprehensive feasibility study looking at renovating the interior of the Historic Botsford Inn to boost access to local food systems.**

a. Progress Made:

This was the original goal of the project. As we worked towards this goal, we discovered that it was not feasible and redefined our mission to goal 2.

b. Impact on Community:

See below

ii. Goal/Objective 2: **Develop a comprehensive feasibility study looking placing a market in the Grand River Corridor to boost access to local food systems.**

a. Progress Made: **100% - The team developed a pro forma and business analysis which can be used to market the idea to potential market developers/operators.**

b. Impact on Community: **This gives the Grand River Corridor Authority needed information on the economic conditions of the corridor for the purposes of marketing space for redevelopment. The project also engaged the hospital in the concept of developing additional space ancillary to its main purposes.**

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.

NOT APPLICABLE

i. Number of direct jobs created: None, this was a feasibility study and therefore did not involve job creation.

ii. Number of jobs retained: None, this was a feasibility study and therefore did not involve job creation.

iii. Number of indirect jobs created: None, this was a feasibility study and therefore did not involve job creation.

iv. Number of markets expanded: None, this only involved feasibility.

v. Number of new markets established: None, this only involved feasibility.

vi. Market sales increased by \$0 and increased by 0%.

vii. Number of farmers/producers that have benefited from the project: 0

a. Percent Increase: 0

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?

NOT APPLICABLE

4. Discuss your community partnerships.

i. Who are your community partners?

**Beaumont (formerly Botsford) Hospital
Farmington Grand River Corridor Improvement Authority**

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

Beaumont Hospital was supportive of this project by providing staff time where needed. The hospital was very instrumental in helping us determine the feasibility of converting the former Botsford Inn into a general store. They freely shared all of the necessary information of the hospital's growth plans and information on the building which helped us to determine that this would not be the ideal site for the project. Once we switched to the modified objective, we continued to stay connected with the hospital by using them as a sounding board regarding other potential locations in relation to their employees' willingness to travel. Dieticians, workers and patients looking for healthy alternatives are all key resources in this plan. The hospital workforce continued to work with us as we looked at alternative locations and talked about what would be needed in a potential space. This helped a great deal as we developed the framework for our guidelines to a potential space.

The Farmington Grand River Corridor Improvement Authority (CIA) has been a strong partner in the redevelopment of Grand River Avenue. Looking at ways to stimulate growth of the corridor was in many ways the catalyst to this project and as such the Farmington CIA has been a great partner by working jointly with the Farmington Hills CIA to create a continuous zoning plan that allows for easy development along the corridor across both communities. The group has also shared in the cost of promoting the area to potential investors and developers.

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

The hospital is of critical importance to the future success of this project. The pro forma relies heavily on traffic from the hospital for sales. This means that the project will require the continued support of hospital administrators in advertising and perhaps financial assistance for operations. More importantly, staff such as dieticians will need to be consulted to be certain that the eventual location is convenient to them and their patients. As the connection to the hospital and fresh/ healthy food for a healthy lifestyle is paramount to the success of the program as planned, the hospital's continued collaboration on messaging will be very important going forward. The Farmington CIA will continue to be a great sounding board for ideas and sharing of potential investors.

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

We used a contractor team to conduct the scope of work described in the project narrative. The team developed a business plan/ market research that was very helpful in determining our future path. The contractor took the lead on conducting the necessary research concerning the viability of the project. They compared and contrasted the workings of markets similar to what was being considered. They conducted interviews with managers at these facilities and also conducted research to substantiate the presence of a market gap. Online surveys and surveys at local farmer's markets were also used to round out the research on determining the potential market.

- 6. Have you publicized any results yet?*

- i. If yes, how did you publicize the results? **No**
- ii. To whom did you publicize the results? **None yet**
- iii. How many stakeholders (i.e. people, entities) did you reach? **Not applicable**

*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?
Our results were shared with the Farmington Corridor Improvement Authority. They work very closely with the Farmington Hills Corridor Improvement Authority; and jointly both groups work on the redevelopment of Grand River Avenue from 8 Mile rd. (Farmington Hills) to Mayfield St. (Farmington). Information was shared at the regularly scheduled joint meeting of the boards of directors of the two organizations.
 - ii. What feedback was relayed (specific comments)?
The information is great to have, but neither body has the expertise to directly pursue a potential project. We will share the information with other entities, including not for profit agencies that may find it useful.
8. Budget Summary:
- i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
 - ii. Did the project generate any income?
No
 - a. If yes, how much was generated and how was it used to further the objectives of the award?
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).
It is necessary to be nimble and to try and anticipate potential roadblocks so that if they should arise, you have a strategy to address them. We had been so committed to the original goal of redeveloping the Botsford Inn that we had not given sufficient thought to what might happen if that property was not suitable for the project (which it was not).
 - **It is not enough to have adequate parking for a project such as this; parking must be perceived as easy and accessible.**
 - **A gap in service, does not always equate to a profitable market.**
 - **Fresh food alone does not create a sustainable market; higher margin items such as prepared goods need to be added to the mix.**
 - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
The goal was achieved in that we determined the feasibility of the project as a for profit entity, however, we could have done more to support the next phase of research to determine the possibility of creating a not for profit entity. We concluded that the project would not cash flow without help from the philanthropic community.

Even using the project's original location assumed a significant subsidy from the hospital. Had we been more forward thinking, we could have researched potential supporters for the project as a not for profit during this investigation. We also could have identified potential operating partners.

- 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:
Be certain to have more than one staff person up to date on all of the project administration throughout the duration of the project. This will be of great assistance should the lead person be out of the office for any reason when a reporting deadline comes due.

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 share the results of this study with local nonprofits and potential for profit market operators whom we believe may have an interest in the data. The purpose will be to entice them to consider opening a market as outlined in the study.
- 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?
Our next steps are simply to share the results with potential market operators. We believe that the correct collaboration between a not for profit owner and the hospital could be a winning combination. After sharing the outline with potential operators, for those that are interested, we will facilitate discussions with appropriate staff at both the hospital and the City of Farmington Hills to bring the market development to fruition.