



Economic Development Retail Sales Tax Board

6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8500 • Fax: 314-862-3168

ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the “Funding Priority Guidelines” for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will award funds at the August 12 City Council meeting.

WHO CAN APPLY

The EDRST is generally open to any organization, with priority given to non-profit and City sponsored projects. To be considered for funding, please complete and submit the attached application. Organizations requesting funds for multiple programs or projects must complete a separate “Section 2: Program or Project Information” for each funding request.

FY2020 EDRST APPLICATION CALENDAR

DATE	ACTION
April 22, 2019	Issue application
May 31, 2019	Application Deadline
June 3-14, 2019	Staff reviews applications & makes recommendations
June 14, 2019	EDRST Board Receives Applications
June 18, 2019 - 6 p.m.	Public Hearing & Presentations by Applicants to EDRST Board
July 11, 2019 – 6 p.m.	EDRST Board makes final funding recommendations to City Council.
August 12	City Council & EDRST Board meet to discuss funding and City Council makes final funding awards.



APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **May 31, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or tucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date: May 30, 2019

Project Title: U City Farmers Market

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. APPLICANT/ORGANIZATIONAL INFORMATION

Name of Applicant/Organization: Midwest Association of Farmers Markets
Contact Person and Title: Deborah Henderson; President and Executive Director
Mailing Address: PO Box 440340, St. Louis, MO 63144
Phone Number: 314-913-6632
E-mail Address: midwestmarkets1@gmail.com
Website: www.midwestfarmersmarkets.org

Organizational Officers: (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status): **Please see attached documents**

Katherine G Knapp; Thompson Coburn LLP, One US Bank Plaza, St. Louis, MO 63101; 314-552-6357; kknapp@thompsoncoburn.com

Daniel Roth; 5395 CR 158, Brixey, MO 65618; 501-607-2394; daniel@elixirfarm.com

Angela Foley; 537 Lake Ave, St. Louis, MO 63119; 314-479-1572; stlfoleys@att.net

Dr. Sarah Buila, PHD; 5525 Water Valley Rd, Cobden, IL 62920; 618-893-4558; builafamilyfarm1@gmail.com

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

Yes No If no, list type of entity:

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

Yes No

2. APPLICANT/ORGANIZATION BACKGROUND

Describe the applicant/organization history and mission:

It's our Mission at the Midwest Association of Farmers Markets (MAFM) to provide, through our farmers markets and programs, the following to our communities: public education about regionally sourced food, nutrition and health, and sustainable agriculture; direct access to farm fresh products and other locally produced foods; support for local businesses and community organizations; and vital economic opportunities for small family farms, small food entrepreneurs and other artisan producers.

In 2014 we organized and began operating the U City Farmers Market (Midtown) in University City, when the core group of farmers and vendors, who made up one of the oldest producer-only farmers market in this region, was suddenly displaced. The owners of that market decided to discontinue its operation and some farmers were at risk of losing up to half of their annual income.

Our objective was to create a successful Saturday morning Farmers Market which benefits the community by providing a dynamic, vital and inclusive gathering place; becoming a food hub with direct access to fresh produce and products; promoting local small business incubation; and by implementing public education and charitable community outreach programs about regionally sourced food, nutrition and sustainable agriculture.

Small Business incubation and economic viability are key components of our Mission and we accomplish this through on-going public, educational and charitable forums at farmers markets. These in turn build collaborative partnerships with other local businesses and community organizations; which help facilitate the creation of community interaction and cohesiveness.

The U City Farmers Market has been in operation since 2014. The MAFM has created numerous community benefit programs and services. We also host a many weekly events and several special events throughout the year.

