

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

Report Date Range: September 30, 2014 – Sep 29, 2016  
Authorized Representative Name: Debi Mollahan  
Authorized Representative Phone: 503-639-1683  
Authorized Representative Email: debi@tigardchamber.org  
Recipient Organization Name: Tigard Area Chamber of Commerce/Tigard Farmers Market  
Project Title as Stated on Grant Agreement: Tigard Area Farmers Market: Improving Access and Awareness to healthy foods for low income families, children and the Tigard community  
Grant Agreement Number: 14-FMPP-OR-0143  
Year Grant was Awarded: 2014  
Project City/State: Tigard, Oregon  
Total Awarded Budget: \$73,667

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).

**1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff.**

The goal of this project was focused on improving access and awareness to healthy foods for low income families, children and the overall Tigard community. The objectives included 1) Enhancing low income, low access customer patronage by overcoming financial and transportation barriers. 2) Increase the marketing and advertising to promote widespread awareness of market times and locations to increase community support and patronage. 3) **Expand the Market Sprouts Program - removed as a goal before funding.** 4) Implement the Manage my Market online tool, driving market and vendor efficiency, grow the market and increase customer visibility of vendors and their products, enhancing patronage at the market.

The project resulted in an increase in the number of low income/EBT patrons who came to the market and a 20% increase in spend by these patrons at the market over the 2 years of the project compared to our base year. In addition, 45 new customers were added in 2016 from this segment. There was a 300% plus increase in social media presence for the market during this two-year project, resulting in an 4% increase on average in attendance and a 15% increase in peak attendance from community members. We also saw engagement with customers through the year online and not just the market season. The improvement in marketing and branding also drove an improvement in overall sponsorship revenue from the base year 2014 to 2016 of 60% and number of sponsors from 4 to 7. The market saw a 15.5% increase in number of vendors from 2015 to 2016 seasons and vendors saw a 10-15% increase in their market sales from 2015 to 2016 seasons based on surveys. Diversity of market vendors was also enhanced by this project with 8 new types of vendors being added.

**Objective 1: Enhance low income/Low access customer patronage** - Enhance low income, low access customer patronage by overcoming financial and transportation barriers. This supports job creation, local economic development, and civic engagement by leveraging the benefits of farmers markets for a broader community.

Activity 1: Purchase EBT equipment - Set up two credit card machines to handle EBT sales to ensure no disruption of EBT processing, these were leased machines and were operational during both our 2015 and 2016 seasons. See impact below with this combined with Activity 2.

Activity 2: Outreach to low income, low access areas

- Reached out to 3 food pantries housed within local churches, school district caring closet, affordable housing non-profit encompassing 5 units with 221 apartments, mental health agencies and others serving this population with flyers, handouts and posters on EBT and SNAP at the market.
- For 2016 season applied for shared grant dollars on Farmers Market Fund EBT Matching Double UP Food Bucks (DUFEB) and received a \$3,146 Grant for a max of \$10/transaction match replacing a 2015 \$3,000 grant with a \$40/transaction match from a different funder. DUFEB program in 2016 included bilingual handouts and posters.
- Updated website, posters, print advertising, bus advertising, banners, Facebook and other marketing collateral to include acceptance of SNAP and EBT benefits and maps with directions to market and proximity to trails and transit
- Partnered with Tigard Chamber on full page in 2016 Tigard Community Guide including map for access, proximity to transit, EBT and SNAP info
- Created Signage for WIC and Veggies Vouchers for participating Farms

