

New EBT Project, Programming and Marketing for Sanford Farmers' Market

The **City of Sanford**, Florida received \$37,770 to better serve area residents, while increasing sales at the market. Funds were used to purchase eight EBT terminals; implement a consumer education program and promote the Sanford Farmers Market.

[Final Report FY09](#)



**P.O. Box 1788
SANFORD FL 32772**

MEMORANDUM

To: 2009 FMPP Grant Program- Final Reports
USDA Marketing Services Division
1400 Independence Avenue SW
Room 4509- South Building
Washington DC 20250

FROM: Nicholas Mcray, Economic Development Director 

DATE: December 27, 2011

RE: Sanford Farmers Market FMMP Grant 12-25-G-0925- Close Out

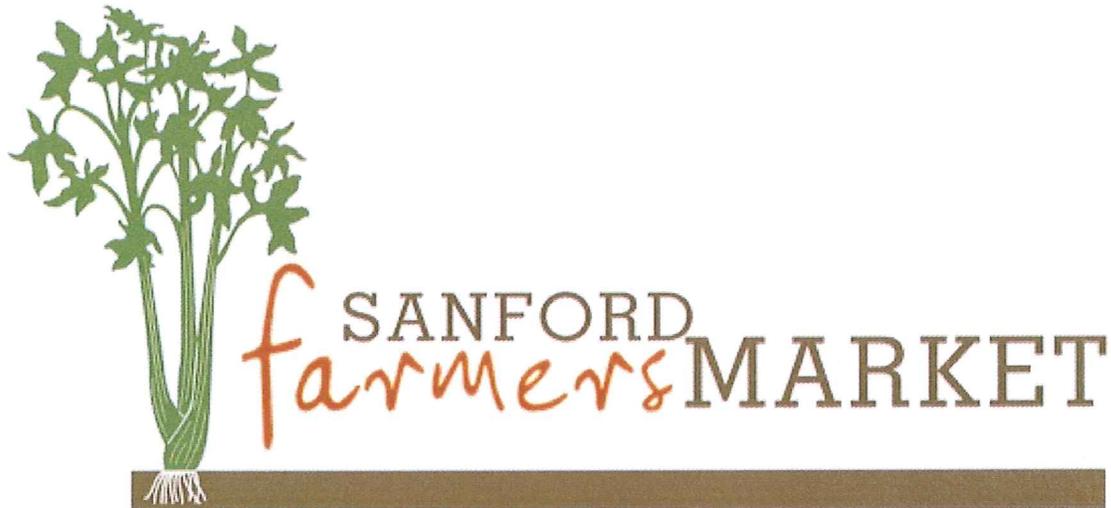
Attached please find our Final Performance Report under FMPP Grant 12-25-G-0925.

Please note the original close out SF 425 was transmitted 10/13/2011. The SF 425 included in this final report reflects final reimbursement received subsequent to that filing. Total funding did not change, and a balance of \$3,226.99 remains which is understood to be “de-obligated”.

PDF of the report is being sent to usdafmpp@ams.usda.gov today per 12/12/2011 email instructions from USDAFMPP.

Please feel free to call me at 407-688-5015 if you have any questions.

Nicholas Mcray, Economic Development Director



City of Sanford
Farmers Market Promotion Program Grant
Final Performance Report
12-25-G-0925

Project Summary

The City of Sanford secured a FMMP grant in 2009 to enhance the City's Farmers Market appeal and accessibility with emphasis on promoting access to quality local produce and healthy foods for economically challenged families via the EBT/ Food Stamp program. The project included the purchase of EBT machines and associated equipment along with a very proactive marketing campaign which engaged television, print, direct mail, web and radio mediums.

The program was conceived with five expected results:

1. Increase in the number of local farmers that participate as vendors in the Sanford Farmers Market;
2. Increase ability of Market patrons to use Food Stamp / EBT program to purchase fresh produce and other healthy foods at the Market;
3. Increase in attendance at Farmer's Market;
4. Increase in revenues for market vendors;
5. Increase in patronage of adjacent downtown businesses as a result of increase attendance of Farmer's Market;

The Sanford Farmers Market and FMMP program benefited significantly from the free and positive press given the Market for its ability to accept EBT/SNAP cards and thereby improve access to quality local fresh produce. Although there are over 20 Farmers Markets in the Metro Orlando area, the Sanford Market is unique in this capability.

Both attendance and participation in the Farmers Market has grown during the course of the grant in direct relation to the grant funded efforts.

Project Approach

The project was approached with four fundamental tasks to accomplish the objective;

1. Purchase EBT/ Debit machines and associated equipment;
2. Training of City Farmers Market staff on the use of the machine
3. Direct promotions and outreach to local farmers regarding the program
4. Direct promotions and outreach to public with emphasis on reaching low to moderate income families on EBT/ Food Stamp programs.

