

## **Jeffersontown Gaslight Square Farmers Market Pavilion**

**City of Jeffersontown, Kentucky** received \$44,700 to create and communicate a uniform marketing message to the farming community and consumers, expand the community outreach of the Jeffersontown Farmers Market, provide incentives and resources to farmers, and develop innovative ways to recruit new farmers and retain existing vendors.

[Final Report FY09](#)

# Final Performance Report

Date: December 5, 2011

Recipient Name: Jeffersontown Gaslight Square Farmer's Market  
Title of Project: Farmers' Market Promotion Program  
Grant Number 12-25-G-0937  
Location (City/State): Jeffersontown, Kentucky  
Contact Name/Telephone Number: Matt Meunier (502)267-8333  
Progress Report # (1, 2, or 3): FINAL

## Project Summary:

The farmer's market started with individual downtown businesses displaying their products in an open air setting. Next, it became an opportunity for area farmers to promote and sell their fresh produce to the community and provide the citizens with incentives to patronize downtown, spurring economic development.

Currently, with the success of other farmers' markets in the area, the producers selling at our market have dwindled to only a handful. The site of the farmer's market is ideal with a state of the art pavilion, but substantial improvements are needed to improve the layout and interaction between producer and consumer. The lack of volunteers and funding has impacted the ability of the farmer's market to promote itself and attract not only producing farmers, but consumer citizens.

The future of the program is in jeopardy of surviving unless funding sources are found to create an effective marketing strategy with goals, vision and adequate resources to thrive in the community. The demographics are very favorable for a farmers' market to succeed in this location and benefit the regional area. The grassroots efforts of the past need to be solidified into a strategic market management plan to assure future success and expansion of this unique experience for the Jeffersontown community. Expanding the market from just vegetables to include flowers, plants, homemade products and cooking demonstrations is vital and would be the primary goal of this project. Increased marketing/advertising is needed to give the market a boost and help position our market to succeed in a metropolitan area with several other markets that are growing.

## Project Approach:

Starting with the 2009 season new rules were established that will greatly improve the integrity of the farmer's and encourage them to work together to create a stable market environment. The City of Jeffersontown desires to increase opportunities to provide producer to consumer fresh produce and products to promote local/regional farmer's, create a unique experience and a sense

of community whereby citizens can interact and learn about the benefits of local/home grown produce in a public gathering place. The goals are to expand the community outreach of the farmers market, provide incentives and resources to area farmers and find innovative ways to recruit/retain new farmers.

Implementation would require securing a marketing/public relation firm to develop a consistent marketing message and create a unique identity within the community/region that cultivates farmer's and farmer's markets. Along with the marketing plan a data base would be established to track producers/vendors that would complement our farmers' market. This would be accomplished by visiting area markets and farmer's and encouraging them to set up a stand in our historic downtown environment. The stages of work would be: 1) develop a consistent message and image of the market by designing a brochure, flyers and market website. 2) create a data base of farmer's to recruit. 3.) Travel to area farmer operations as well as area farmers' market and distribute new promotional materials. 4.) Purchase basic marketing resources to accommodate new farmers and returning farmers. Items to be purchased include new signage, directional wayfinding signage, tables and tents. Increased print and media advertising was utilized to reach a broader audience so as to attract new customers as well as potential new farmers. Developing an attractive and effective marketing message along with the resources to support the increased attention was vital to moving this market forward and creating a sense of place in the minds of the citizens of Jeffersontown and the region.

## Goals and Outcomes Achieved:

Several goals were identified with this project and grant application. The primary goals for this market were to improve the farmer/vendor selection including the recruitment and retention of quality farmers/vendors. In order to achieve this goal there were several other goals that went hand in hand to develop "market share" in the region with the Jeffersontown Farmers Market. The additional goals associated with this project are: 1.) develop a marketing plan that will promote producer to consumer product outreach and gather survey results from both the consumer and farmer needs and create a dBase of farmers to recruit. 2.) Develop a media/marketing/advertising strategy that will build market share for the market along with reaching a wider audience to attract new customers. 3.) Make necessary purchases of resources such as tents, tables, sound systems, signage, print media/advertising, entertainment and basic needs to achieve the goals and build a sense of place with the market in the eyes of the citizens. The philosophy was to make the market everyone's morning stop for not just fresh produce and goods but their morning stop for coffee and breakfast items along with a little entertainment to help build repeat business and become a routine for the customers. 4.) Study the current layout and design of the market and create a "village" feel to accommodate the additional farmers/vendors that build on a strong organized market that is pedestrian friendly and safe by eliminating the conflict between the pedestrian and motorist. 5.) Formalize an organizational structure for the management of the market and build a working group along with a strong market committee to address any issues that may arise.

Establishing clear goals made the difference in building the Jeffersontown Farmers Market. Understanding how a farmers market operates and how the consumer likes to interact with an

open air market was vital in creating an effective marketing strategy. Having a consultant with expertise in this type of work was very beneficial to kick-starting our market for the 2010 season. Having the funds available to actively recruit new farmers/vendors was vital in establishing the vision for this market. A new logo was created along with marketing pieces that were used to attract potential new farmers/vendors and it worked well to sell the image of a “village” market. How to communicate the message along with the proper media to communicate was very important in building a cohesive recruitment/retention message. New flyers were mailed to the community along with half page ads in the newspaper were utilized to reach a broader audience. Just as important as the marketing message and print material are to the market so are the resources necessary to carry out that marketing message. The purchase of tables, tents, signage, sound equipment and other items were fundamental in creating the “village” layout and promoting a safe and pedestrian friendly environment. Revising the original layout and flow of the market also helped with the view of the market and the how it flowed as pedestrians would walk the market. Having these goals come together helped raise the awareness to the farmers/vendors of the importance of a well-organized and managed market. The 2011 season yielded fewer issues between farmers/vendors and it was evident by how the farmers worked together to place the market as a whole above any one farmer. The ideal that it takes all the farmers/vendors working together to make this a successful market thereby attracting consumers and gaining repeat business on a weekly basis.

So in conclusion developing an effective message along with the means to promote that message has proved invaluable to attracting new farmers as well as keeping existing farmers interested in our market as we begin to rebuild the market. Also, getting the farmers involved in the market management including feedback from other farmers/vendors as well as customers helped them understand that working together for the benefit of the market as whole built customer base and created a friendly environment felt by both the farmers and customers. Educating the farmers on the importance of value-added vendors such as food items, crafts, flowers meats etc. are just as important as produce and actually had a positive effect with increased sales experienced by all farmers/vendors. Also, having the resources such as tables, tents and entertainment options played an important role in creating a mood that promoted more sales and a fun and friendly atmosphere.

### Beneficiaries:

The people benefiting directly and indirectly from this project and the expanded farmers’ market would be the following:

Farmer’s/vendors: Having an attractive, clean and safe venue to display and sale fresh produce and home grown commodities is very important to the success of the farmers and their desire to provide a living for their families. Providing an attractive logo, marketing message and increased advertising will greatly enhance the attraction potential of the market thereby increasing the number of farmers/vendors at the market.