Our Accomplishments:

- Led efforts for successful DOH ordinance in STL County on behalf of local farmers markets (2012)
- Organized a new market for displaced farmers and community stakeholders (2014)
- Refurbished and revived purpose of Historic Market Site that was originally built in 1975 (2014)
- Regularly host free community events and children's activities every season at the market
- Implemented "Chef at the Farmers Market" and "Chefs Cook Real" programs & events (2016)
- Implemented SNAP/EBT (Supplemental Nutrition Assistance Program/ Electronic Benefits Transfer) and DUFEB (Double Up Food Bucks) Programs (2017-2019)
- Began collaboration with Missouri University Extension Service to offer Health Eating & Nutrition demos/tastings (2017-2019)
- Began partnership with Health Education Services (HPES) to offer free fresh produce to Diabetes Health Program clients (2017-2019)
- Used part of a MO Dept of Agriculture Grant to make improvements to the Market Facility; logging in over 300 volunteer hours of work between October 2016 and May 2017.
- Recognized by and awarded grants from the following: MO Department of Agriculture (2014, 2015, 2017 & 2019); Earth Day St Louis (2015 & 2016); Farmers Market Coalition (2017 & 2019); United States Dept of Agriculture (2017); Fair Food Network (2017-2019); City of University City (2015-2019); Health Protection Education Services (2017-2019); Commerce Bank (2016); Great Rivers Greenway (2015); Snapple, Inc (2016)

Describe the applicant/organization programs and activities:

We engage and attract patrons from University City and the surrounding municipalities to visit the U City Farmers Market on Saturday mornings. We do this with offerings of local farm and food products directly from Missouri and Illinois Farmers, as well as through Educational Programs and fun, festival style Weekly Activities and Special Events

Market Assistant Training Program or MAT-Pro MAT-Pro, short for Market Assistant Training Program is an introductory experiential training program for high school students. Through a well designed curriculum and actual work at the farmers market, high school students learn about and become skilled in all aspects of farmers market work.

From market operations, marketing & signage, customer service, food safety to actually staffing a market food booth, MAT-Pro offers an experiential learning opportunity that prepares students for future employment or entrepreneurial endeavors. Students have opportunities to work for farmers, vendors and at other markets. We also supply references for crew members who need them for other job applications.

In 2016 we employed 3 students from UCHS to work on Saturdays at the farmers market. In 2017 we employed 4-5 students and in 4 in 2018. Two students each year were enrolled in the UCHS Youth Two other students returned and continued to work as Crew Leaders after they graduated from High School.

The curriculum includes field trips, weekly “stand-up meetings”, and a MAT-Pro Handbook for each crew member. We also operate the MAT-Pro Coffee Booth where students staff the booth. They set it up, brew coffee and make sales. Last year we made enough to pay for one student’s salary after expenses.

MAT-Pro Project Partners include:

MAFM: We provide student training and mentoring and program implementation and management.

Park Avenue Coffee: As one of the programs sponsors, they donated equipment and coffee beans for our MAT-Pro Coffee Booth along with training and mentoring.

St Louis County Department of Health: Our regional Health Inspector provides on-site training in Food Safety and Sanitation to the MAT-Pro Crew during her monthly visits.

University City High School: Provides additional training and partial salary reimbursement for two students who are simultaneously enrolled in the school’s Summer Job Program.

Chefs Cook Real Challenge Grand Finale: We hosted this event originally on October 8, 2016 and then again last year on September 23, 2017. The first was the culmination of a fun, engaging series of friendly “Iron Chef” style cook-offs at 5 farmers markets in the greater St. Louis Region.

The “Chef at the Farmers Market” Series: Last year we hosted monthly Chef Demonstrations at our market in U City leading up to the Cook-Off. The purpose of the series was to celebrate and bring awareness to the relationship between our regional farms; fresh foods and local products; and talented chefs. The kick-off to the Series was the “Culinary Arts in the Loop” on June 24.

In 2016 we estimate that the Cook-Off Finale attracted about 2500 people to University City. The visitor count was much lower than that in 2017 due to the protests and violence afterwards. Still we had visitors from as far away as St. Peters, MO and Edwardsville, Ill. At our 3rd Annual Cook-Off in 2018 about 2000 visitors attended the event.

“Chefs Cook Real” and “Chef at the Farmers Market” Project Partners include:

Cooking School Directors: From Dierbergs Cooking School and of Companion Bakery’s Teaching Kitchen

Chefs From These Restaurants: Ritz-Carlton; Three King’s Pub; Guerrilla Street Food; Winslow’s Home; Nudo House STL; Park Avenue Coffee; Mission Taco; Balkan Treat Box; Taqueria Z ; Parker’s Table; Schlafly Bottleworks; Bulrush; Vito’s in the Valley; Olive & Oak. We expect more to participate this year.

