

Town of Riverdale Park, MD received \$33,149 to purchase signage, banners, bilingual posters and supplies to implement a comprehensive marketing and promotional campaign to increase the number of customers attending the Riverdale Park Farmers Market.

[Final Report FY 10](#)

2010 FMPP Final Performance Report

Date: *February 25, 2013*

Recipient Name: *Town of Riverdale Park & Riverdale Park Farmers Market*

Title of Project: *Promotional Activities, Equipment and Administrative Support to increase Farmer Sales & Community Access to Local Food*

Grant Number: *12-25-G-1159*

Location: *Riverdale Park, Maryland*

Project Summary

Our goal was to increase sales for the farmers at the market through use of signage and to increase access to fresh, locally grown food for more residents of our community. We stepped up our promotional efforts to attract more shoppers, improved our market management by providing our market coordinator with equipment and administrative support. The elements that failed were design, purchase, and installation of the LED & permanent wooden sign.

Benefits Received from the project:

- *6% gain in average attendance from 2nd Week of July 2012 (street banner installation date) to end of season vs. 2nd Week of July 2011 to end of season (year before street banner installation).*
- *The laptop computer allowed the market to document more of our activities in a sustained way.*
- *The accounting services gave us a means to financially track our activities with a dedicated person.*
- *The street banners exposed the market's WIC acceptance to a much larger audience than we previously had the ability to accomplish.*
- *Our farmers market was able to increase access to local food through extending the market to year-round status.*
- *The town government received a lively, well-run farmers market at the historic Town Center will help promote economic development and contribute to the quality of life for all residents.*
- *Our county received a demonstration of the role farmers markets play in support of agricultural preservation, our local farm economy and access to healthy food for all.*
- *Our social services agencies received another ally in promoting healthier eating habits and educating their clients about making better food choices.*
- *Community musicians, artists, entertainers, chefs and nonprofits received greater opportunities to showcase their talents and programs to a larger audience through our schedule of performances, demonstrations and special events.*

Project Approach

(In roughly one page, briefly describe:

- 1. The general goals and objectives of the project.*
 - 100 year-round market promotion banners hung throughout Riverdale Park*
 - 1 promotional sign with LED read-out permanently installed at key traffic intersection*
 - 1 decorative wooden sign permanently installed at the Market site*
 - 50 English/Spanish posters to be posted in social service agencies, schools and churches*
 - Weekly accounting reports from contract bookkeeper*
 - Consolidation of market software and data on a dedicated computer*
 - 1 contract generated for hourly bookkeeping services*
- 2. The type of strategies that were used to achieve those goals*
 - Vertical street banners were proposed, designed, purchased, and installed.*
 - Technology for LED message boards was fully researched and one vendor was chosen for the project.*
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 - The main activities that you did in support of those strategies just listed.)*
(These are probably the same as in your original proposal to FMPP

Goals and Outcomes Achieved

(Describe the important accomplishments of the project.)

- Vertical street banners were proposed, designed, purchased, and installed for \$8,250.*
- A laptop computer and software were selected and purchased for \$1,500.*
- Omnipresent street banners are a constant reminder of the market's existence, WIC acceptance, website, and time and day of the market.*
- After multiple attempts to close a contract on a digital message display, no contract was executed due to multiple factors explained later in this document.*

Beneficiaries. *(Describe which specific groups benefitted from the grant. Any data supporting these claims should be reported here.)*

(For example, the beneficiaries of the EBT project above could have been:

- All local residents have much greater access to delicious local food via the vertical street banners.*
- Farmers received a 6% increase in audience size due to the vertical street banners.*
- A convenience store was moved to an expanded location nearby, allowing the business owners to receive much greater foot traffic.*

Lessons Learned.

- The street banners will pay many dividends to farmers, town officials, and area residents through greater access to locally produced foods, better*

income for farmers, and better tools for market management.

- The digital message display acquisition process was a difficult and ultimately lousy outcome on the element of the project.
- Unforeseen challenges were that the LED sign system was immature technology with little standardization; few organized one stop shops, and little customer service from the vendor. Once problems were incurred, a reliance on a town councilmember skilled in contract assistance, instead of technological assistance brought a negative result to the LED sign acquisition process within the grant period.
- Unexpected positive results included the burgeoning foot traffic that has helped the expanded nearby store to increase business on market days.
- If I had it to do over, I would have spent more time looking for an expert in technology for the LED portion over contract management or trying to understand the technology better myself. I also would've separated the wooden sign from the other part of the sign contract in order to accomplish its completion regardless of the LED sign contract outcome.

Additional Information:

PROJECTGRAPHICS

May 24, 2011

472 Meadowland Drive, Unit #5 Phone: Website:
South Burlington, VT 05403 1-800-655-7311 www.projectgraphics.com

10-8921 Riverdale Park - Farmers Market
Banner Design A: Qty: 50; 24x48; 18 oz. Vinyl (white); 1-Design; 3-Color Imprint;
2-Sides; 3.5" Pockets top & bottom; 2-Grommets



Contact person:

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