This is evident by over 200% growth of the market over the 2-year grant period. The market in the summer of 2009 was about 4 vendors that never showed up consistently to over 35 vendors that saw value in showing up every Saturday even if produce was low. This was one of the biggest lessons learned from the farmers. Developing a consistent market message helped increase sales and built loyalty among the customers. Knowing that the farmers will be there every Saturday was so important thereby the citizens can come to expect that their needs will be met when they visit the market. The synergy created among the farmers/vendors was exciting to watch. The vendors talked to each other and found new ways to cross-promote their products. This collaboration was successful because it helped all vendors see increased sales. As an example, the pasta guy crossed-promoted with the herb lady as well as with the bread lady. Teaching how the consumer could make a complete meal with one stop at the market. Also, our vegetable producers helped educate the consumer as to which vegetables go best with seafood or beef and how to prepare them as well.

Citizens of Jeffersontown: Having farm fresh produce along with home grown commodities will provide alternatives to the residents for food and cooking needs. Creating an attractive, clean and safe environment and a unique sense of place will further enhance the experience gained by the residents. Supporting local farmers while enjoying fresh seasonal vegetables, fruits, meats, cheeses and other products will build community pride. Providing fresh alternatives to their produce needs has proved beneficial while contributing to a sense of place and quality of life in Jeffersontown.

Reaching the citizens/customers is always the unknown element in determining success and value of the market. The farmers/vendors expectations were wildly exceeded in this area. Not only did the farmers/vendors see many new faces showing up at the market but they began to develop relationships with their customers because the customers starting coming every Saturday to get their cup of coffee or breakfast/lunch along with some entertainment and an experience. Talking with vendors was memorable because of the relationships gained with the customer and this had a positive effect on sales. Seeing the interaction between the vendor and consumer was exciting. Many farmers exchanged ideas for cooking, recipes and future produce needs of the consumer.

City of Jeffersontown/Downtown Businesses: The City would benefit by providing a link between citizens and businesses to goods and services. It would add to the overall quality of life for all citizens. The downtown businesses would benefit directly due to the markets location in the downtown and an added incentive with regard to the downtown revitalization efforts. Increasing pedestrian traffic in the downtown will greatly enhance local businesses and would hopefully see increased sales and revenues.

Many downtown businesses experienced increased attention on Saturday mornings. With the special events at the market and the increased customers coming through the market this brought increased awareness of local downtown businesses to the citizens of the community. Several downtown businesses got involved with the market with sponsorships, events, and even a few joined the market as value added vendors. The City benefited thereby creating a strong downtown environment that will help build a sense of place within our downtown and community. Improving the quality of life for our citizens is important to the City of

Jeffersontown. Creating this social environment helped build that image and has had a positive effect on the quality of life. Citizens were heard saying that they have reconnected with their town through the farmers market. If that is not a testimony to the success of the market I don't know what would be.

## Lessons Learned:

One of the largest lessons learned was that no one farmer/vendor makes the market. Working collaboratively towards a unified goal of the market as a whole has proved invaluable in promoting our market and creating a success both by increased sales for the farmers/vendors and by repeat business by citizens/customers. This collaboration was evident by various farmers/vendors cross promoting their products with other farmers/vendors. This yielded increased sales and a deeper connection with the consumer.

Another lesson was the importance of getting the message out about the market. Having an attractive logo and consistent message and entertainment was important to creating a sense of place with the market and a venue that promotes community and quality of life. Creating an atmosphere where citizens could make the market apart of their Saturday morning routine was instrumental in achieving the success we enjoyed the past two seasons. Making the market a part of their weekly routine was a strong sign that the market was succeeding in reaching their goal.

Also, understanding marketing, management and basic financial principles helped the farmers gain a better understanding of the complex consumer and creating a model that would help attract customers and increase sales. This was noted by the relationships that were forged with citizens/customers and the farmer/vendor. Developing a dialog with the customer beyond the pure sale of a produce was instrumental in gaining repeat sales as well as increased sales. Listening to the customer and the needs they have helped the farmer position their products to the needs of the citizens. This connection was like a light bulb going on in the minds of the farmers/vendors. If the farmer is to succeed they have to listen to the needs of the customer. This was evident by some farmers changing their available produce to better align with the needs of the customers.

Finally, having a well thought out venue was very important in creating that sense of place and pedestrian friendly environment. A design, layout and logical flow of the market are vital. The market location is at a state of the art market pavilion but the number of vendors exceeded the space under the pavilion so an expanded design had to be studied. New electrical was ran to create a center location that provided for entertainment and food/drink vendors. The market as a whole was focused around this central area. Creating a friendly walking loop helped distribute vendors appropriately and create an entertainment area that can be enjoyed from any area of the market. Having all your entertainment or food on one end of the market was not conducive to making the market more inclusive. Providing areas for sitting and enjoying breakfast and entertainment was important as well as providing electricity to increase possible vendor options.

## Additional Information:

Besides the marketing/advertising consultant hired to develop the communication plan for the market other project partners could be seen as the City of Jeffersontown who is the management entity of the market currently, the farmers/vendors themselves along with the citizens of the community.

What was important to note is that working with each of these partners through many working group meetings and through weekly dialogs as the market was happening was instrumental in gaining that level of understanding about how each partner contributes to the success of market as a whole. Showing how each partner has value and how each partner contributes to that success was a lesson learned in real time at each market Saturday. The Market was blessed with some very motivated and smart vendors that went above and beyond in educating other farmers/vendors throughout a typical market day.

Included with this final report are a few items that have been provided with past progress reports. A copy of the postcard mailer, half page ad, logo, signage, and a collage of pictures of the market activities and events are also attached.

## Contact Person:

Matt Meunier- City of Jeffersontown- Jeffersontown Farmers Market  
502-267-8333  
[mmeunier@jeffersontownky.com](mailto:mmeunier@jeffersontownky.com)

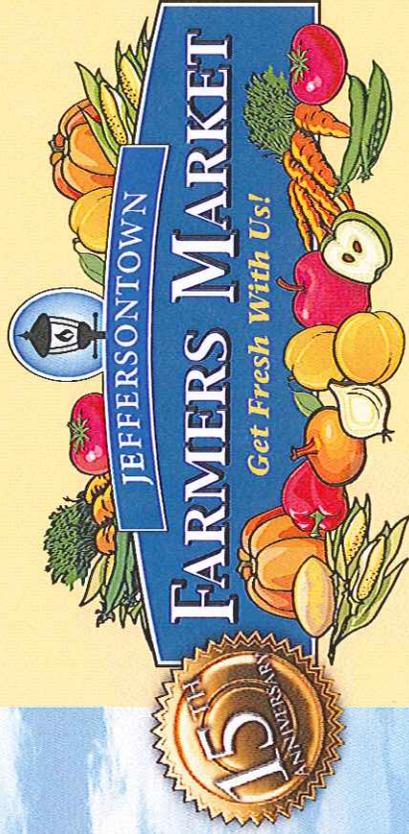
Connie Moeller- Market Committee Member- Jeffersontown Farmers Market  
502-751-2975  
[gardengeek.louisville@gmail.com](mailto:gardengeek.louisville@gmail.com)