Goals and Outcomes Achieved

Goal: Increase in the number of local farmers that participate as vendors in the Sanford Farmers Market:

The addition of EBT / Credit Card machines to the Market as a “Market” program rather than by individual vendors has allowed the Sanford Market to attract and retain quality vendors and local producers. At time of grant application the Market averaged, during peak season, approximately 25 vendors. As of program closeout, the Market enjoys peak months of 40 vendors which is capacity for our venue. During peak season the market enjoys multiple traditional produce vendors and has added quality local food items including honey, spices, cheeses, jams and jerky. Testimonials from several vendors regarding the program are attached as exhibits to this report.

Goal: Increase ability of Market patrons to use Food Stamp / EBT program:

EBT machines and associated equipment was purchase early after grant award. This allowed the establishment of a Farmer’s Market Token program. These “tokens” are purchased at the EBT Terminal Farmer’s Market tent thereby allowing EBT / Food Stamp patrons to utilize their benefits at the Market. These tokens can be used only at qualified food / produce vendors in the Market.

As the machine is also used to process Debit / Credit Card purchases as well, there is a slightly different token issued for these transactions which can be used at all market vendors. The difference in the tokens is very subtle so as not to draw undue attention to EBT/ Food Stamp patrons. All Market vendors are trained to recognize the difference in the tokens.

While the dollar value of EBT transactions monthly is less than that of credit card transactions through the machine, we have recognized the number of transactions has increased from a program start average of ten (10) monthly to a consistent average of twenty (20) EBT transactions per month. While there are large seasonal fluctuations in the Credit Card transactions and total market activity, the number of EBT transactions appears to be less affected.

Goal: Increase in attendance at Farmer's Market:

Market attendance has grown during the grant period. At time of grant application, the Market had patronage of +/- 150 each day. Current attendance estimates have peak season patronage at nearly double our start.

Goal: Increase in revenues for market vendors:

With FMMP Grant program funding the Market began accepting EBT and Credit Card transactions. The first months of the program saw transactions through the machines at +/- \$200 per month. As of program closeout the combined transactions (EBT & Credit Card) through the machines exceeds \$1,000. Clearly market vendors are seeing increased revenues.

Goal: Increase in patronage of adjacent downtown businesses as a result of increase attendance of Farmer's Market:

Although, anecdotal as supported by discussion with adjacent business owners, the Saturday Farmer's Market has added to the foot traffic in downtown Sanford on Saturdays and added to their patronage. The immediately adjacent business owners, particularly restaurants, seem to have benefited the most from the increase in foot traffic.

Beneficiaries

Although there are several ancillary beneficiaries from the program and increased patronage of the Farmers Market the primary beneficiaries are:

1. EBT / Food Stamp patrons who now have the ability to utilize their EBT / Food stamp benefits to access quality local produce and food items. This ability did not exist without the FMPP grant and has grown from a roll out of less than ten (10) transactions per month to more than twenty (20).
2. Market vendors, who with the program now have the ability to do business with EBT / Food Stamp patrons as well as Credit Card patrons. Their business through these machines has grown from just a few hundred Dollars per month at program roll out to more than \$1000.00. This is evidenced by the fact the Market has been able to attract and retain additional vendors increasing Market participation from twenty five (25) to more than forty (40) during peak season.

Lessons Learned

The Sanford Farmers Market FMMP grant funded activities included several marketing initiatives. We believe three efforts performed better in attracting new customers to the Market and EBT transaction program.

1. News press releases resulted numerous visitors wanting to see how the program worked and raised awareness of the Market.
2. Web based outreach appears to be a better performing medium. Especially considering the Farmers Market concept is a component of a lifestyle choice in the vein of "natural or holistic/ healthy living". People of this interest appear more inclined to respond to dynamic marketing as can be afforded by

web based products. The Sanford Farmers Market also has an email list and Facebook page. These efforts have a combined outreach of more than 400 through “following” and direct emails.

3. As economically challenged was a market sector sought to participate, we believe direct mail coupons were also successful in outreach to persons on EBT / Food Stamps.

Although it is a Farmers Market industry recognized phenomenon, the seasonal component to market activity is difficult to run against. As an ancillary to the standard Saturday Farmers Market, we piloted a Farmers Evening Market on Wednesdays for the months of June and July. It was hoped that evening hours would be better for patronage as the Florida summer heat can be overbearing during day time hours. Despite initial excitement about the Evening Market, patronage and vendor participation quickly fell off. Vendor offerings due to the season and weather were cited as primary issues with the Evening Market.

Additional Information

Vendor testimonials are attached along with examples of marketing materials produced with the FMPP grant.