**Impact on Community**

| Year                        | EBT Transactions | EBT \$ Swipes  | Percent Change to base Year | EBT Match program          | Total EBT Spend | % Change to Base Yr |
|-----------------------------|------------------|----------------|-----------------------------|----------------------------|-----------------|---------------------|
| <b>2014 Season B4 Grant</b> | <b>233</b>       | <b>\$3,392</b> | <b>Base Year</b>            | <b>2,290 (max of \$40)</b> | <b>\$5,682</b>  |                     |
| <b>2015 Season</b>          | <b>234</b>       | <b>\$3,919</b> | <b>15.5%</b>                | <b>2,999 (max of \$40)</b> | <b>\$6,918</b>  | <b>21.75%</b>       |
| <b>2016 Season</b>          | <b>299</b>       | <b>\$3,838</b> | <b>13.1%</b>                | <b>2,916 (max of \$10)</b> | <b>\$6,826</b>  | <b>20.13%</b>       |

**Goal** **25%**

The outreach resulted in an increase in a 15.5% increase in direct EBT spend and 22% increase when combined with match in the first year of grant. Patrons leveraged a match with a max of \$40/transaction that was capped at \$3K for the 2015 season by the grantor. In 2016 there was a change in the match grantor with a cap instituted of \$10 max/match and total grant available for match of \$3,146. Despite this change we saw a 27.7% increase in the number of EBT transactions, but not an overall increase in total spend over 2015. We saw 45 new EBT patrons at the market in 2016. This was not tracked in 2015 as not required by funder.

Activity 3: Collaborate with transportation providers including, TRIMET, shuttles, ride connection, and senior transportation. TRIMET advertising will reach a broad population, since it is the public agency that operates mass transit in the Portland metropolitan area. Displaying signage on multiple buses and routes will allow for visibility and market awareness.

- Did 6 months of advertising on bus tails during 2015 season to reach our low income low access customer base. A total of 6 buses in the local area carried the advertising noted in Appendix A.
- Reached out to senior communities encouraging coordinated visits with their shuttles to the market in the 2016 season

## Impact on Community

- Based on surveys of market patrons, transit advertising did not drive much traffic to the Tigard Farmers Market, despite being 2 blocks from the transit center. Though theoretical impressions were high (500,000 estimated/mo), it did not result in feet at our market. It was discontinued for 2016 season.
- Attendance at the Tigard Farmers Market by senior communities was sporadic, we saw 4 visits by shuttles in 2016 carrying, an average of 10 patrons

**Objective #2: Increase Marketing and Advertising-** Increase marketing and advertising to promote widespread awareness of market times and locations. Consistent advertising across multiple mediums will increase familiarity with our market, vendors, products, and establish our community identity. Through multiple moves, we want to now solidify the current location as our home. Increased advertising about our location and how to get there will bring more community support and patronage.

Activity 1: Establish consistent advertising across multiple mediums to increase familiarity with the market, vendors, products and establish community identity.

- Enlisted marketing/graphic design agency to ensure common branding and cohesiveness across all platforms for improved brand recognition
- Ads placed on Facebook, Twitter, retirement community directories, community newspapers, high school bannerings, local theatre, signage at market, bus tails and more. Samples of ads in Appendix A. These included times, hours, and map location where possible.
- During 2015 season, did a refresh on the Tigard Farmers market web page to make it more mobile friendly and make it easy to find the market. See that at [www.tigardfarmersmarket.org](http://www.tigardfarmersmarket.org)
- Prior to 2016 season increased social media presence to Pinterest, Instagram and YouTube, created posters for businesses and increased newsletter distribution, held 3 community outreach events and added light pole bannerings to Burnham Street to identify market location. Also updated business cards, website and Tigard Chamber community guide to include market address and map with how to get there.
- Full page in 10,000 copy Tigard Chamber Community Guide and Business Directory showcasing market, key vendors, SNAP and EBT and how to get to the market with map. 8,000 mailed, 2,000 in visitor info center.

