

## **Growing Value Added Partnerships**

**Clinton County Economic Advancement Foundation** of Frankfort, IN received \$42,130 to develop and implement special programs focusing on education, strategic planning, recruitment of new market partners and stakeholders at the farmers market. Funds were used to train farmers, vendors and customers; transport seniors to the market by bus; purchase advertising and promotional materials; and buy compost equipment and tools for new farmers.

## **Final Report**

Growing Value Added Partnerships  
Clinton County Economic Advancement Foundation  
259 East Walnut Street  
Frankfort IN 46041

July 23, 2011

TO: 2008 FMPP Grant Team  
Marketing Services Division  
Transportation and Marketing Programs, AMS, USDA  
1400 Independence Ave, SW Room 2646-S, Stop 0269  
Washington, D.C. 20250-0269

FROM: Shan Sheridan, Project Manager  
Growing Value Added Partnerships, Clinton County

SUBJECT: Final Report

## **Project Final Report to Date**

### **Lessons Learned:**

Be Flexible: Weather, road construction, poor crops and personalities have taught us much about being flexible and going with the flow.

Ask for Help: We don't have all the answers. Learn from past mistakes and learn to ask for assistance and guidance, especially from other successful markets that have been there.

Create Elevator Speech: Make sure we have a good understanding of the market in order to promote it better and to share a clear precise definition to the community of what we are trying to accomplish.

### **Issues & Concerns Confronted:**

**Location:** Location was a huge concern. Where would we hold the Market for the best results? After much discussion and many meetings we decided to stay right in the downtown. There were certainly issues with this decision. The city administration had concerns and were at first reluctant to allow the Market to locate there. However after a very good season it became clear that the community was best served to have the Market downtown.

**Road Construction:** The day we announced the Farmers Market the state announced their plans to complete a three year road construction project right through Frankfort and the downtown. We have battled relocation, noisy construction equipment and much inconvenience since our Market opened. We are looking forward to the new streets, lights and quiet Saturday mornings beginning next season.

### **Project Partners:**

Clinton County Economic Advancement Foundation  
Clinton County Chamber of Commerce  
Partners in Progress  
Frankfort Main Street  
WIC  
Purdue Extension  
Clinton County Learning Network  
City of Frankfort  
Clinton County Government  
Frankfort Kiwanis  
Frankfort Rotary  
Frankfort Hot Dog Festival  
Community Schools of Frankfort  
Clinton County Community Foundation  
St. Vincent Frankfort Hospital

### **List of Benefits of the Market:**

**One new business opened from the Market:** Hill Billy BBQ is now a full service restaurant in Frankfort.

**New Awareness of Local Foods:** Several people including restaurant owners and a local grocer use the market now for their services. Many people have a new appreciation for fresh locally grown foods and flowers.

**Promoting Healthier Life Style:** Our community recently was awarded an ACHIEVE Grant for greater health awareness. The Market was a big part of that.

**Change of Attitude:** Greater emotional and mental health because of the look and feel of the Market. The Market has created a sense of pride back to our downtown.

**Spin-off Events:** We enjoyed a few other events because of the Market. We conducted a couple of evening markets as well as our first fall fling The Roast & Toast.

New Web-site: [www.frankfortfarmersmarket.com](http://www.frankfortfarmersmarket.com)

### **Project Contacts:**

Liz Stitzel - Market Manager, 765-656-6302  
Kim Stevens - Frankfort Main Street, 765-654-4081  
Gina Sheets - Original Grant Administrator – 765-490-2821  
Shan Sheridan - Current Grant Administrator – 765-654-5507

## **Results of Promotions Grant**

The promotions grant that the Clinton County Farmers Market (now the Frankfort Farmers Market) was awarded was very helpful in moving the market forward. While there are many things the grant helped us accomplish, a few of the biggest highlights are reviewed below. They include signage, advertizing, and a marketing plan.

A major result of the grant was having some professional market signage printed. We had a market banner created that is posted at the site each market day and faces the busiest road nearby announcing that the market is there. In combination with this professional banner signage was created and placed on the light poles surrounding all three sides of the site. This signage stays up throughout the market season and marks the markets location. As a related note, a PA system was purchased that allows music to play throughout the market. The music has added atmosphere everyone seems to enjoy. We also use our PA system to make announcements, welcome folks, and allow live musicians to be heard through the entire area. This has made a huge difference to the overall feel of the market!