Contact Person

For additional information regarding the City of Sanford’s Farmers Market Promotion Program grant please contact:

Nicholas Mcray
Economic Development Director
300 N. Park Avenue
Sanford, FL 32771

Office: 407.688.5015
Cell: 321.377.4618
Email: mcrayn@sanfordfl.gov



Farmers Market Promotion Program Vendor Testimonials

~Wee's Orchids:

As you know we attend 3 different farmers markets. I must say that I wish they all would have an EBT Grant like the Sanford Market. The ability to accept the credit cards in our case has added to our customer base! Also I am sure that the food stamp program is of great help to our produce vendors! Thank you very much for all your effort to make this happen. Orchids by Wee

~Harmony All Natural Handmade Soaps:

I just wanted to let you know how great it is to have the EBT/ Credit Card machine there at the market. Even though my products don't qualify on the EBT list, the fact that people can use it at our market brings more people out to the market that might not come otherwise. The machine has also made it possible for me to sell more by sending people to use the machine with their credit cards. As you know, I do several markets and I see the difference that the machine makes. My sales have increased quite a bit at Sanford, but have not really changed much at other markets. This tells me that at least part of the increase is due to having the EBT/Credit card machine there. Thanks for working to get it for us, Michelle. I hope we always have it. Paula
www.ehsoaps.com

~Fredrickson Apiaries ~ Raw Local Honey:

The credit card/ebt program helped our business because it allowed our old and new customers alike to use their cards, through this program, to buy from us when we as a small business couldn't afford to pay for this type of service ourselves. Thanks Michelle for doing a GREAT job and getting this program for us!!! Bill & Marion Frederickson / Frederickson Apiaries

~A Bit of Batter Bakery:

Just wanted to let someone know how great having the EBT and Debit services in Market is! I can't tell you how many times I have sent people over to there where they can use their card to get purchases in the market when they found something they wanted and did not have cash on them. Thanks for having that, and I hope it remains!! Christy Qualls (A Bit of Batter)

~KettleKorn Famous Popcorn:

THANK YOU SO MUCH MICHELLE FOR ALL YOU DO FOR OUR TARMERS MARKET. THE EBT AND CREDIT CARD FREE SERVICE HAS BEEN A HELP TO MANY FAMILY'S AND VENDORS. VINCE & ANN KETTLE CORN

~Root Cellar Fresh Produce:

The EBT has been a wonderful addition to the Sanford Farmers Market. The EBT program gives families in need the ability to purchase healthy food options such as fresh fruit and vegetables, which in turn lead to better health. The EBT also benefits the market vendors, by adding extra revenue. The market brings the people of Sanford together, giving its citizens a sense of community. Thank you, Valerie Kelly The Root Cellar (fresh produce).

To Whom it may concern,
The EBT /Credit Care was a get asset to the farmers market. It brought more people to the market on Sat. People were able to purchase items that they could not afford and that helped the vendors survive..If the market lost the ability to continue using the EBT ,I feel that we would loose a lot of our regular customers. I would not like to see that, because then we will loose the vendors. Thanks,
Donna Marie's Peppers..

To Whom it May Concern,
It has been really nice have the ebt system at the market. It's nice to be able to tell my customers that they can go to the booth up front and get tokens by using their debt card to receive cash instead of telling them to go a block over to an ATM machine. Most of the time when customers have to walk to the bank, or go to the bank in general to get cash you stand the chance of loosing their business. Which happens a lot. That being said, it's been a real boost to my sales to be able for customers to take a few steps and get their cash and come back.
Sincerely,
Tammy Cambre
Rainwater Violets & Tropicals
P.O. Box 577
Geneva, FL 32732-0577
407-349-9205

Holy-cow! beef jerky, inc. truly appreciates the EBT and debit card service the Sanford Farmer's Market provides. It not only increases our customer base but the customers also like the convenience. Thank you so much for providing this invaluable service.