## Impact to Community

### Social Media Traction

| Year          | Facebook Followers | Facebook Reach | FB Impressions | Twitter | Pinterest | Instagram |
|---------------|--------------------|----------------|----------------|---------|-----------|-----------|
| 2014 B4 Grant | 685                | 15,328         | 11,427         |         |           |           |
| 2015 season   | 1,720              | 103,732        | 194,472        | 384     |           |           |
| 2016 season   | 2,225              | 189,864        | 373,767        | 426     | 22        | 346       |

Since beginning the grant period, we have seen a 225% increase in FB Followers, 1160% increase in reach, and 3,290% increase in impressions. We have expanded our social media presence to an additional 3 platforms. Patron count increased by at least 4% in the 2016 season over 2015, and peak attendance increased 15% in 2016 over 2015 against a goal of 20%.

Activity 2: Create signage for WIC and Fruit and Veggie Voucher to help patrons know which farms accept the vouchers

WIC is no longer transacted at Farmers Markets in Oregon as it has transitioned to eWIC format (electronic) and farms do not currently have the technology to support that. Fruit and Veggie Voucher signage was created for 2016 market to identify farms that accept these types of programs

**Impact to Community**

Hosted WIC department at the market to enhance outreach to low income low access patrons. Farms that processed Fruit and Veggie vouchers were clearly identified enable ease of finding them by relevant patrons.

Activity 3: Enhance video marketing plan, copy production, creative and editorial for video marketing

- Contracted with marketing/graphic design agencies for video production of vendor spotlights and overall market videos in the 2015 and 2016 seasons. A drone fly over was coordinated through local volunteer partner for spot coverage. We partnered with local cable company for commercial production. Weekly live vendor spotlights during the 2015 season were posted to FB and YouTube. These transitioned to FB live video for the 2016 season walk through of the market. During the off season continued to differentiate our market through sharing of video recipes, DIY video's and more to ensure engagement when the market opened for a new season.

**Impact to Community**

- 2015 Season saw 14 vendor videos produced and shared via Facebook, 1867 runs on local cable of our commercial, and 17 weekly informal videos shot at the market as vendor spotlights. Vendors could then use these on their own websites and FB pages. During the off season prior to 2016 season shared 3-5 videos/week on recipes, gardening tips, eco-friendly/sustainability info, plant identification, DIY and more. This kept engagement with the market out of season and help continue to grow followers into the 2016 season. The FB page has become a valuable tool to the local community both in and out of season.
- 2016 Season we transitioned to a general walk through the Tigard Farmers market using FB Live each week and spotlighting pop up events as well as our community garden using Facebook Live. This saw significant reach of 600-1,000 and views of up to 100-150 each weekend helping create buzz about the market and sustaining patronage and providing visibility for vendors at the market.

Activity 4: Purchase TAFM market bags for distribution to customers as an advertising tool. The bags will also provide an environmentally pleasant alternative to using plastic bags. Finally, reusable bags help buyers remember the market and spread our name out to a broader audience.

Purchased 1500 reusable market bags for the Tigard Area Farmers Market

**Impact to Community:** Handed out market bags at our community outreach events, gave 250 to school district for a weekend take home food program, gave them away if a patron purchased \$50 or more of market tokens, and included them in our Friends of the Market program. We will continue to use these bags to market into the community in future years.

**Goal#3: Expand the Market Sprouts Program** - This goal was removed prior to approval & funding of the project. We chose to continue work on this program through the support of stakeholders and sponsor \$'s. Tigard is comprised of a lot of families and this was a way to drive traffic to our market.

**Goal#4: Implement Manage my Market online tool**, which offers a proven solution that eliminates paperwork, streamlines all our management tasks, and includes unique features for helping to grow and sustain our market. The Manage my Market tool will improve vendor efficiency and increase customer visibility of vendor's products and vendor location enhancing patronage at the market.

Activity 1: Streamline all management tasks to grow and sustain the market.

Activity 2: Install tool and promote to existing and potential vendors to begin to improve vendor efficiency

Purchased laptop and software and installed Manage My Market online tool. Promoted tool to vendors and built awareness. Transitioned all market applications, mapping and vendor handbook from paper forms to online forms on this website. Integrated application fee payment with existing PayPal account through this tool. Added links from TAFM website vendor section straight to this tool.