Local Culinary Colleges: College culinary students to assist with the Chefs food preparation

Feast Magazine-Midwest: Print and Digital Marketing

Mo Dept of Agriculture and MU Extension Service: Market and program support

MO & Ill Farmers: Fresh produce and other farm products

Various Businesses for Chef Prizes & Equipment: Moonrise Hotel; The Cheshire Inn; Bertarelli Cutlery; NHB Knifeworks; Knife and Flag; Ford Hotel Supply; Missouri Wines; Urban Chestnut Brewery; Schlafly Brewery, and Kakao Chocolate; Missouri Wine Board; Lowe’s; and Lucky’s Market.

U City Public Works and the LSB

SNAP-DUBF: The Supplemental Nutrition Assistance Program (SNAP) and the Double-Up Food Bucks (DUFB) are two programs we implemented in mid 2017. Both of these provide incentives for lower income families to purchase food and farm-fresh products at farmers markets.

Electronic Benefit Transfer (EBT) is a system that allows customers to use SNAP benefits from a government-issued debit card at farmers markets. Markets must be licensed by the Food and Nutrition Service (FNS) to accept EBT/SNAP benefits. We are now licensed by the USDA.

The Impacts Are Real! Farmers' markets are making real strides in increasing fresh food access for low income SNAP participants. \$19.4 million in SNAP benefits were redeemed at farmers markets across the US in 2015, a fourfold increase since 2009. This dramatic increase can be attributed to markets investing in innovative outreach, education, and incentive programs, and support from federal, state, and local government

The Double-Up Food Bucks Program enables SNAP users to increase the buying power of their SNAP benefits. SNAP participants get a \$1 match in free produce, up to \$25 per visit.

SNAP/EBT and DUFB Project Partners:

United States Department of Agriculture (USDA): Grant for free processing equipment by FNS

Farmers Market Coalition (FMC): Grant for free processing equipment

Fair Food Network and Missouri Foundation for Health: Three year grant for program implementation

MU Extension Service: Nutritionists visit every other week for Cooking Demos and SNAP sign-up

Diabetes Health and Nutrition Program: Health Protection Education Services is a local non-profit foundation head-quartered in University City that provides free health and diabetes screenings and nutrition classes at the U City Library. We're a project partner with them on a grant through the Missouri Foundation for Health to provide farm fresh fruits and vegetables to the Health Program participants.

Program participants are given a gift voucher to purchase \$10 in fruits and vegetables at our farmers market when they sign up for the free health screenings and classes. When participants visit the market they exchange their vouchers for "market bucks" then shop at the market. In 2018 an extra \$4000 was spent on fresh fruits and vegetables at no cost to U City residents.

Health Program Project Partners: Health Protection Education Services and Missouri Foundation for Health

Children's Programs: In 2017 we were not able to offer the POP Club (Power of Produce) and the Children's Cooking Tour due in part to a decrease in EDRST funding. Also, the grant and sponsorships for these were no longer offered by their presenting organizations. We are currently seeking other funding for these programs. All of these programs engage families through educational activities to meet their farmers, know where their food comes from and to eat more vegetables!

Why these programs are considered economic development: In 2016 eighty-four (84) children signed up for the POP Club and visited the market with their parents throughout the month of August. At least half of these were new families who came to the market. The program was an economic incentive for families with children. With the assistance of the 2020 EDRST grant we hope to bring these programs back

Cultural Markets and Fundraisers: We co-hosted the Philippine Night Market in 2017 and 2018 as well as the Middle Eastern Cultural Festival in 2018. The first was a fund-raising event for the Ahon Foundation whose mission is to build a public school library and provide books for children in the Philippines.

The first event replicated the ambiance of an actual Philippine Night Market--cultural information, Celebrity Chef cooking demos and tastings, GAT Martial Arts demos, Music and more was available. The event was well attended by friends and families in the greater St Louis Philippine community.