Sincerely, Deborah McLaughlin

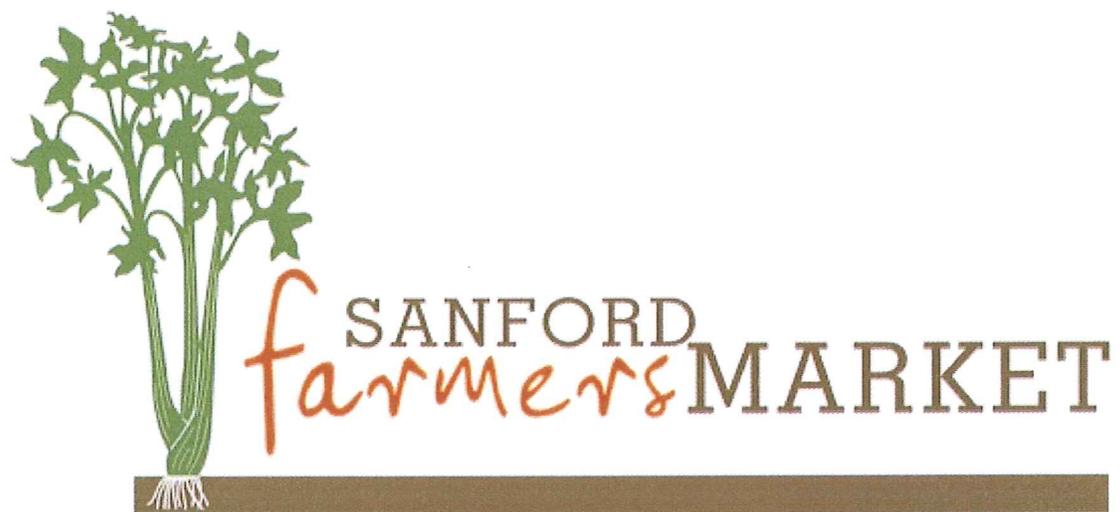
To Whom it May Concern,

The USDA Grant has Helped our Community Farmers Market Greatly! We have used some of the funding for outreach and advertising. Most of the funds have been strictly EBT/Snap related which has been a amazing addition to out market. We have seen use of the EBT/Snap & CC system rise monthly. In Seminole county alone there are 45% increase in residents on EBT/Snap. Central Florida has been featured on 60 minutes several times for the amount of homeless & hungry children. Central Florida was hit harder then many area's with the bad economy and being able to offer EBT/Snap has helped some of our already existing customers and added so many new faces to our Saturdays.

This Grant has only been positive, we have used every penny with much thought and every penny has helped our market stay around and grow. I am very proud of our little community Market and plan it being around for a very very long time. Having the assistance of the Grant to get much needed advertising, market materials and the Ebt system set up & running was something we would not have had the budget for.

This Grant has helped our Farmers Market, Our Vendors, & Our Customers. We are very thankful!

Sincerely,
Michelle Ferrell
Sanford Farmers Market Director



Sample Website, Marketing Materials & Photos



SANFORD farmers MARKET



- home
- visitor
- vendor
- location
- photos



We Accept Debit, and Credit Cards and SNAP benefits / EBT!

Snap Benefits can Buy:

- Foods for you and your household to eat, such as: Produce, Baked Goods, Meats, Eggs, Honey, Dairy products, & other misc. take-home food items.
- Seeds and Plants which produce food for you and your household to eat.

For more information please come to the information & EBT Tent located in the center of the market.

Sanford

 has a rich agricultural heritage!

Did you know we were once the celery capital of the world? A new generation continues this heritage with the Sanford Farmers Market: we boast the #1 Farmer's Market in Central Florida as voted by Nickelodeon Parent's Picks.

From week-to-week you'll find not only fruits and veggies, but locally, hand and homemade goods, all set to the soundtrack of local musicians who perform weekly at the Market!

Come and See us!

We are the place to be on a Saturday! Locally Grown, Locally FRESH! Come see what all the hype is about!

Market Hours : Saturdays from 9am -2pm

Directions :



Market Contact: SanfordFarmerMKT@aol.com
200 East 1st Street, Sanford Florida 32771
Center of Downtown Historic Sanford.
Magnolia Square



Web design by

This website is based on work supported under the Farmer's Market Promotion Program (FMPP) Grant Program, Agricultural Marketing Service, USDA, under award No. 12-25-G-0925. Any opinions, findings, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

SCREEN SHOT OF WEBSITE



SANFORD farmers MARKET

Visitor Info



The Sanford Farmers Market is the place to be on Saturday!



Sanford Farmer's Market has it all!

Farm Fresh Fruits & Vegetables,
Local Raw Honey,
Fresh Baked Breads,
Gourmet Cheeses,
Bakery Items,
Sweets,
Canned Items,
Pickles,
Dog Treats,
Plants,
Flowers,
Soy Candles,
Unique One of a Kind Arts & Crafts.

Live Entertainment!
Great small town Charm,
super Friendly Vendors,
Relaxing atmosphere,
cobblestone walkway,
benches,
beautiful fountain.

We are:
Kid Friendly
Family Friendly
Dog Friendly.

The Market offers a kids Play Zone, a fountain with water games, & treats to snack on.

faq's

Where can I find parking and how much will it cost?

Convenient Parking on First Street and also in the Wachovia parking lot on Park Ave & 2nd Street.

Is the Market wheelchair accessible?

It is wheelchair accessible.

Does the Market take Credit Cards?

Yep! As of April 2010

Are there ATM machines on the property?

No, but right around the corner, within walking distance.

Is Farmers Market open when it rains?

Yes.

Is my pet allowed in the Market?

Always, Sanford is a very pet friendly town! Many of the surround cafe's, that have outdoor seating, also allow your four-legged friend.

Does the Market have a Lost & Found? Where is it?

Yes, at the information tent.

Is alcohol served at the Market?

No, not at this time, but many surrounding restaurants do have large selections

How do I rent space at Farmers Market?

Contact me at SanfordFarmerMKT@aol.com

How much should I plan to spend at the Market?