### **Impact to Community**

In 2015 season we saw 45% increase in vendor signs ups to participate in our market over the 2014 season. In the 2016 season, 100% of our vendors signed up using this tool. We saw a 15.5% increase in vendor sign ups in our 2016 season.

One the big benefits of this tool is that the majority of the Portland Metro and Oregon farmers' markets use this tool so we got interest from vendors via the tool that we may not have connected directly with. They can read about the key characteristics of each market, and submit applications for multiple markets from their vendor login account. This has helped expand our reach and visibility in the prospective vendor community without adding more labor hours and time with manager outreach at other events.

Payment collection through the Manage My Market link to PayPal has also saved time in invoicing those initial applications. We also have way less paper in the office!

**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, 2014). Include further explanation if necessary.**

i. Number of direct jobs created: N/A

ii. Number of jobs retained: N/A

- iii. Number of indirect jobs created: N/A
- iv. Number of markets expanded: Added an extra week to our market with a late April start for the 2016 season. In addition, we saw a 15.5% increase in total vendors at the market from 2015 to 2016 season. Our goal was an increase of 20%/year, so down slightly from that but overall good progress.
- v. Number of new markets established: In 2015 added a mid-week market on Wednesdays. This market ran for about 4 months but was not sustainable at its location. A loss in vendors led to a loss in patrons and a downward spiral. For 2016 we decided to focus on increasing vendor and patron count for the main Sunday market.
- vi. Market sales increased by: We didn't have a baseline for this measurement, but based on during project vendor surveys, there was an increase of market sales of between \$10,000 - \$20,000 and increased by roughly 10-15% from 2015 to 2016 against of goal of 20%.
- vii. Number of farmers/producers that have benefited from the project:

We picked up 8 new/different farmers/producers that we had not previously had in our market as compared to our based year. Our 2016 season saw the addition of the following farmer/producers that we previously did not have greatly improving diversity of offering to the local community.

- Meat and egg farm
- Brewery
- Distillery
- Pet Food producer
- New berry farm replacing retiring berry farm, new produce farm
- Jam and Jelly producer
- Tea vendor
- Salsa vendor

**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 expanded our customer base by reaching into the low income/low access populations, particularly in 2016 as we saw 45 new customers just from this segment, 7% of our average daily market attendance. We also saw an increase of 20%+ in EBT transactions in dollar value as well as number of transactions. In addition, we saw an 15.4% increase in overall peak attendance at the market from 2015 to 2016 against a goal of 20%/year.

**4. Discuss your community partnerships.**

i. Who are your community partners? City of Tigard, the Farmers Market Fund, Frontier Communications, House of Bread, Orchard Supply Hardware, Burgerville, Tigard Tualatin School District (TTSD), Community Partners for Affordable Housing (CPAH), Luke-Dorf Behavioral Health, local food pantries and Friends of the Market (FOMily) sponsors such as Whole Foods, Lowes and local businesses such as EdgeOne Media, DeAngelo's Catering, Shepherd Specialties and The UPS Store.

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

City of Tigard continued to allow us to use a City Parking lot for our market location ensuring stability in market location, gave us permission to hang light pole banners on the street improving identification of market location and helped us realize a vision of two community garden boxes at that location which they volunteered to build for us after hearing about our idea. This created a draw for families with children expanding this market segment.

The Farmers Market Fund provided grant funding for Double Up Food Bucks (DUFb) and marketing for an EBT match program, improving reach to the low income, low access patrons including bilingual collateral. TTSD, CPAH, Luke-Dorf and food pantries all helped spread the word on the ability to use SNAP and EBT at our market as well as our DUFb program.

