

Saturday Market Transportation Marketing Campaign

City of Greenville, South Carolina received \$9,442 to increase participation in the Saturday Market with an educational campaign to inform citizens of Saturday bus routes to the Market. Funds were used to finance signage, posters, mailings, an e-newsletter, and flyers; and also to conduct a survey to assess the project's impact on the market.

Final Report



**2008 Farmers Market Promotion Program (FMPP)
Final Report – March**

***City of Greenville, SC
Saturday Market
Transportation Marketing Campaign
Agreement #12-25-G-0749
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Project Summary

The City of Greenville continuously looks at areas for potential growth and improvement at the Saturday Market. While researching our customer base, it was determined that we needed to expand our efforts to offer more opportunities for low-income individuals to have access each week to fresh, locally grown produce. An additional goal was to have the market reach a more diverse audience. As a result, the City launched the Transportation Marketing Campaign to specifically emphasize the use of its Greenlink bus transportation system as a means to provide low-income individuals, who may lack reliable transportation options, with a low-cost and efficient way of getting to and from the market each week.

Project Approach

Greenlink bus transportation system routes that serve low-income areas were identified in an effort to target and reach out to the individuals living in those areas. These routes were significantly incorporated into the customized marketing campaign that was designed for this project. The campaign included the graphic design and printing of market brochures, printing of bus shelter signage and interior bus signage, posters and rack cards and promotions on the Saturday Market's website. The staff also developed the slogan "Get Out. Get On. Get Fresh." to include on all the marketing materials. In an effort to promote the program, marketing materials were distributed at the Saturday Market, in key neighborhoods, in city community centers, and to local businesses. Examples of several promotional materials are attached to this report. The City also ordered special market t-shirts that included the Saturday Market logo on the front and the text "Farm Hand" on the back. The staff wore the shirts as a great way to promote the market each week while they handed out marketing materials to Saturday Market shoppers.

Goals and Outcomes Achieved

As a result of the transportation marketing campaign, several accomplishments were realized. The Saturday Market experienced an increase in vendor participation by 15 new vendors and a crowd participation increase of at least 500 additional attendees per week. With the increase in the number of attendees and vendors, the Saturday Market also expanded its site area to accommodate the growth.

Throughout the season, the Saturday Market offered shoppers the opportunity to learn new recipes at weekly chef's demonstrations, thus providing shoppers with information to prepare healthy recipes at home using fresh produce. This worked to encourage people to lead a healthier lifestyle.

Through the additional marketing and promotions, the market strived to access new demographics and provide more opportunities to help local citizens lead healthier lives.

Beneficiaries

There are four distinct beneficiaries of the transportation marketing grant: local farmers, Greenville consumers, downtown businesses and the public transportation system.

The Saturday Market was instrumental in helping support local farms by increasing their revenue. With an increase in market shoppers, many farmers sold out of product well before the close of the weekly event. At the end of the 2009 season, one farmer reported that he would no longer lease land for his farm, but instead purchase land as a result of proceeds from the market. The market also received new interest from local farmers who had heard about the market's success and wanted to be a part of the event.

Greenville consumers benefited from the campaign's educational component helped them learn how to choose, store, and prepare the items they bought as well as encouraged them to lead a healthier lifestyle.

Throughout the season, the city's adjacent restaurants and shops saw an increase in traffic as well. Many market visitors stayed in Greenville's downtown area after shopping at the market to patronize local businesses. Clemson University conducted a study to assess the economic impact of the market on downtown businesses and found that 35% of market attendees intended to shop downtown before or after visiting the market. In addition, 55% of market attendees intended to eat at a downtown restaurant.

The campaign was also beneficial to the promotion of the Greenlink bus transportation system. The transportation marketing grant provided the market with the opportunity to not only promote the Saturday Market to special emphasis neighborhoods—a total of thirteen neighborhoods throughout the City have been declared special emphasis meaning that the City has concentrated community development efforts in those neighborhoods to promote revitalization and provide

economic opportunities—but also throughout the broader the transportation system. Over the course of the year, people used Greenlink as an inexpensive mode of transportation to not only visit the market, but to visit the city as well.

Lessons Learned

Through the implementation of the grant, we learned that it takes continuous marketing efforts to build a larger consumer base. By using multiple outreach avenues to promote the market, we were able to make an impression on new consumers. We do recognize, however, that the Saturday Market still has a long way to go in reaching our goal of attracting a larger, more diverse audience. The market has experienced a great increase in the overall attendee numbers, but we have not seen a proportional increase in low-income attendees. Moving forward, the City plans to engage in new and continued efforts to draw new audiences, especially low-income attendees.

The support of the Greenlink bus transportation system staff and City Parks and Recreation staff were instrumental in helping to achieve the outreach efforts. The marketing signage and materials had to be distributed and displayed in a timely manner in order to target the appropriate audience leading up to and over the course of the market season and both the Greenlink and Parks and Recreation staff played a crucial role in accomplishing this task.

Submitted by:

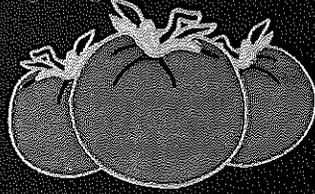
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<Attachments>

Bus shelter sign
Market rack card
Market brochure
Market website print screen

CAROLINA FIRST

SATURDAY MARKET



Get your! Get your! Get your!



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It is your! It is your! It is your! It is your!

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greenlink

Connecting Greenville

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city of
greenville

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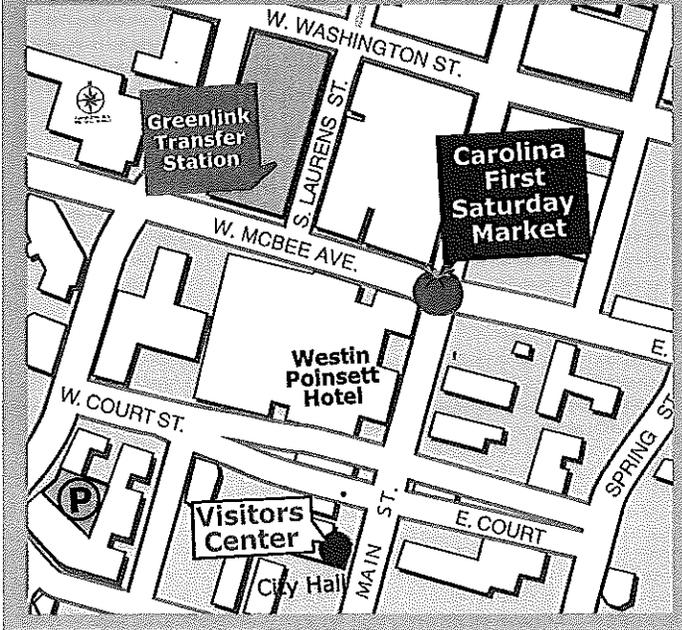
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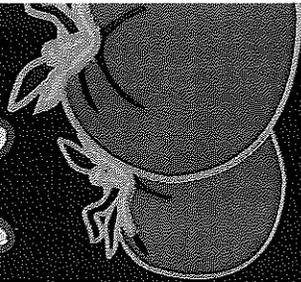
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CAROLINA

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Get out. Get out.

Greenlink is your

Carolina First Sa

every



April 1, 2011
City of Greenville, SC
Saturday Market Transportation Marketing Campaign
SC-176-2008
Greenville, SC