**Tuesday 3 - 6:30 p.m. / Saturday 8 a.m. - Noon**  
 Look for the Pavilion at Gaslight Square  
 (Taylorsville Road and Watterson Trail)

[www.jeffersontownky.com/FarmersMarket](http://www.jeffersontownky.com/FarmersMarket)

Register to win  
 a 42" flat screen  
 HDTV



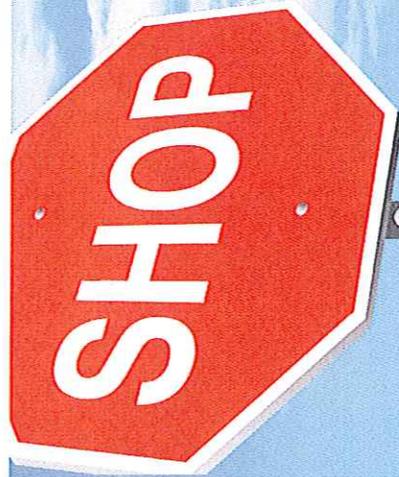
**Fresh  
 Coffee!**  
**Fresh  
 Breakfast!**  
**Fresh  
 Deli  
 Sandwiches!**

**SATURDAY, AUGUST 13<sup>TH</sup>**  
**Back to School at the Market**

Visit with representatives from Jefferson town area schools, the Library and Police Department for valuable information and tips to prepare for the upcoming school year!

**Register to win hourly give aways!**

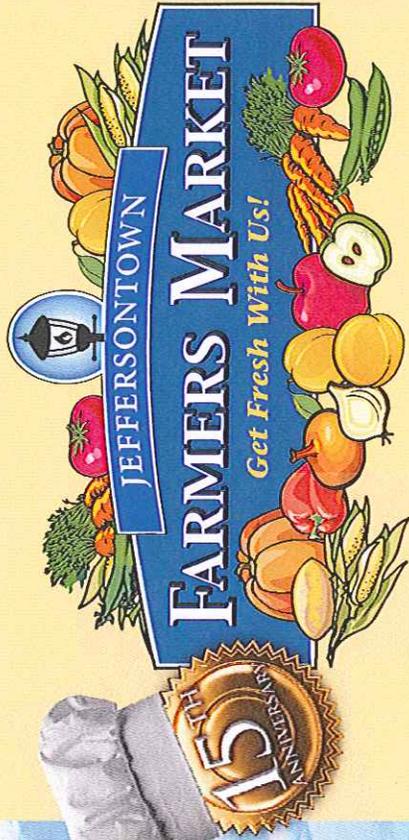
*Entertainment by Musician Steve Decker*



Tuesday 3 - 6:30 p.m. / Saturday 8 a.m. - Noon  
Look for the Pavilion at Gaslight Square  
(Taylorsville Road and Watterson Trail)

[www.jeffersontownky.com/FarmersMarket](http://www.jeffersontownky.com/FarmersMarket)

Register to win  
a 42" flat screen  
HDTV



*Fresh!*  
*Fresh!*  
*Fresh!*  
*Fresh!*  
*Fresh!*

**SATURDAY, JULY 9<sup>TH</sup> - 11:00 A.M.**

Cook healthy with Chef Nancy Russman

 Mayor Bill Dieruf

and

 Mayor Greg Fischer

Using fresh products from the market!

Enjoy Live Music 9 a.m. - Noon by Local Favorite

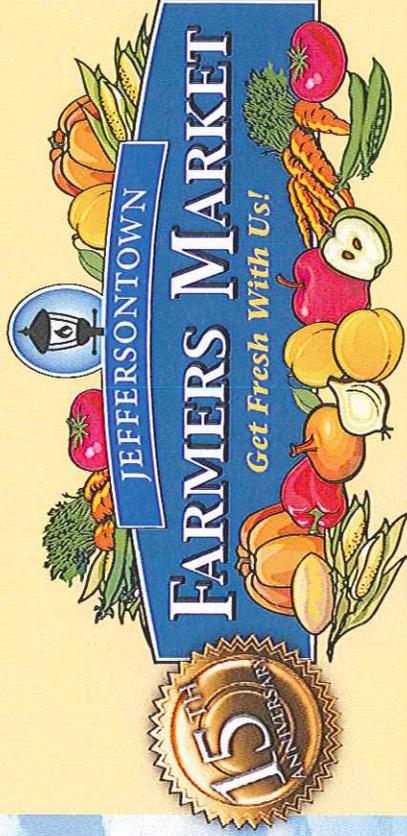
John Gage



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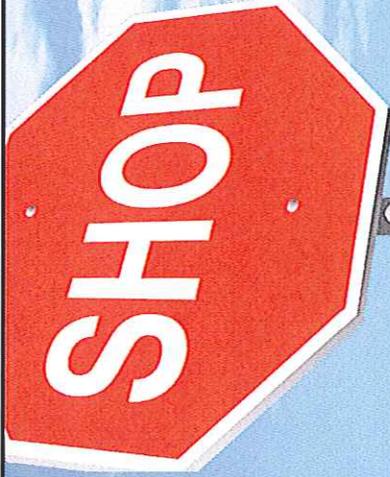


**Fresh!**  
**Fresh!**  
**Fresh!**  
**Fresh!**  
**Fresh!**

**Make Us Your First Stop on Saturday Mornings**  
**Enjoy Coffee, Eat Breakfast and Shop**  
**With Over 25 Vendors There's Something for Everyone!**

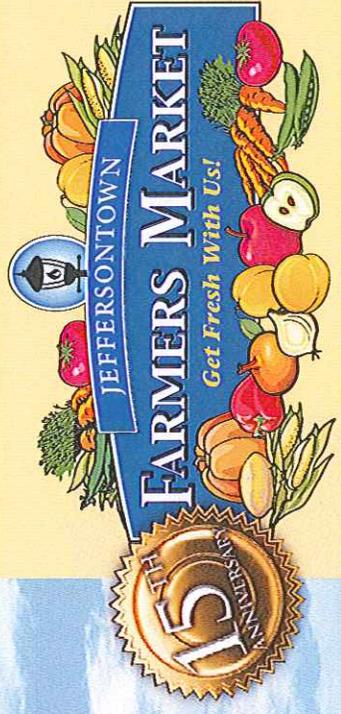
**SPECIAL EVENTS**

- Saturday, June 11  
Health Fair Day  
Live Music
- Saturday, June 18  
Special Visit by  
Cindy Sullivan  
Live Music
- Saturday, July 9  
Celebrity  
Cook-Off with  
Mayor Bill Dieruf  
and Special Guest
- Saturday, August 13  
Back to School  
Live Music
- Saturday, September 10  
Gardening Day  
Live Music
- Saturday, October 8  
Health Fair Day  
Live Music