The market has done some additional advertizing and promotions including newspaper advertisement and a special event. We added newspaper advertisements to push the market and did a series of call outs seeking new vendors and customers. Our market has grown by several vendors and the advertizing definitely helped. A market website was developed and is utilized to make information about the market available to the community and other interested people. It also allows posts and updates to be made about things that are happening. Paired with this a Facebook page was set up and a Twitter account reserved. These are used on market days to announce what is there, remind people that the market is open, and highlight events/special items. We also did a fall event this last year we pushed hard within the community on radio, in the newspaper, and using flyers. The event was called “Toast ‘n Roast”. It featured the market vendors, kids’ activities such as pumpkin carving and face painting, horse and cart rides complete with the driver giving riders some information about how horses were used in farming at one time, and a wine and cheese tasting. One of our vendors had low cost hot dogs cooked for the community and there was a bonfire for people to enjoy. It was a good time for all that were there.

Probably the most significant thing that was done was to hire a consultant to help develop a more long term marketing plan. The market wanted to use the grant not just to jump start things in the here and now, but also to set the stage for more purposeful promotion in the future. The marketing company studied the market and ultimately produced a marketing plan for the market that contains a series of short and long term recommendations. This is a very valuable document now and in the future. The market has already begun to implement some of the recommendations. One example was that the marketing company recommended a name change from Clinton County Farmers Market to Frankfort Farmers Market as well as a matching logo change. Those recommendations have already been implemented. Future plans include continuing to use this helpful document to implement further positive change and move toward a better future market.

Overall the grant has made a huge difference for the market. We have seen growth, improved the overall market awareness/promotion, and developed a plan for future promotion. We look forward to being able to use the things the grant allowed us to do for the market as a springboard towards further positive action in the coming seasons!

Please feel free to call me at (765)654-5507, if you have any questions.

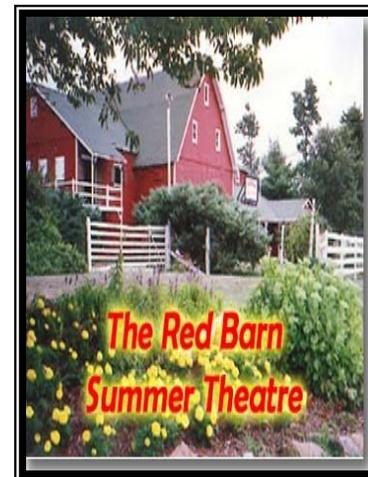
In kind regards –

Shan Sheridan

The Red Barn Theatre is a great summer tradition. Why not start another with the Clinton County Farmers Market. *"Make it to the Market"* this Saturday and start a new tradition. *"You will love it!"*



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*Here's All the Good Stuff*

- **Range Fed Chickens**
- **Pork Burgers**
- **Hand Crafted Gifts**
- **Fresh Produce**
- **Baked Goods**
- **Fresh Trout**
- **Flowers**
- **Pottery & more...**



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*Enjoy the Market in the morning, and be entertained in the evening at the Red Barn.*



Every Saturday June – October 8:00 – 12:00 noon Call 765-654-5507

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# Market Money

**\$1.00**  
*ONE*



**\$1.00**  
*DOLLAR*

*Every \$10.00 you spend get \$1.00 in Market Money to be spent at the Clinton County Farmers Market.*

**Frankfort Farmers Market Presents a  
"Saturday Evening Market"**

**Roast & Toast**

Street and the Clinton County  
~~Saturday~~ **October**  
9th 4:00-7:00pm

*Sample some of the worlds  
best wines along with tasty  
cheese downtown Frankfort  
Corner of State Road 28 & 39!*



- \* Horse Cart Rides
- \* Face Painting
- \* Farmers Market Vendors
- \* Wine Roast
- \* Pumpkin Carving Demo

*Enjoy a warm and cozy evening  
downtown Frankfort!*

In Partnership with Frankfort Main  
Street and the Clinton County  
Chamber of Commerce!

**Call 765-654-5507 for more details**