We have a very larger selection at the market, from weekly food needs to gourmet items, home & spa items and now Local Artist and Crafters, so spending limit is totally your discretion.

Are there local hotels near the Market?

Yes there are, there is a beautiful hotel right on Lake Monroe.

How do I use public transportation to get to the Market?

There is the Linx Bus Service that drops off right on First street in front of the Market

Is there anything for my kids at Farmers Market?

Yes, there is many wonderful treats, from Kettle Korn to Fresh Squeezed Lemon aid, also Kids tent and Fountain

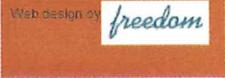
How can I find out more about the history of Farmers Market?

Information Tent or feel free to email SanfordFarmerMKT@aol.com



Market Contact: SanfordFarmerMKT@aol.com

200 East 1st Street, Sanford Florida 32771
Center of Downtown Historic Sanford.
Magnolia Square





SANFORD farmers MARKET



Vendor List

Here are just a few of our "regulars"! New vendors joining all the time.

Morris's Market

Morris Market sells locally grown & freshly harvested fruits and vegetables.

Bob & Valerie's Fresh Produce

Beautiful Selection of Fresh Fruit & Veggies.

Soy Boys Happy Scents

Hand Crafted, Locally Made, Natural Soy Candles

Hart's Heavenly Farms

Unique Variety of Homemade Products, Canned Fruits, Jams, Veggies,
Farm Fresh, Free Range Eggs

CUSTOM KETTLE KORN

DREAMMAKER32772@YAHOO.COM

The best popcorn you've ever had! Lite sugar glaze, Lite salt, No butter

J & G Concessions

" Come enjoy My award winning fresh squeezed lemonade and fresh baked all natural pound cakes."

Orchids by WEE

Offers a fresh selection of orchids with many varieties including Dendrobiums, Phalaenopsis, Cattleya,
Oncidiums and Vanda's.

Amazing prices, orchids starting at \$8

Pampered Chef

Bill Faber 497-257-7221

Sweet Life Sauce Company

Small batch, handcrafted all natural BBQ Sauces, Hot Sauces, and Grilling Rubs.

www.sweetlifesaucecompany.com

Frederickson Apiaries

Local RAW honey, pollen, bees wax, hand dipped bees wax candles, comb honey and creamed honey

www.happybeehoneyfarm.com

Escentual Harmony Soaps

www.ehsoaps.com.

Pamper Me Silly Handmade Soaps by Debi

Naturally handmade: soaps, massage oil candles, sugar scrubs, cotton spa cloths, and corian soap dishes.
Coming soon handmade body washes, liquid soaps, and laundry soap.

www.soapsbydebi.com

JoAnne Furlow with Tupperware.

Tupperware, #1 Food Storage Containers and more! JoAnne Furlow,

Imported cheeses from all over the globe and are the authentic tastes that you would get if you traveled the world.

chebellacheese.com

Donna Marie's Gourmet pickled Peppers

Taste the Difference. Hot & Zesty!

donnamariesshotpeppers.com

Mia Love Eco Treats

A Passion for Healthy Wholesome Treats with a Eco conscious focus for Dogs & Cats

Eddie's Meat & Seafood

Wildtree

Violets

Organic FRESH Herbs and Spices

CJ's Bath, Beauty, Spa & Make Up Items.

Everything you need for a beautiful you, Men and Women's line.

(Seasonal)

Farm Fresh Citrus

Homemade Pickles

Shrimp

Eagle Landscaping

Ferrell Family Bakery

Local Produce

Local Herbs

Local Nursery's

NOW also ACCEPTING EBT!



Market Contact: SanfordFarmerMKT@aol.com

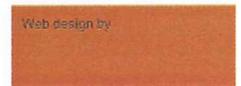
200 East 1st Street, Sanford Florida 32771

Center of Downtown Historic Sanford.

Magnolia Square



Web design by



City of Sanford Farmer's Market



EVERY SATURDAY 9AM-2PM

Fabulous Farmers Market Vendors: Fresh Produce, Free Range Eggs, Jams, Baked Goods, Deserts, Orchids, Plants, Soy Candles, Handmade Soaps & Spa Items
Live Entertainment • Arts & Crafts • Live Music
Kids Play Tent • Food & Refreshments

Free Green Market Tote Bag
(first 200 market customers with this coupon)

Bring family, friends & pets
WE ACCEPT EBT/SNAP & CREDIT CARDS/DEBIT

200 E. 1st St. Magnolia Square • Historic District • Downtown Sanford
www.SanfordFarmersMarket.com
With support from the USDA Farmers Market Promotion Program



Ad ID: 1310042750



By signing you accept responsibility of any error that may occur on your ad. This proof is for your protection. It is your opportunity to catch any error made during the production of this ad. Best of Orlando, Inc. is not responsible for any error not marked. Advertiser agrees that Best of Orlando, Inc., is not responsible for any errors that you may have overlooked during your proofing of the ad. This is NOT a second opportunity to design the ad. Re-design changes may result in additional charges.