**Tuesday 3 - 6:30 p.m. / Saturday 8 a.m. - Noon**  
 Look for the Pavilion at Gaslight Square  
 (Taylorsville Road and Watterson Trail)  
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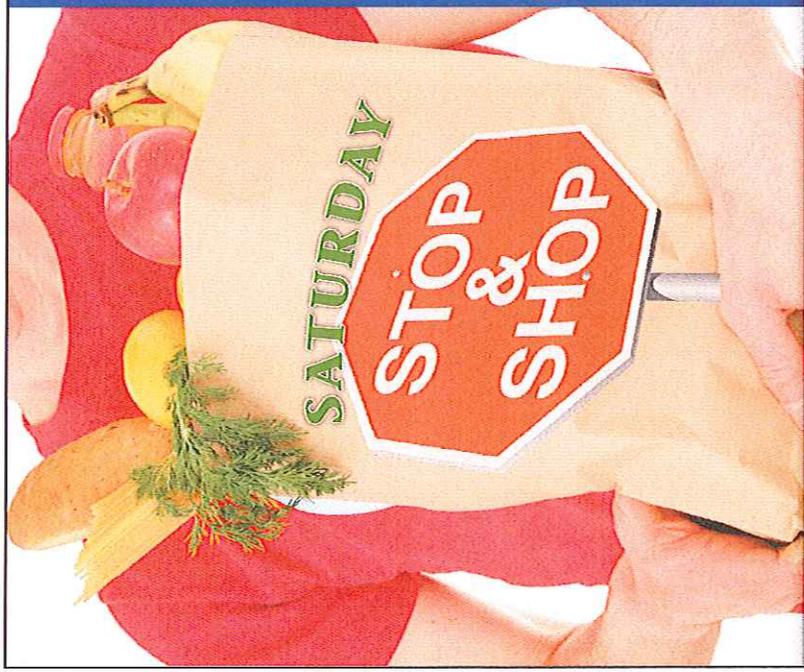


**Fresh Coffee!**  
**Fresh Breakfast!**  
**Fresh Deli Sandwiches!**

**SATURDAY, OCTOBER 8<sup>TH</sup> - Health Fair at the Market**

- Jewish Hospital - BMI & Blood Pressure Checks
- Baptist Medical Center Jeffersonton - Blood Glucose Screenings
- American Diabetes Assoc. - Diabetes Awareness & Prevention information
- American Red Cross - Emergency Preparedness Information
- Louisville Metro Health Department - Healthy Eating Tips
- Dr. Trenton Jones Chiropractic - Spine Alignment Checks
  - Apex Physical Therapy - Balance Test
  - Louisville Athletic Club - Fitness Information
- Awareness information from the National Multiple Sclerosis Society, Kentucky & Southern Indiana Stroke Assoc. & Alzheimer's Assoc.

**Entertainment by Musician Kevin Reese**

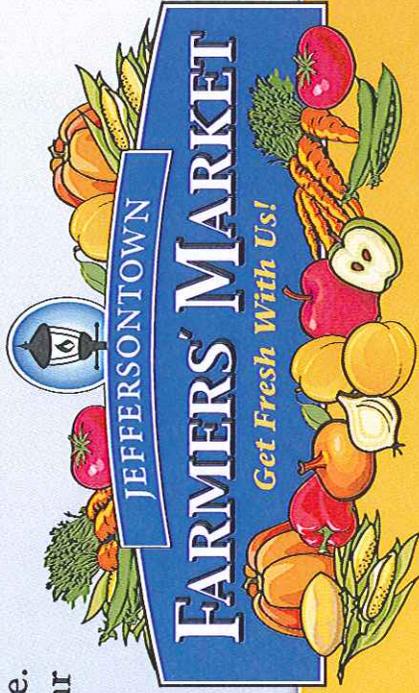


# Join Us the Last Saturday of Every Month at the Jeffersontown Farmers' Market!

July 31 • August 28 • September 25 • October 30  
9:30 am - Noon

These special Saturdays will be filled with music, health screenings, magicians, chefs, and most of all, the freshest Kentucky farm produce.

Put us on your calendar now! (Also open Tuesdays from 3 pm - 6:30 pm)



*You never know  
what you'll find!*

The Pavilion at Gaslight Square  
(Taylorsville Rd. & Watterson Trail)  
[www.jeffersontownky.com/farmersmarket](http://www.jeffersontownky.com/farmersmarket)



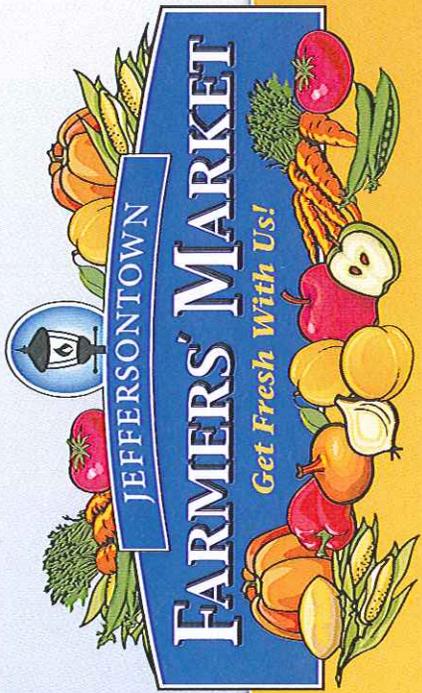
Stop and Say Hello to our New Vendor -  
Our Area's Connection to Fresh Seafood!

# Just for the Health of It!

**August 28 at the Jeffersonstown Farmers' Market  
7 am - Noon**

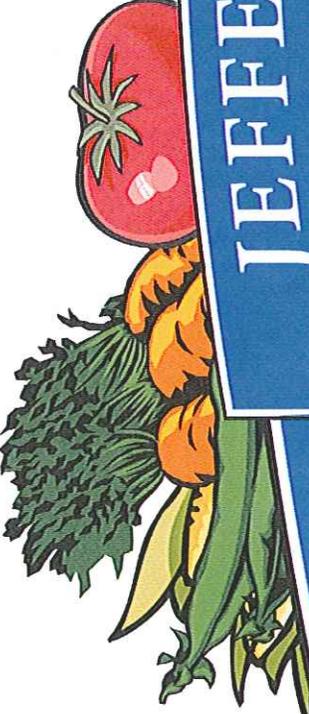
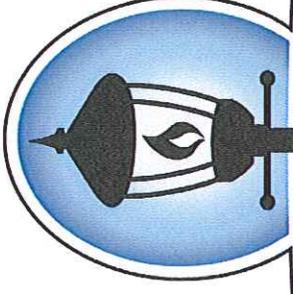
- Freshly-picked food from local farmers
- Weight, BMI and blood pressure checks from Physique Institute
- First 250 people get a FREE trial membership at Louisville Athletic Club
- Grip strength evaluations from Frazier Rehab Institute
- FREE Parkinson's disease screenings from the Parkinson Support Center
- Live music by David Ratterman

And check out our newest vendor who sells wild caught, natural seafood. Eat Healthy and Go Wild at the Farmers' Market.