The second event featured Middle Eastern foods, dance demonstrations, community information, non-profit organizations and vendors with various crafts.

We estimate between 6000-8000 people came to these events in University City. They were so successful that we are looking into offering these types of cultural market events again this year.

Other Special Events: The following special events have become very popular and are scheduled annually: Recycling Truck Visit with University City Public Works Department; Halloween Happening; and the Holiday Farmers Market and Bazaar.

Morning Yoga Sessions in the Plaza: We're excited to bring this back again this year. We had to stop the Yoga Sessions during the trolley construction. Two University City residents lead the sessions.

The Market Music Series: This program has also been very popular and we found that when we offer regular live music, patrons not only stay longer, they shop more! Market Music has a proven track record as a marketing tool to increase customer participation—not only at the U City Farmers Market but also in the immediate Delmar Loop Business District on Saturday mornings.

Previous market studies showed that when live music was provided, market-goers stayed longer. These created opportunities for them, to not only make more purchases at the market, but to stay in University City longer. Vendors reported that when there was music their sales increased.

Offering live local music concerts provides “4 for 1” benefits: 1. Happy market ambience; 2. Increased vendor sales; 3. Free press and positive attention within the local music scene; 4. Patrons stay longer in University City.

Other Community Partners:

- **Municipal Partner:** University City Community Development and Public Works Departments
- **Location Partner:** Rodan Management, owner of the facility at 6655 Delmar Blvd.
- **State Support:** Mo Dept of Agriculture's Urban and MO Farmers Market Association
- **Local Sponsor Support:** Various foundations and grantors
- **Marketing Support:** Loop Special Business District for Marketing & Special Events Collaboration

*If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.). **Please see attachment.***

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project: In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

- A. We are requesting EDRST Funds to support the U City Farmers Market's economic development in three categories: Comprehensive Marketing Plan, Program Support and Special Events Implementation. Detailed descriptions can be found above under Organization's Programs and Activities.

Comprehensive Marketing Plan will include the following:

- Print Ads and/or paid sponsorships in West End Word and other magazines
- Graphics and printing for flyers, banners and other promotional material
- Social Media and E-mail Marketing
- Administration of marketing plan
- Student Market Assistants for Promotions and the Tally Project

Program and Activity Support

- POP Club---Power of Produce Club
- Kid's Cooking Tour & Meet the Farmer Day
- Chef at the Farmers Market series
- Market Music Series

Special Events Implementation

- Chefs Cook Real Cook-Off
- Zucchini Car Races
- Farm and Food Story-time
- Recycling Truck Visit
- Halloween Happening
- Holiday Farmers Markets

B. *Summary of the need*

1. We need EDRST Funds to continue to re-building the market's vendor base which was adversely affected by two years of trolley construction and then civil protests in the fall of 2017. At the beginning of the 2017 season we lost several vendors and farmers. They did not return to market this year, citing lower sales from the Trolley Construction the previous 2 seasons as the reason. We had been working with a couple of these farmers for 7 years. It was a big loss.

To counter this we lowered vendor fees and offered special deals to attract new ones to market. We also emphasized the benefits of the educated customer base our market provides by being in the densely populated urban environment of University City; our ability to service the whole Mid-St Louis County region; as well as our diverse demographics and closeness to Washington University.

Even though we were successful in recruiting 10 new vendors in 2017 and continuing to bring in new ones in 2018, the downturn in business affected the market's positive performance reputation among the region's farmers and vendors. We're confident that with the continued EDRST Funds we can improve this perception

2. We need EDRST Funds to help us retain our current customer base. According to the Taylor Community Program Market Research Project we conducted in the spring of 2015 our current customers come the municipalities of Clayton, Brentwood, Richmond Heights, Creve Coeur, Ladue, Maplewood, Webster Groves, Warson Woods, the Central West End, Skinker-Debalivier, Olivette and of course from University City.

We have worked very hard to create a welcoming, attractive and safe space that everyone no matter their age or demographic feels comfortable visiting again and again. We have worked with the market facility's property owner to make improvements and we come to the site a couple times a week to pick up trash, water plants, pull weeds, maintain landscaping and generally clean up.