DON'T FORGET TO CHECK ALL OF THE FOLLOWING:

Telephone Number, Address, Spelling, Coupon Offers, Expiration Dates, Hours, Name & Logo.

Rep:

Phone:

Email:

Direct mail Coupon

Please do not write or place ad copy outside of borders

AdCopy.cdr/rev 07/17/09

To Book	Zone*	From Book	Account Number	Customer's Name
FLS	ALL	FLG	23147	SANFORD FARMER'S MARKET

*ZONE CODES: A-All, C-Central, N-North, S-South, E-East, W-West

Drop-off <input type="checkbox"/>	Artwork <input type="checkbox"/>	New Ad <input type="checkbox"/>	Size Change <input type="checkbox"/>	Size	Ad Price	# Pages	Ad Copy Submitted By
Email <input type="checkbox"/>	Attached <input type="checkbox"/>	Color Placement <input type="checkbox"/>					

Email/FTP File Name & Location: _____

SIGNATURE IS REQUIRED FOR LATE COPY SUBMISSION

Please accept the above ad copy even though it is being submitted after my copy deadline. I realize that there will be an overtime charge of \$5.00. Please deduct any and all overtime charges from my next weekly settlement.

Publisher's Signature _____

NOTICE: Please examine the following ad proof carefully. Particularly check telephone numbers, addresses, prices and disclaimers for accuracy. Merchant's Coupon Exchange, Inc. cannot be responsible for errors or omissions undetected by you. **This ad proof supplied for corrections only.** Copy changes will be charged to you at our shop rate of \$10.00 per each 10 minute increment required.

Fabulous Farmers Market Vendors
 Jams • Baked Goods • Desserts • Orchids • Plants
 Handmade Soaps & Spa Items • Soy Candles & More
www.sanfordfarmersmarket.com

We Have Free Range Eggs!

*Bring Family, Friends & Pets!
Kids Enjoy Our Play Tent!*

SANFORD farmers MARKET

Every Saturday
9:00am-2:00pm &
Evening Market
Every Wednesday
6:00pm-9:00pm

Arts & Crafts

Live Entertainment

COUPON REQUIRED

FREE

GREEN MARKET TOTE BAG

First 200 market customers.
Not valid with any other offer.

EXPIRES 08/11/11

Fresh Produce

We Accept EBT/SNAP & Credit & Debit Cards

200 East 1st Street • In Magnolia Square
Historic District Downtown Sanford

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Ad Proof Must Be Signed And Returned Prior To Publication:

I approve this ad proof for publication: as is with changes _____

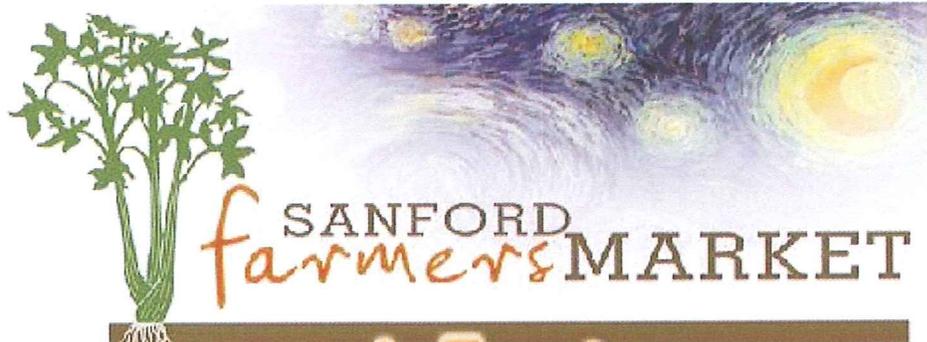
Merchant's Coupon Exchange Logo <input type="checkbox"/> Company Name <input type="checkbox"/> Phone Number <input type="checkbox"/> Addresses <input type="checkbox"/> Prices In Ad <input type="checkbox"/> Disclaimers <input type="checkbox"/> Expiration Date <input type="checkbox"/>	 IN <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> HOUR MIN. 1 2 OUT <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table> 3 4							AD POSITION IS NOT GUARANTEED. Initials <input style="width: 80px; height: 30px;" type="text"/>	<p style="text-align: center; font-weight: bold; margin: 0;">ATTENTION: CO-OP ADVERTISERS</p> <p style="font-size: 0.8em; margin: 0;">We cannot be responsible for complying with the rules and regulations involved in co-op advertising. We will follow your instructions as closely as possible: and, of course, stand good for any errors or omissions we make. It is your responsibility to see that co-op rules are satisfied in any and all proofs supplied by us to you.</p>
Ad Prepared By Kimm On <u>07 / 06 / 11</u>									