**The Pavilion at Gaslight Square  
(Taylorsville Rd. & Watterson Trail)**

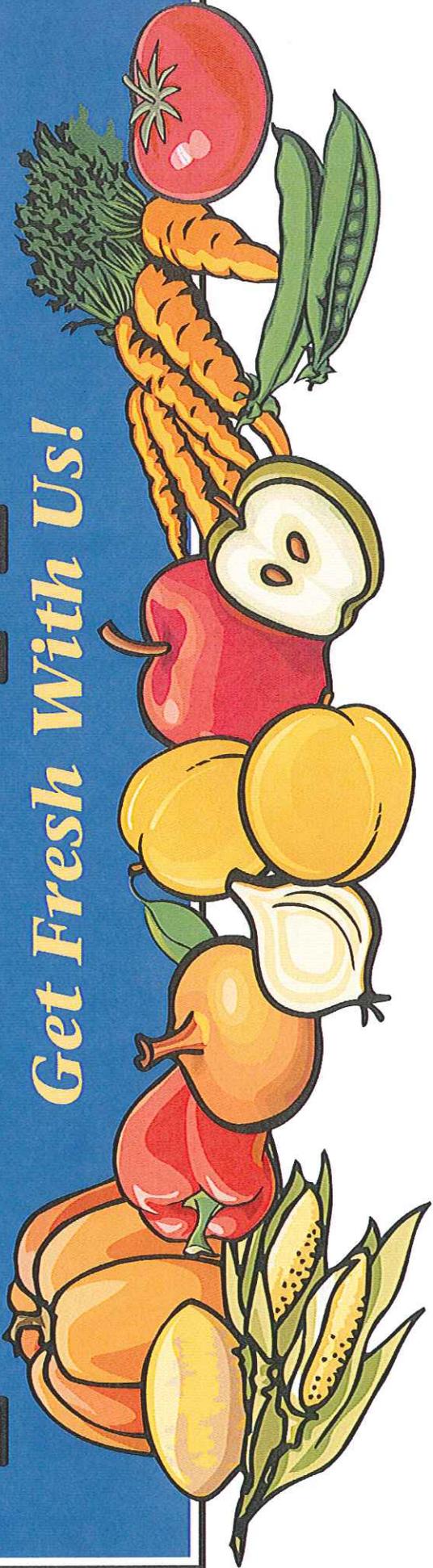
[www.jeffersontownky.com/farmersmarket](http://www.jeffersontownky.com/farmersmarket) • Activities start at 9:30 am



JEFFERSONTOWN

# FARMERS MARKET

*Get Fresh With Us!*

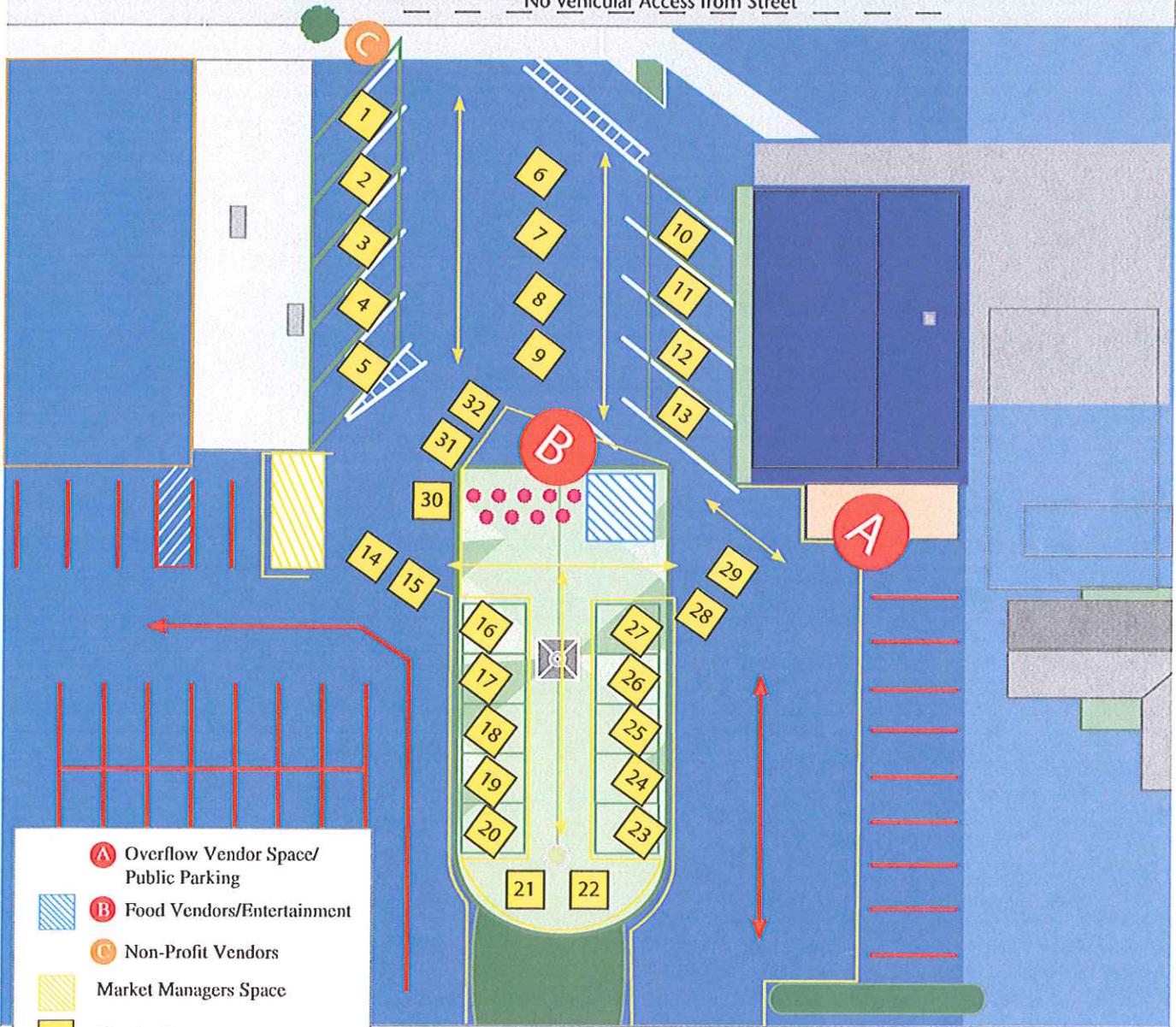


# Farmers Market Village Map

Jeffersontown Pavilion: 10434 Watterson Trail  
 Tuesdays, 3:00-6:30 p.m.; Saturdays, 8:00 a.m.-noon  
 May 21st - October 29th