With the help of our volunteer staff and farmers, we have implemented protocols to insure that everyone not only feels safe—but is safe. And we work closely with University City Police Officers patrolling the area on Saturday mornings as needed to further create an inviting atmosphere.

We offer the rare outdoor space in The Loop, except for outdoor dining, where everyone from families with young children to older retirees can simply "hang-out" on Saturday mornings. We provide a comfortable place where they can sit and relax, visit with friends, listen to music, shop for farm products or simply pass through and enjoy the ambience for a few minutes.

3. We need on-going support to attract more customers and patrons which in turn attracts more vendors— which in turn brings in more customers. Increases in the following are causing reduced "market shares" for farmers markets: brokerage firms distributing regionally sourced foods; home delivery services like Green Bean Delivery; broker owned CCSA's (Combined Community Supported Agriculture); very large grocery

chains promoting their own “in-house” farmers markets; and municipalities or other organizations using the farmer’ market concept as a gimmick for other purposes.

4. We need EDRST funds to help us compete for farmers and vendors. For the same reasons listed in #1, more and more farmers and vendors in our region are selling their products at other places instead of at farmers markets in the St. Louis region. The only way to insure that we retain a good and varied selection of farm and food products is to increase patronage at our market; which thereby increases sales.

5. Small Community-Benefit Farmers Markets which feature actual farmers are not economically self-sustainable. All farmers market need additional funding to pay for operating costs which are not covered with income from vendor fees. Most markets get these funds from grants, municipal and business sponsors and/ or fundraising events.

Very small to small markets (under 50 vendors) are especially vulnerable to failure within the first five years due to lack of funding and not enough income to have paid managers. Markets with paid full-time managers typically have 50% more sales than those run exclusively by volunteers. (We are the exception to this statistic because, simply put, we put in the time and have the connections to make it work and we understand the needs of both farmers and markets.)

The best example of a local municipality that has understood this economic reality about farmers markets and has developed the means to support their market annually is the City of Ferguson. Since the Ferguson Farmers Market opened in 2003, their City has given up to \$35,000 annually; with \$19,000 to \$25,000 earmarked for market management. The City of Ferguson is an excellent example of a great farmers’ market municipal partner.

6. We need EDRST Grant to provide Matching Funds for our Programs and Special Events. We have garnered very positive financial and in-kind support at the local, state, and national levels. In order to keep both financial support of and interest in the market itself (including the programs and special events we offer to the community), we need to show that we have matching funds. The EDRST Economic Development Grant does this.

GOALS AND OBJECTIVES:

With the addition of EDRST Funds, we plan to meet our goals of creating a successful 2018 market season for the U City Farmers Market. We will also be able to get off to an early start in 2019 with much needed marketing.

It’s our objective to implement our programs and special events as previously described. While they offer many benefits to the community on their own, they also serve the purpose of marketing the Farmers Market, University City and the Delmar Loop on Saturday mornings. In this way they continue to help us bring more patrons and visitors to the area.

MEETING CITY PLANS AND POLICIES:

Our Comprehensive Marketing Program meets the City Plans in the following ways:

- **Redevelop Underutilized Commercial Property:** In collaboration with the owner, we continue to refurbish and revitalize the historic farmers market facility originally built in 1975. With the 2017 \$7500 Grant from the MO Ag Department we continued to make facility improvements and created a Market Coffee Booth.

When we organized the market in 2014, the east market shed was completely boarded up. It’s now updated and in use. In 2016 when the produce stand vacated the west shed, we immediately cleaned it and made improvements. Within 3 weeks it we had a new occupancy permit and brought in a Christmas Tree Farm for the holiday season.