Frontier provided customer parking across from the market. Market sponsors helped build awareness of the market and their funding helped support ongoing operations in addition to buying dirt, fertilizer, and seeds to fill our garden boxes. Funding also enable us to have paid musicians (a first and more reliable than volunteers) at the market which is also a draw for patrons. House of Bread, Orchard Supply Hardware and Burgerville all provided locations for community outreach events which enabled us to connect with the community and create awareness of the market.

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

With the relationships we have built with all these entities and their buy-in to the benefit of the market we expect to be able to utilize them to continue DUFb matching, reach into the low income, low access community, general reach into the community to increase market patronage, particularly families and sponsor dollars to help fund market operations.

**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 creative, primarily ads and professional video. This enabled consistent professional branding and imaging across our print advertising, online advertising, website, banners, signage and video contact so we send a recognizable consistent message to the viewer

**6. Have you publicized any results yet?\***

- 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?

We have done an initial publication of results by creating a printed/digital 2016 annual report for the market, comparing it to the prior year. Thus far only the Tigard Chamber Board of Directors and the Tigard Farmers market advisory committee have seen this report. We plan to share a briefer version of this more broadly with all our stakeholders in the beginning of 2017 including all those named previously.

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

- i. If so, how did you collect the information?
- ii. What feedback was relayed (specific comments)?

Yes, we have collected feedback. We used a variety of mechanisms including vendor surveys, customer surveys, Facebook polls, and Facebook and Google reviews

## facebook

"Beautiful local produce. Great for the kids too! We love the sprout program. Thank you Tigard community!"

- Maren Killingsworth ★★★★★

"I live this Farmers Market! It's small enough that you can go in and get the best quality produce and the most beautiful flowers!!" ★★★★★



"It's a good place to buy berries and veggies. However, it's quite limited in selections. I wish there would be more vendors." ★★★★★

"This Farmer's Market is definitely worth a visit - it is small, but has a good selection of vegetables, flowers, breads, sweets, and other housemade goods." - David Dorr (9/20/2016) ★★★★★

"Good fresh farm food." - Josh Briggs (9/22/2016) ★★★★★

"Stunk" - Cynthia Houston (10/31/2016) \* ★★

\* Note, 10/30 is our last market day of the season, with very low vendor count.

## Recognition

[The 10 Best Farmers Markets in the Portland Area by The Oregonian](#)



[Best Farmers Markets Around Portland People's Choice Finalist](#)

## Patron Survey Results - What do you like about the Tigard Farmers Market?

Fresh veggies

I can walk there. I can bring my dog.

Honestly I love that it's small and not crowded. It's actually enjoyable to take the kids to.

I love that there is a good mix of vendors and also community organizations that are their promoting their groups. It is a great opportunity to pick up healthy food and interact with people in the community.

I love how small and easy it is.

The people, atmosphere is just great you can't get any better...

Good location

It's close to home.

The variety of vendors.

Everything

Connecting with community, vendors, intimate, ease of loading. Available close parking

It's close!" Love the fresh produce and samples. The planter boxes for the kids are also great.

better then bull mountain

Always friendly and has most of what I'm looking for.

## 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? - No it did not generate any income.
  - 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).
  - On the positive side we learned that FB advertising and FB in general is a cost effective way to reach a broad audience. We also learned that some guerilla marketing like signs around town also led to patronage at our market as well as community outreach events.
  - On the negative side we learned that at least for our market and our community, transit advertising was not effective. With its reach we had hopes for impact, but patron surveys did not bear that out. We discontinued transit advertising after the 2015 season. We also learned that some other forms of community advertising such as high school athletic field bannering and live theatre programs did not drive traffic to our market so those were discontinued after 2015 as well.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

We had a goal of significantly increasing vendor participation by 10 vendors/year (18-20%) and a 20% increase in overall sales. While we did increase number of vendors at the market and in 2015 launched a mid-week market, we didn't realize the increase we had hoped for. There were several factors, some of which were beyond our control that we believe impacted this goal.