## WATTERSON TRAIL

No Vehicular Access from Street

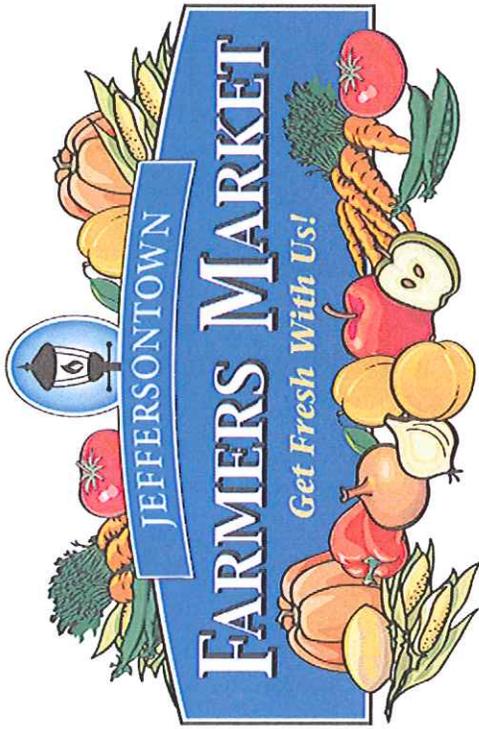


- Ⓐ Overflow Vendor Space/  
Public Parking
- Ⓑ Food Vendors/Entertainment
- Ⓒ Non-Profit Vendors
- Market Managers Space
- Vendor Space
- ● ● Tables
- → Pedestrian Open Access
- → Vehicular Access & Parking Area

NEAL DRIVE

Entrance





May - October

Saturday 8am - 12pm

Tuesday 3pm - 6:30pm

Jefferson town Pavilion, 10434 Watterson Trail

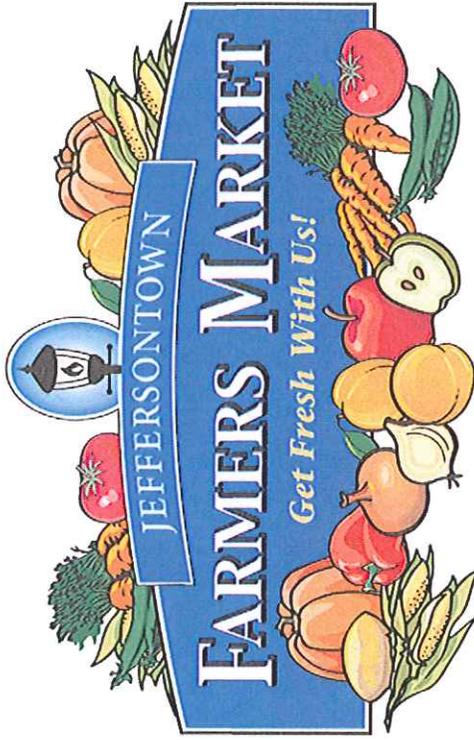
Gas Light Pavilion in historic Jefferson town, KY

**Upcoming Fall Selection**  
October/November

| Blue         | Green            | White       | Orange          | Red        |
|--------------|------------------|-------------|-----------------|------------|
| Blackberries | Broccoli         | Cauliflower | Carrots         | Apples     |
|              | Brussels Sprouts | Pears       | Pumpkins        | Beets      |
|              | Cabbage          | Potatoes    | Squash (summer) | Radishes   |
|              | Greens           |             | Squash (winter) | Sorghum    |
|              | Kohlrabi         |             | Sweet Potatoes  | Tomatoes   |
|              | Lettuce          |             |                 | Turnips    |
|              | Onions (green)   |             |                 | Watermelon |

**And...**

Fresh coffee, sandwiches & soups, live entertainment, homemade baked goods, breakfast items, pasta & sauces, seafood, beef, eggs, cut herbs and more!



May - October

Saturday 8am - 12pm

Tuesday 3pm - 6:30pm

Jefferson town Pavilion, 10434 Watterson Trail

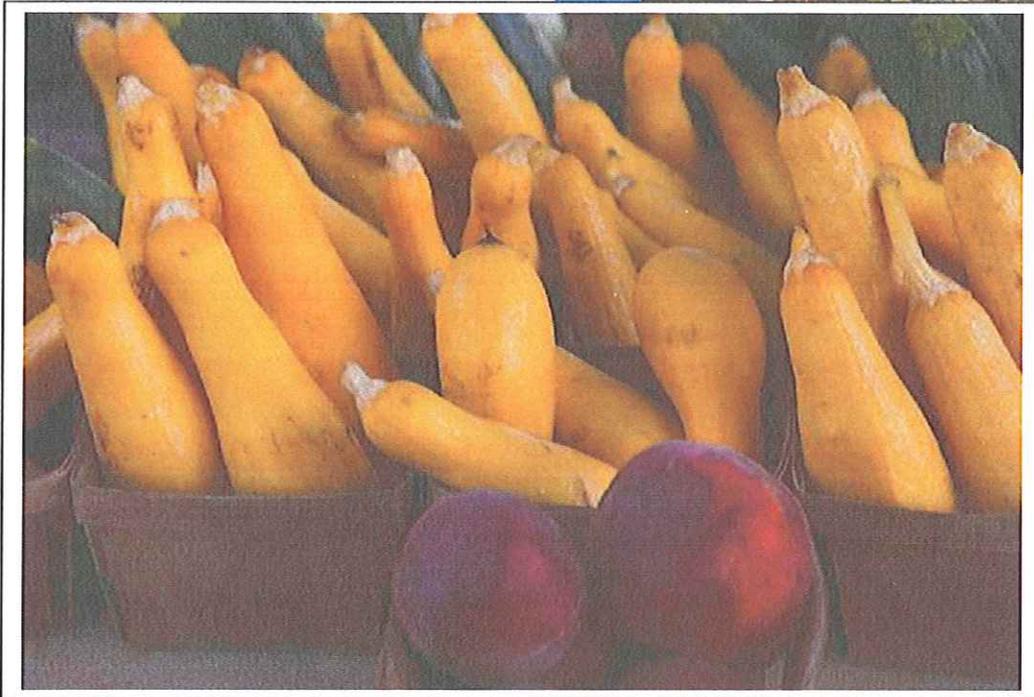
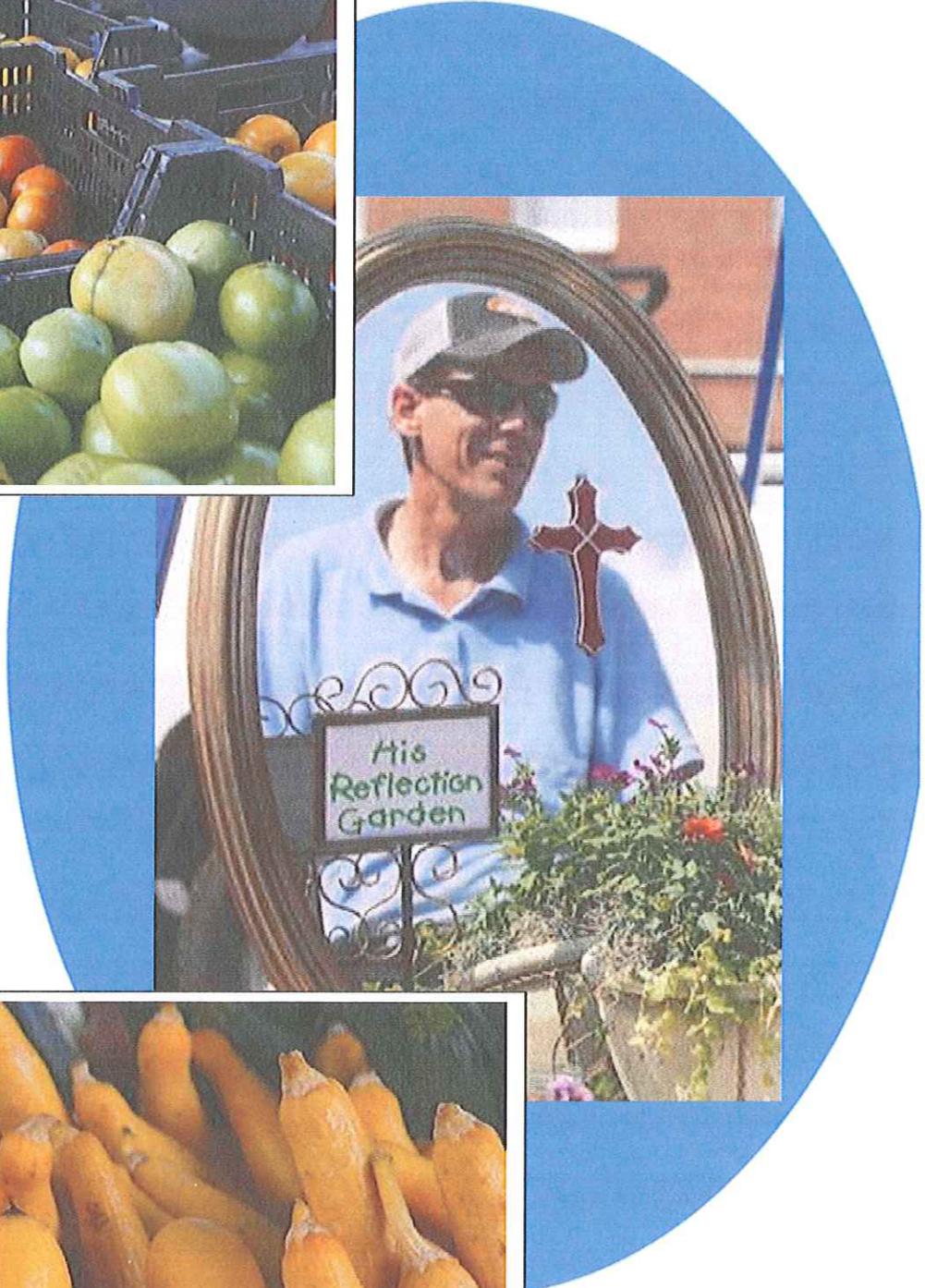
Gas Light Pavilion in historic Jefferson town, KY