- **Enhance the City’s efforts of business attraction and expansion:** Farmers markets are small business incubators and many go on to build permanent brick and mortar businesses.
- **Provide Additional Employment Opportunities:** See List below

- **Support the Success of the Loop Special Business District:** Saturday mornings are very slow and the Delmar Loop area is virtually empty on Saturday mornings. We bring in customers and patrons from other communities who would not normally visit this part of University City.
- **We expect to increase patronage of The Loop and surrounding areas by at least 40,000-60,000 visitors** throughout the market season. That's approximately 2,000 visitors every Saturday for 30 market days. It's estimated that for every \$1 spent at a successful farmers market \$3-\$7 is spent in the surrounding region.
- **We attract local retail sales customers**, who are different than patrons visiting The Loop for evening entertainment.
- **Provide Unmet Needs:** The City did not have a producer-only Farmers Market before. We continue to bring in farm fresh produce and other value-added products which are actually grown and made by Missouri and Illinois farmers. These were not previously available in University City.
- **Provide Unmet Needs:** By providing SNAP and DUFEB programs to the market, we're providing economic incentives to lower or fixed income families to purchase farm-fresh produce directly from MO and IL farmers.
- **Provide Long-Lasting Value and Value Added Investment:** The Loop is well-known as a hip, urban, entertainment destination for tourists and younger crowds. We also attract an older, culturally diverse demographic on Saturday mornings. We are looking for ways to expand and build upon this.
- **Leverage Additional Financial Support:** In 2017 we leveraged an additional \$33,000 in financial support. In 2018 the amount was \$43,620. This does not include the valuations of in-kind donations and contributions.

C. Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

JOB CREATION:

We expect to create or contribute to the following jobs

- **MAT-Pro Market Assistants;** local high-school students work at the Farmers Markets
- **Special Event Work:** we hire people part-time as needed to work at special events
- **Farmers:** a successful market contributes to the on-going success of local farmers
- **Small Food Entrepreneurs:** a successful market incubates small businesses
- **Arts and Crafts Makers:** they are welcome to showcase and sell their work
- **Musicians:** live music performances provide a source of income for them
- **Full time work** for graphic design, management and administration
- **Indirect positive impact** on surrounding local businesses which create need for more workers

EXPECTED OUTCOMES: *Define the expected outcomes and milestones of the project; and how the project success will be measured*

- **Successful market season** with more vendor and market-goer participation
- **Implementation of Educational and Charitable Programs and Special Events**
- **Increased visitors** to University City on Saturday mornings
- **Increased pedestrian and bicycling** in the area
- **Successful incubation** of small start-up businesses
- **Greater participation** and collaboration with community partners and local residents

MILESTONES and MEASUREMENTS OF SUCCESS:

Define the expected outcomes of the project, milestones and how the project success will be measured.

The most important **Impact Potentials** we measured during our first year and second years (2014-2015) were vendor sales and customer growth. We will continue to use these measurements for our EDRST funded Marketing Project during the Fiscal Year 2019-2020.

Direct surveys with the farmers and other vendors provides valuable feedback which lets us know where we are getting results and where we need to make improvements in our advertising and community outreach.

We regularly **measure the customer growth through metric reports** provided by the Constant Contact E-Newsletter and social media interaction results on Twitter and Facebook. These are important metrics for a farmers market located in an urban environment because so many of our community stakeholders regularly use the internet for communication and information.

Another way we plan to **measure market attendance is by actually counting market-goers** when they enter the market site. We use hand-held counters to execute our **Tally Project**.

Results for 2018: Mid June we had approximately 500 visitors. In mid to late July we topped 1000-1200 and on August 5 we were in the 700-800 range. Special events bring in 1500-3000 visitors per event. Through targeted marketing and promotions we expect to maintain and improve on these numbers.

Doing this a few times a year helps measure fluctuations in market attendance which may be influenced by things like school year schedules; family vacations; legal and religious holidays; the weather; and local festivals. The Tally Project also measures trends, whether they're growth or declines, in market attendance that may be influenced by road construction or other external factors.

We expect to be able to **produce different metrics through the implementation** of the MAT-Pro---Market Assistant Training Program; SNAP---Supplemental Nutrition Assistance Program; DUF--Double-Up Food Bucks Program and the HPES Health Program. These programs have built-in monitoring protocols which provide impact metrics easier.

Our Constant Contact email list also includes patrons from as far away as St. Peters, St. Charles, West St. Louis County and even from Illinois. We work very hard to maintain high standards in terms of quality and freshness of farm products and our market-goers who come to us for retail shopping know they can count on finding the best products available at local farmers markets.