- Weather. – 2015 we had a very, very hot long summer, unusual for this region. Combine that with a market in a parking lot with limited shade and we saw patron counts suffer. As patron counts dropped, we saw vendor participation wane. As a result of this we shifted out 2016 market to a soft opening half an hour earlier and a close half an hour earlier to 1:30 p.m. before the heat of the day, invested in some misters and encouraged customers to come early on hot days via Facebook and Twitter versus staying away from the market.
  - New farmers' markets & natural/organic grocery stores. Throughout the Portland Metro area, we have seen an increase in farmers markets launched, (two in our immediate vicinity) as well as all natural/organic grocers such as Whole Foods, New Seasons and Natural Grocers open (two in our immediate vicinity), competing for the same dollar and mind share. Many farms are currently selling into those stores. We believe this also influenced patron attendance and then indirectly vendor participation at our market. Despite this, we did grow our vendor count from 2015 to 2016 by 15.5%
- 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 did a combination of advances and reimbursements on grant draw down requests. This made our accounting more complicated when trying to determine what we had spent in which category compared to a draw and truing up financial reports to the USDA and comparing that to what categories dollars

were spent versus what we had predicted in the draw. Took a lot more time than if we had done reimbursements only. If you have the cash position, only doing reimbursement would make it a lot easier from a record keeping perspective.

**10. Future Work:**

- i. How will you continue the work of this project beyond the performance period? How will you parlay the results of your project's work to benefit future community goals and initiatives.

We will continue to leverage community partner relationships to enhance the market and spread the word and help us get more patrons which will support more vendors. We will leverage our social media presence to gain more patrons and vendors and provide value to both the patron and vendor base. We plan to continue to use the Manage My Market tool as it drives efficiencies and gives us visibility to new vendors. It is already in our budget for this next season. Additionally, we have invested in software to enable us to continue to have consistency in our branding and imagery for all our marketing and advertising that we can do with farmers' market staff.

- 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 are adding a mid week market in our downtown core in summer of 2017 and plan to explore adding a winter market in 2018 to benefit our community and have already begun engaging with business connections on a possible indoor site and surveying vendors regarding their interest in a winter market. Weather seems to greatly influence our patrons, so we think an indoor site will do better for vendors and patrons. We will also add key signature events and services to differentiate ourselves in a very competitive environment, all designed to create more market exposure, generate revenue and drive patronage of the market and increase vendor sales.

Appendix A

½ Page Ad

**Tigard FARMERS MARKET**  
GROW. GATHER. GIVE.

**Open Sundays**  
9am - 1:30pm  
Downtown Tigard

**Events**  
**August 21st**  
Steve Deangelo, owner of Deangelo's Catering & Events will be giving a cooking demonstration.

[www.TigardFarmersMarket.org](http://www.TigardFarmersMarket.org)

¼ page ad

**Tigard FARMERS MARKET**  
GROW. GATHER. GIVE.

**Open Sundays**  
9am - 1:30pm  
Downtown Tigard

**We're Open**  
Public Works Parking Lot  
8777 SW Burnham St.  
Tigard, OR 97223

[TigardFarmersMarket.org](http://TigardFarmersMarket.org)

**Tigard FARMERS MARKET**  
GROW. GATHER. GIVE.

**Tigard Farmers Market**

**Sundays**  
9 AM to 2 PM  
May through October

We match EBT  
Buy \$20 - Get \$40

[www.TigardFarmersMarket.org](http://www.TigardFarmersMarket.org)

Flyer



Tabling at House of Bread, Orchard Supply Hardware & Burgerville

**Tigard FARMERS MARKET**  
GROW. GATHER. GIVE.

**Downtown Tigard**  
Burnham and Hall

**9:00AM-1:30PM**  
**SUNDAYS**  
#TigardFarmersMarket

[www.TigardFarmersMarket.org](http://www.TigardFarmersMarket.org)

Lawn Signs



Banners on sports fields and bus tails 2015 season