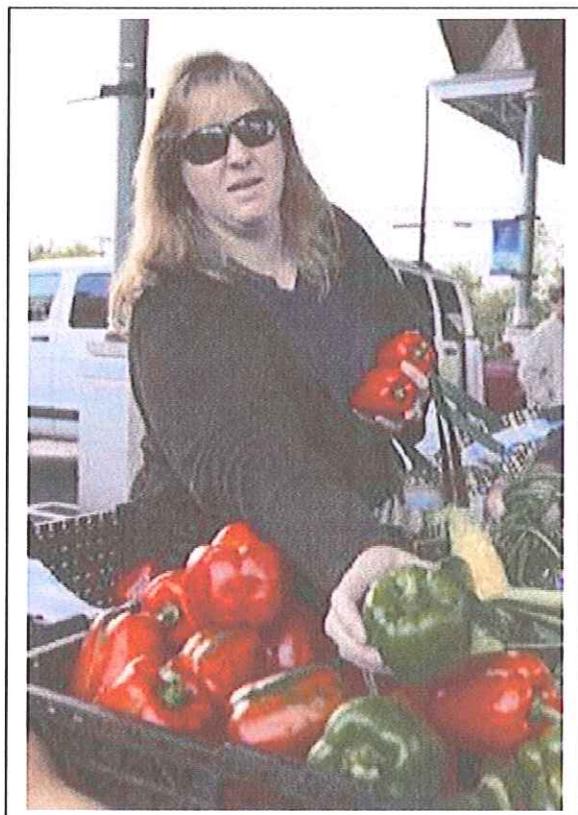
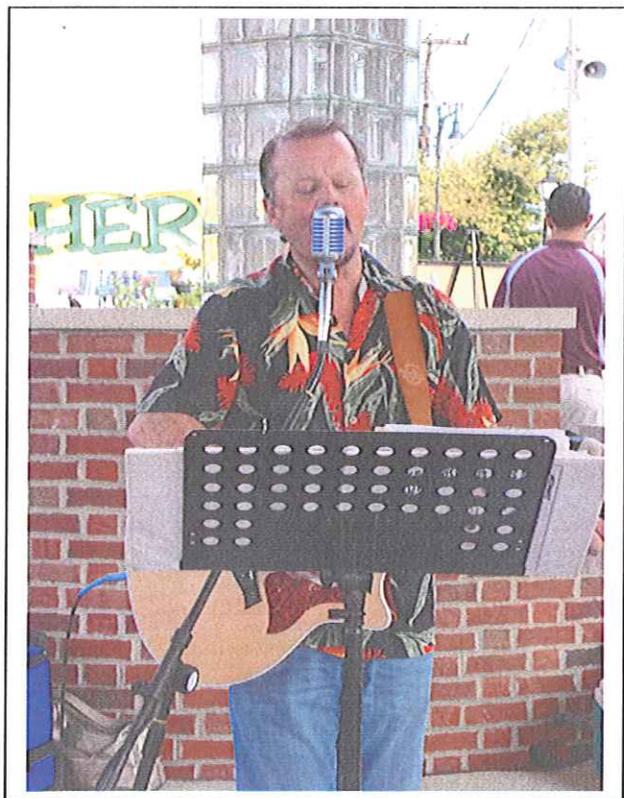
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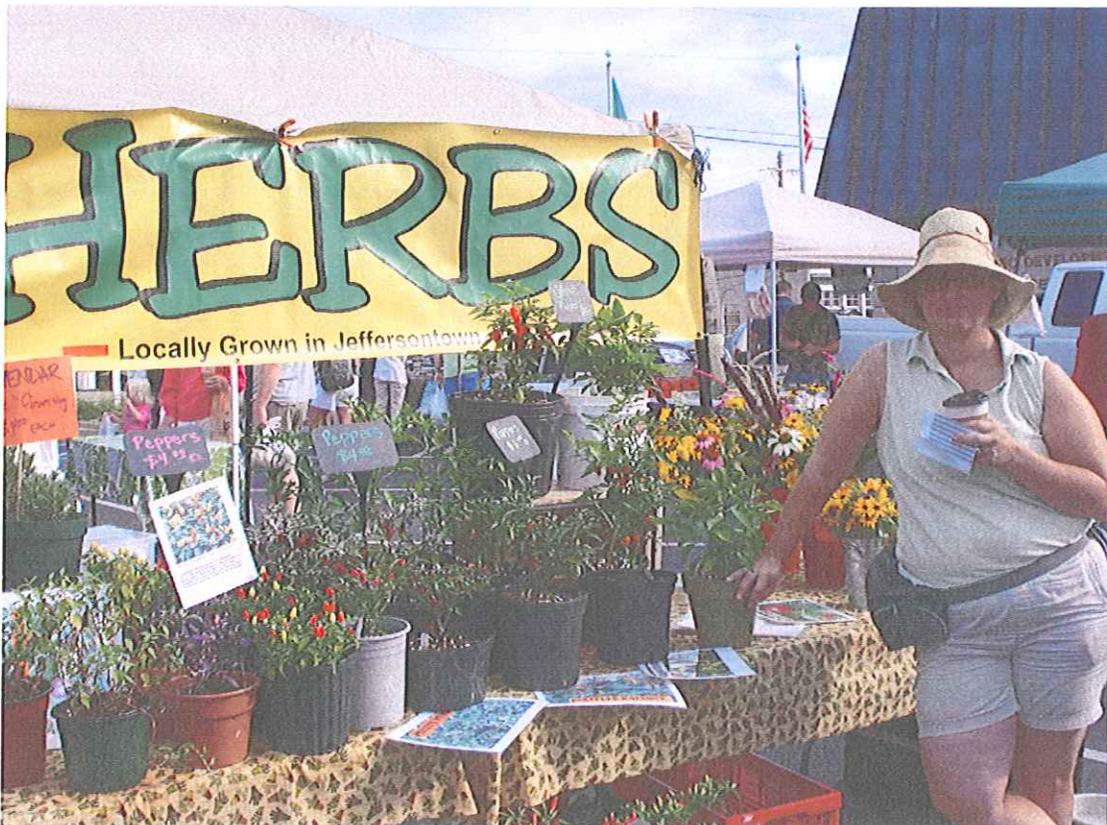
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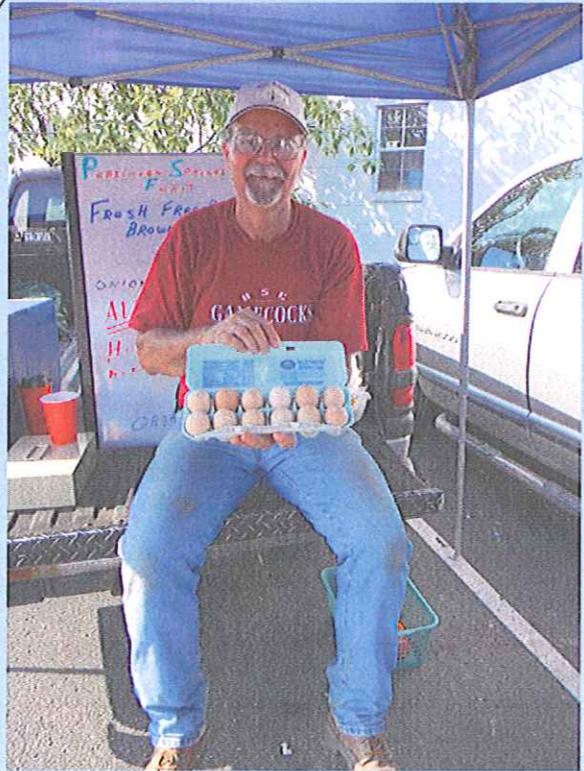








