

Promotion/Advertising of Snow Hill's Farmers Market

Town of Snow Hill, Maryland received \$5,000 to implement a multi-faceted advertising campaign to increase sales at its farmers market. Funds were used to purchase printed fliers, local newspaper ads, and roadside billboards.

Final Report



Final - Closeout
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MAYOR AND COUNCIL OF SNOW HILL

March 30, 2011

Mr. Carl Hacker
FMPP Grant Program
Marketing Services Division
Transportation and Marketing Programs, AMS, USDA
1800 M Street N.W., Room S-3012
Washington, D.C. 20036

Dear Mr. Hacker:

The Town of Snow Hill submitted a progress report to your agency on August 24, 2009. At this time, we are pleased to submit a final report on the progress of the Snow Hill Farmer's Market. The market has proven to be a wonderful addition to the community. The following areas are of notable reference:

- The 2009 season for the Snow Hill Farmers Market was the most paramount season we have experienced. We, again, increased the number of farmers that committed to weekly participation.
- The \$5,000 grant received by the Town from the Farmer's Market Promotion Program made a remarkable difference in the marketing and advertising, encouraging public attendance.
- The creation of the Farmers Market logo helped with the recognition of our market. We have used the logo with all of our advertising, from billboard ads to banners to weekly newspaper advertisements in the local newspaper. The most popular advertisement method we used was produce string bags that displayed a wooden token with the market logo. The bags were a colossal success and many people used them while shopping at the market.
- Town staff created recipe cards for the farmers to offer to shoppers that provided recipes using fruits and vegetables that are in-season. The cards encouraged shoppers to purchase some of the needed ingredients from the farmers.

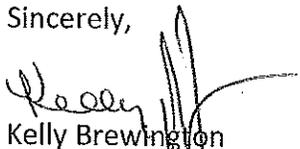
The community, as a whole, has benefited from the addition of the Snow Hill Farmers Market. It has provided a resource for the community to purchase fresh produce and assisted farmers with an outlet to sell their goods.

We aspire to continue marketing measures for the Farmers Market, creating new tools to encourage the public to shop locally.

Enclosed you will find copies of receipts from our expenditures to date. If you need any additional information or documentation, please feel free to contact me.

Thank you for your continued support and generosity.

Sincerely,



Kelly Brewington
Town Manager

Farmers Market Budget Snow Hill, Maryland

Final Expense Report 2009

Expense	Budget
	\$5,000.00
Logo	\$350.00
Bag Samples	\$26.19
300 Bags	\$960.18
Print ads * (WCT)	\$874.00
Billboard	\$1,300.00
Hang Tags	\$860.00
Hang Tag Shipping	\$162.68
Banners	\$260.00
Progress Ad, Semi-monthly	\$80.00
Avery Index Cards – Recipe Cards	\$20.99
Ink Cartridges for printing cards	\$73.98
Copy paper for Advertising flyers	\$40.00
Total	\$5,008.02