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Direct mail coupon

McRay, Nicholas

From: SanfordFarmerMKT@aol.com
Sent: Wednesday, June 08, 2011 11:13 AM
To: SanfordFarmerMKT@aol.com
Subject: TONIGHT! sanford evening market 5pm-8pm



SANFORD
farmers MARKET

Wednesday's Evening Market
5pm - 8pm

**MANY OF YOUR FAVORITE
SATURDAYS MARKET VENDORS
SEVERAL NEW FACES
FRESH PRODUCE!
ARTISTS & CRAFTERS
MUSIC / CHILDRENS PLAY AREA
LOCAL BUSINESSES JOINING IN**

Enjoy Fresh Market Goods and Produce during mid week while
avoiding the daytime summer heat!

The Sanford Farmers Evening Market also
accepts CC - Debit - EBT & SNAP transactions.

Come join us EVERY Wednesday evening at Magnolia Square in
the center of Historic Downtown Sanford!

sample flyer & email blast



NEWS FROM CITY HALL

FOR IMMEDIATE RELEASE, (3-29-2010)

**FOR FURTHER INFORMATION CONTACT: ROBERT TUNIS, ECONOMIC DEVELOPMENT DIRECTOR
407.688.5015 • 321.377.4999 • tunisr@sanfordfl.gov**

SANFORD FARMERS MARKET BECOMES FIRST IN REGION TO ACCEPT EBT

The downtown Sanford Farmers Market already well know for being the largest and the longest running farmers market in Seminole County, added another major feature to be the first in the region to accept Electronic Benefit Terminal cards. The market will also shortly accept debit cards as payment.

The system will be implemented as a result of a grant from the US Department of Agriculture. Under the USDA SNAP Supplemental Nutrition Assistance Program, previously known as food stamps, recipients will be able to use the Sanford Farmers Market to purchase a range of household foods such as: produce, baked goods, meats, eggs, honey, dairy products, & other miscellaneous take-home food items. Seeds & plants which produce food are also eligible.

All the Sanford Market vendors selling food items will participate.

The EBT terminal will be located at a central space in the Magnolia Square market. Customers will have their cards swiped and then receive \$1, \$5, and \$10 tokens for use throughout the market at eligible vendors booths.

The debit card system which will be inaugurated in mid-April will operate in a similar fashion.

“This is a very big deal for our little community market!” said Michelle Ferrell, the Market’s Manager since its inception in 2006, “ It’s something we are very proud to offer and are trying to get the word out that we are the only market in Central Florida to do this. We know this is good for our market, our community and good for our neighbors.”

The EBT system will start official operation at the market this Saturday, April 3, open 8.00 am to 2.00 pm at Magnolia Square in downtown historic Sanford.



NEWS FROM CITY HALL

FOR IMMEDIATE RELEASE, MAY 30, 2011

FOR FURTHER INFORMATION CONTACT: (NICHOLAS MCRAY, SR. PROJECT MGR)

407.688.5015 • 321.377-4618 • MCRAYN@sanfordfl.gov

SANFORD FARMERS MARKET EVENING MARKET

SANFORD, FLA - - May 30, 2011 - - The downtown Sanford Farmers Market, already known for being the longest running farmers market in Seminole County and the only market accepting EBT / SNAP benefits in all of Central Florida, is adding another major feature... a weekly Evening Market.

The Evening Market will be piloted through the months of June and July on Wednesday evenings from 5pm-8pm, beginning June 1st at Magnolia Square in the center of historic downtown Sanford.

People will be able to enjoy the availability of fresh market goods and produce during mid week while avoiding the daytime summer heat. The Sanford Farmers Evening Market will include traditional items such as: produce, baked goods, and crafts as well as some favorite vendors from our Saturday's Farmers Market.

Planned Evening Market activities include a children's play area, music, and local business's joining in the variety of offerings. As always, the Sanford Farmers Evening Market will also accept CC / Debit & EBT/ SNAP transactions.

If the Evening Market is received well, it will likely be added as a regular feature of the Sanford Farmers Market for the summer season.