I have whole grain breads



I got EGGS

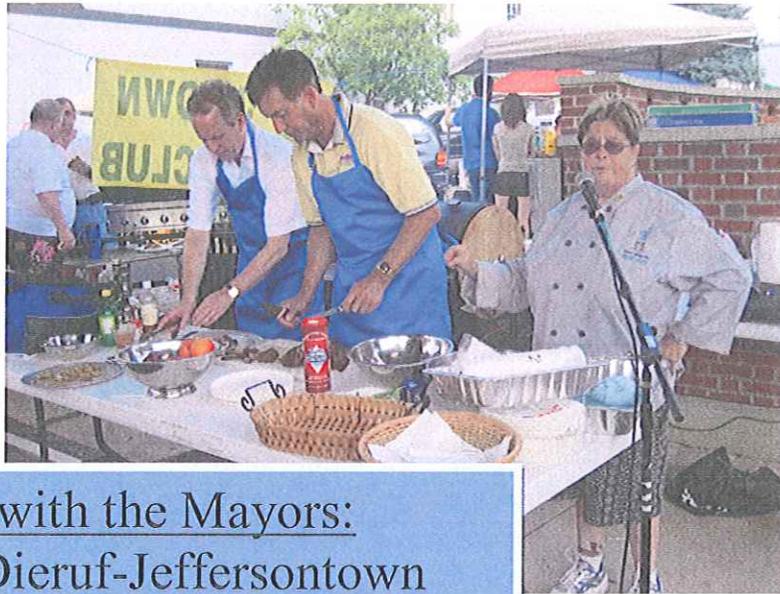


"Back to School Days"  
And  
DARE Program  
(Drug Abuse Resistance Education)



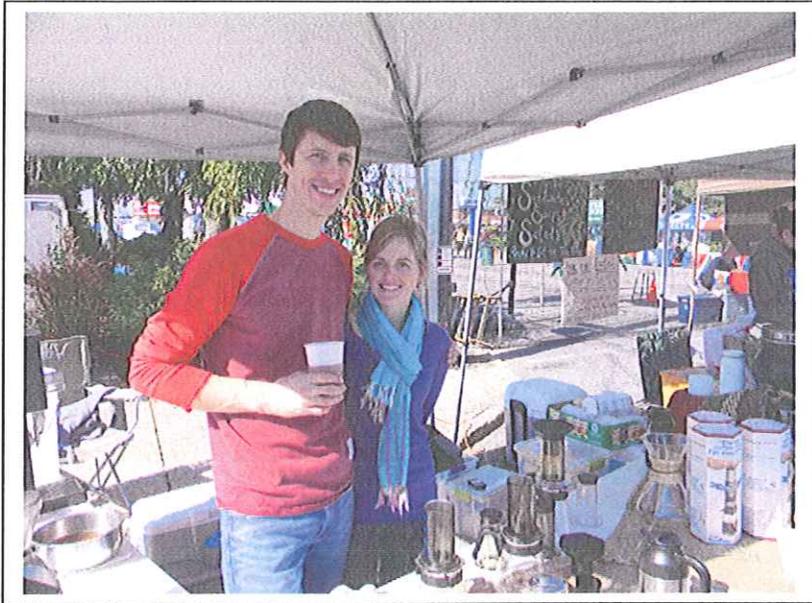
"Back to School Days"





Cooking with the Mayors:  
Mayor Bill Dieruf-Jeffersontown  
Mayor Greg Fischer-Louisville





Fresh  
Coffee  
Anyone?

Fresh  
Cupcake?  
Cookies?



Tea?  
Sandwiches?



Serving  
Senior Citizens,  
Youth  
and Local  
Businesses  
through:



- ✓ Senior Day
- ✓ Kids Activities
- ✓ Pumpkin Fest