DEI Efforts (DIVERSITY, EQUITY AND/OR INCLUSION): In general our market has a very diverse customer and vendor base. Identified religious backgrounds have included Protestant, Catholic, Buddhist, Hindu, Jewish and Muslim. Student crew members have included those who identified themselves as Caucasian/White, African-American/Black and Chinese-American.

Following are examples of the diversity, equity and inclusivity we encourage at the Midtown Farmers Market:

- In the Customer Service Section of the MAT-Pro Handbook we say that "Market visitors and vendors come in all ages; from babies to the elderly. They also "come from very wide and diverse backgrounds, ethnic groups, races and religions. Everyone is welcome at the farmers market."
- We also have regular discussions with our student work crew on how to interact with and provide customer service to people who are different than us. We strive to solve any uncomfortable issues that occur in real-time so the students get the experience of working together to find answers to questions as well as pathways to workable solutions.
- For example, many of the HPES Health Program clients were senior citizens who came from China. Some of them spoke very little English. One of the MAT-Pro Crew Leaders has parents who came from China. She created an English/Chinese Phonetic Translation Chart to help the other students speak to the clients. This really helped the senior citizens feel comfortable visiting and shopping at market.
- Market vendors and farmers have included Caucasian/White, African-American/Black, Latin-American and Indian-American. Last year one of our vendors was a Syrian refugee family who operated a Falafel Stand.
- Many of our small family farms and other vendor entrepreneurs are women-owned businesses. Two of our women farmers are also employed as doctors. One is a professor of social work (PHD) at SIU (also on the MAFM Board) and the other is an obstetric *anesthesiologist (MD) at a local hospital*.
- Some of our farmers represent up to 4 generations of farming and land ownership, while others have "city jobs" while building a farming future. One of the latter is a St Louis City Fireman. These farmers sound like scientists

when discussing feed nutrition and land management. These and the women-owned farms are mentioned because farmers can often be pre-judged when at market in urban environments

- Our market site is handicap, as well as baby stroller, accessible. We designate four additional parking spaces for handicap parking. Senior citizens are very comfortable coming to market with scooters and walkers.
- The volunteer MAFM Board and Staff include both Caucasian/White and African-American/Black.

PROGRAM OR PROJECT LOCATION (ATTACH PHOTOS OF LOCATION OR SITE, IF APPROPRIATE):

The U City Farmers Market is located in the back of the “Market in the Loop” facility at 6655 Delmar Blvd. We also use part of Public Parking Lot # 4 through an agreement with University City. Please find attached a site map and photos of our 2016-2017 Market Seasons. Please See Attachment for Map

PROGRAM OR PROJECT TIMETABLE:

- July 2019: EDRST Fiscal Year 2020 Begins; Funds used for designated purposes
- July-November 2019: Market Season with Programs and Events Ongoing
- October 2019: 4th Annual Chef’s Cook Real Contest—Season Grand Finale
- November 9, 2019: Last Outdoor Market of the Regular Season
- December : Holiday Farmers Markets
- January- February 2020: Season Planning and Organization
- March 2020: Pre-season Facility and Site Prep
- March & April 2020: Pre-Season Marketing and Advertising
- April 18, 2020: Regular Outdoor Market Season Opens
- April-June 2020: Programs and Events Implemented
- June 30, 2019: EDRST Fiscal Year Ends

TYPE OF FUNDING REQUEST (CHECK ALL THAT APPLY):

- Project
- Program
- Other (such as marketing, legal, professional services, grants or loans to companies for job training)

TOTAL BUDGET: \$234,250 (Includes In-Kind Valuations)

AMOUNT OF FUNDING REQUESTED FROM EDRST: \$28,500 (Please See Attachment.)

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

Yes, this is anticipated to be a multi-year request. All seasonal producer/maker/grower-only farmers markets rely on community support in the form of municipal funds, grants, local sponsors, and annual fundraising events in order to cover operating costs.

COMPLETE AND ATTACH FORM EDRST B-1 WITH BUDGET COST SUMMARY.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Midwest Association of Farmers Markets for the U City Farmers Market
Name of Applicant Organization

Deborah Henderson
Authorized Signature

May 30, 2019
Date