SANFORD FARMERS MARKET

Accepting... SANFORD FARMERS MARKET

SANFORD FARMERS MARKET every saturday from 9am

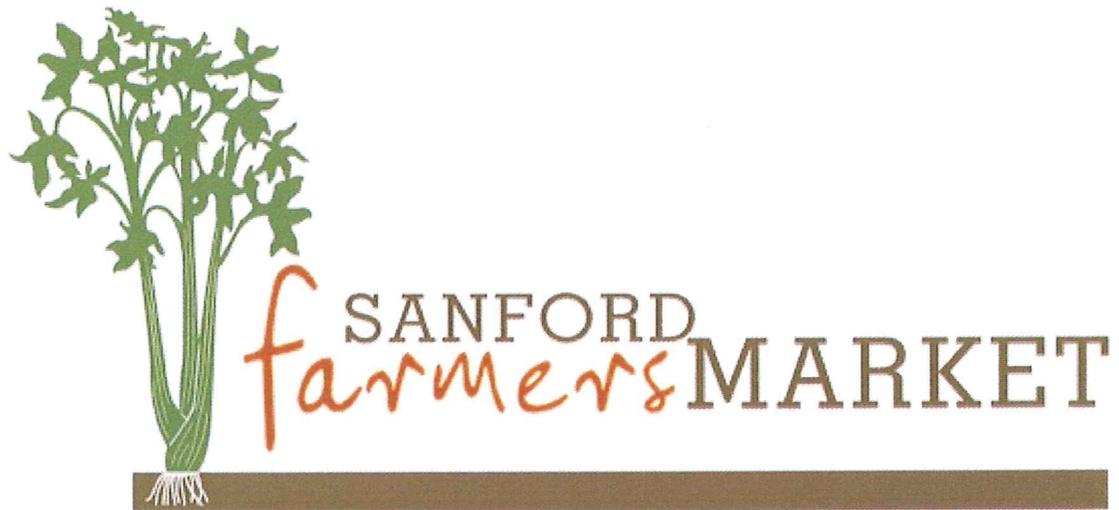
Family, Friends & Pets
We are accepting Cash, Debit & Credit
Cards & SNAP Benefits

We accept Cash/Debit Cards and
EBT / SNAP Benefits

SANFORD FARMERS MARKET

every saturday
9am - 2pm





Final SF 425

Please note: The original Final SF 425 was filed 10/13/2011. This SF 425 has been updated to include all reimbursements. A copy of the 10/13/2011 SF 425 is also attached.

FEDERAL FINANCIAL REPORT

(Follow form instructions)

1. Federal Agency and Organizational Element to Which Report is Submitted USDA FMMP	2. Federal Grant or Other Identifying Number Assigned by Federal Agency (To report multiple grants, use FFR Attachment) 12-25-G-0925	Page	1	of	1
pages					

3. Recipient Organization (Name and complete address including Zip code)
 City of Sanford, 300 N. Park Ave, Sanford, FL 32771

4a. DUNS Number 64796089	4b. EIN 59-3012347	5. Recipient Account Number or Identifying Number (To report multiple grants, use FFR Attachment)	6. Report Type <input type="checkbox"/> Quarterly <input type="checkbox"/> Semi-Annual <input type="checkbox"/> Annual <input checked="" type="checkbox"/> Final	7. Basis of Accounting <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual
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8. Project/Grant Period From: (Month, Day, Year) 9/28/2009	To: (Month, Day, Year) 9/28/2011	9. Reporting Period End Date (Month, Day, Year) 9/28/2011
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10. Transactions Cumulative

(Use lines a-c for single or multiple grant reporting)

Federal Cash (To report multiple grants, also use FFR Attachment):

a. Cash Receipts	34543.01
b. Cash Disbursements	34543.01
c. Cash on Hand (line a minus b)	0

(Use lines d-o for single grant reporting)

Federal Expenditures and Unobligated Balance:

d. Total Federal funds authorized	37770
e. Federal share of expenditures	34543.01
f. Federal share of unliquidated obligations	0
g. Total Federal share (sum of lines e and f)	34543.01
h. Unobligated balance of Federal funds (line d minus g)	3226.99

Recipient Share:

i. Total recipient share required	0
j. Recipient share of expenditures	0
k. Remaining recipient share to be provided (line i minus j)	0

Program Income:

l. Total Federal program income earned	
m. Program income expended in accordance with the deduction alternative	
n. Program income expended in accordance with the addition alternative	
o. Unexpended program income (line l minus line m or line n)	

11. Indirect Expense	a. Type	b. Rate	c. Period From	Period To	d. Base	e. Amount Charged	f. Federal Share
g. Totals:							

12. Remarks: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation:
 Re-transmittal / update of close out 425 submitted 10/13/11 - copy attached

13. Certification: By signing this report, I certify that it is true, complete, and accurate to the best of my knowledge. I am aware that any false, fictitious, or fraudulent information may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 18, Section 1001)

a. Typed or Printed Name and Title of Authorized Certifying Official * <i>Nicholas Mcray</i> <i>Economic Dev. Director</i>	c. Telephone (Area code, number and extension) 407-688-5015 d. Email address mcrayn@sanfordfl.gov
b. Signature of Authorized Certifying Official 	e. Date Report Submitted (Month, Day, Year) 12-27-11 (Original Close out 425 submitted 10/13/11)

14. Agency use only:

Standard Form 425
 OMB Approval Number: 0348-0061
 Expiration Date: 10/31/2011

Paperwork Burden Statement
 According to the Paperwork Reduction Act, as amended, no persons are 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 0348-0061. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0060), Washington, DC 20503.

