

Neighborhood Resource Office – 2017 Annual Report

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Farmers' Market

For 25 years, Greeley Farmers' Market has been bringing the community together by hosting farmers/ranchers and local food producers in order for Greeley residents to meet and buy from them. Since 2013, the market sales have grown, the number of vendors have increased and the number of customers seem to have grown, too. Most of the vendors are returning vendors with several new ones joining us. This year we have added paid musicians to entertain us and provided a sponsored activity for kids to do while their parents enjoyed the market. The following details the progress of the Market.

Vendor sales – Sales for the 2017 Farmers' Market was up 22% breaking records and topping last year's successes. Total sales for the year were \$286,094.63. Summer sales were \$248,302.46 and fall/winter sales were \$37,792.17. As compared to 2016, total sales were \$224,452.70, with summer sales of \$187,055.17 and fall/winter sales of \$37,397.53. This enabled the City to collect \$9,553.57 in city sales tax- add that to the \$9,210.00 in booth fees and Greeley Farmers' Market contributed \$18,763.57 to the City treasury while helping our vendor/neighbors earn their living.

Vendor participation – There were 60 vendors at the summer and/or fall/winter markets. These vendors are mostly from Weld County and all but one were from Colorado. Making the Greeley Farmers' Market **the** place to buy the freshest food in town as most of the produce is picked early that morning or the day before and livestock was born & raised in Weld County and fed native grasses.

Customer engagement – The city employed many aspects of advertising to promote the Farmers' Market. The following table highlights the larger expenditures:

Rocky Mtn. Publishing – Bounty	\$897.00
Visit Greeley – Tribune publication	250.00 for four quarterly publications
Greeley Tribune ads	2,006.00
Bandwagon Oct. issue	200.00
KFKA 3 months (June, July, August)	750.00
Lamar – billboard on HWY 34 westbound (Aug. – present)	1205.00
2017 Farm Fresh Directory	25.00
Facebook ads	583.27
Total	\$5916.27

Special Programs within the market

Music and Entertainment – every week this summer a local musician played at the Farmers' Market. This year, the market was able to pay for their performance. The musicians were a dependable source of entertainment and certainly enhanced the “_istro experience”.

Supplemental Nutrition Assistance Program (SNAP) – Greeley Farmers' Market continues its commitment to serving those who receive federal food assistance benefits. The Supplemental Nutrition Assistance Program (SNAP) allows residents to shop at the Market utilizing their SNAP benefits and provides an additional revenue source for the vendors. The amount of benefits used at the market this year decreased from 2016, to \$3,347.00 from \$3,850, respectively. Staff is uncertain why this occurred. One reason may be a local grocery store was able to provide Double Up Food Buck

incentives, thereby competing directly with the Farmers' Market.

Double Up Food Bucks (DUFB) – Since 2012, the Market has been able to offer additional incentives to SNAP Customers that increase their buying power. The Double Up Food Bucks (DUFB) program provides customers an additional amount of up to \$20 per market day to match the SNAP benefits they redeem at the market for Colorado produce. This year, \$2,689 in DUFB were given to the market customers. This is a program sponsored by LiveWell Colorado who along with North Colorado Health Alliance provides the funds to reimburse the Greeley Farmers' Market.

Kid's Activities – Improving upon the past successes, weekly kids activities were sponsored by area non-profits. The following are the sponsors: School District 6 Nutrition Services, CSU/Weld County Extension Services – 4H, Banner Health Wellness Center, High Plains Library District, City of Greeley Natural Areas/Open Spaces division, LeeInn's Closet, Northern Colorado Clean Cities, Weld County Dept. of Public Health and Environment -Cooking Matters, and North Range Behavioral Health. Each week one of these non-profits provided a table and activities for kids to do and learn. For every child who participated, they were given a \$2 "kids bucks" coupon to buy any product at the Farmers' Market. This year over 605 children participated, generating \$1,211 in sales.

Bear Bucks – new this year, an UNC student checks in with the market master to receive a \$2 coupon to purchase from any vendor at the market. Staff did not promote this benefit widely and it was only used by 100 students for a cost to the market of \$200.

Facility – the downtown historic train depot continues to be a sufficient facility for the summer market. This year we had several vendors who needed electricity for their booth and we worried about over-capacity. Luckily, that did not happen, but we also had to limit the number of vendors who needed electricity. Thus, we worked with Public Works and Greeley Urban Renewal Authority on adding lines to the shelter. This work is scheduled for winter 2018.

The winter market continued at Zoe's on 10th Street. We rented the small room off 10th Street and managed to draw enough vendors to fill the room. However, attendance by the vendors was spotty and the market sales suffered. Staff is strategizing on better marketing, better variety of vendors and perhaps a different location.

2017 was the 25th Anniversary of Greeley Farmers' Market and marked record growth and participation by vendors, customers and activities. As such, the market has grown to the point where four staff are working part-time to support it. The market is so busy that two personnel are needed to work with vendors on set up, facility management, coupon purchases and answering questions. One person is needed to account for the coupons purchased, make deposits, pay the vendors for their participation and track all the paperwork that is needed. The market manager spent 40% of her time on Farmers Market issues, be it screening vendors, following up on communication with them, marketing, problem solving and supervising staff. This is a special event every Saturday and staff is concerned about sustaining the progress made, much less continuing with the market's growth.

Visual highlights from the market:





