



## Oregon City Metro Enhancement Grant Exit Report

This form is to be filled out within 30 days of completion of the Metro Enhancement grant project. Please limit responses to the space provided. If available, please attach an event photo and any promotional material samples (advertisements, flyers, posters, etc.)

When complete please submit to Michele Beneville at City Hall, 625 Center Street. Failure to provide this final exit report will make project Sponsor ineligible for future Metro Enhancement grants.

Project Title Oregon City Downtown Farmers Markets

Organization The Oregon City Farmers Market

Project Coordinator Jackie Hammond-Williams Phone 503 734-0192

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### 1. Brief project description:

The project funded was the successful completion of a season of Wednesday Farmers Markets and a season of bi-weekly Winter Farmers Markets, 2012/13 attracting adequate customers to provide a marketplace for local farmers and vendors to sell sustainably raised, grown and made farm and value-added food products, plants, flowers and crafts

### 2. Description of project accomplishments:

The Oregon City Farmers Market held 29 individual market events on 8<sup>th</sup> St in Downtown Oregon City between June 2012 and April 2013. 16 weekly summer Wednesday markets, June through September and 13 Saturday bi-weekly Winter markets, November 2012 through April 2013.

3. Measures of performance (i.e. number of people served; effects of the project):

Using a method devised by OSU and used across the US by other markets, volunteers and management conduct customer counts each hour at every market. Based on these counts, these 29 events attracted a total of 15,548 customers over a 10 month period, 8204 on Wednesdays and 7344 on winter Saturdays. In December an extra Market was held to provide shopping opportunities for the Christmas Holiday.

Our market token sales (market currency issued from our wireless debit machine for both regular debit cards and SNAP or OR Trail cards in the form of wooden tokens) are tracked at each market and have proved that a wide economic section of the community is served at the Downtown Markets. Almost 50% of token sales at the Wednesday Market were to low-income Oregon-Trail Card (SNAP) shoppers. Through a grant from New Seasons Market we were able to provide approx. 238 SNAP customers with a \$5 in matching tokens at each Wednesday Market.

33% of shoppers at the Winter Markets were low-income and we provided a match for approx. 274 SNAP shoppers through a grant from the Oregon City Rotary Club Foundation. A total of \$3594 was spent in these markets by customers using the Oregon Trail (SNAP) Card.

In addition to the OR Trail Matching Fund Program we were also able to provide incentives to kids, ages 5-12, with our POP (Power Of Produce!) Using funding from Clackamas County Soil and Water Conservation District, ON Point Community Credit Union and Bob's Red Mill we gave \$2 to each POP Club kid (every time they attended a market) to shop for fresh fruits and vegetables and food plants at all 29 downtown Markets during this time period. Our nationally-recognized Kid's Club has over 1500 kids enrolled with 872 of them shopping at the Wednesday Market and 658 at the Winter Market thus generating 1,530 kid shopping trips Downtown in 10 months! (This program, started at the Oregon City Farmers Market has gone national with many markets both here in the Metro area and across the US now having POP Club Programs also.)

Our second-annual Seedy Saturday Seed and Plant Swap held in March was a big success. The Market provided seeds and plants for customers to take and many customers also brought seeds and plants to swap, kicking off the gardening season by encouraging food security by "growing your own". The Master Gardeners were on hand to advise customers who might have sowing and planting questions. It has been determined that a bigger space is needed in the Market for this event next year!

The 29 markets could not happen without a huge input of volunteer hours. At least 418 volunteer hours were logged during the 10 month Market period. The Market partners with Clackamas County Juvenile Corrections and North Clackamas School District to provide youth, who are required to give back time to the Community and also who need to train in a work environment, opportunities to volunteer at the Market. This arrangement provided an additional 232 hours of volunteer time. One young man who started with us through NCS D has returned all through the Winter Season to assist and has received a recommendation letter for future work. Volunteer hours totaled 650 for this project. In addition the extra "Christmas Market" hosted the 8 person Oregon City High School acapella group "La Dolce Vita" singing Christmas carols and songs for the customers.

During the summer the Market provided space for the Juvenile Corrections "Fresh Start Cart" to sell fresh fruit smoothies. Manned by young offenders, this provided work experience and supplied the Market with delicious healthy drinks, made on site from local produce.

The OSU Master Gardeners were given space to educate customers with gardening questions, both at the Wednesday and Winter Markets. The County's Tourism Van visited the Market frequently.

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The Wednesday Markets had an average of 13 vendors; the Winter Markets had an average of 24 vendors. 90% of market farmers and vendors in the Downtown Markets are from Oregon City/ Clackamas County area, bringing truly fresh and healthy foods to the City. Towards the end of the Winter Market management noted the number of customers increasing , back towards pre-bridge closure numbers, however the Wednesday Market customer count numbers were still down from a couple of years ago due to the bridge being closed throughout last summer, again.

4. 4. List additional sponsors of the project:

New Seasons Market and Oregon City Rotary Club Foundation....sponsor the SNAP Matching Fund Program.

Clackamas County Soil and Water Conservation District, On Point Community Credit Union, Bob's Red Mill....sponsor The Kid's POP (Power Of Produce) Club.

5. 5. How were Metro Enhancement grant funds spent?

Metro Enhancement grant funds were used to pay for advertising of the Market, the live music, site services, new Winter Market lamppost banners and misc. supplies used in support of these markets.

6. Final budget:

<b>Suggested List (not inclusive)</b>	<b>(A) Metro Grant Dollars</b>	<b>(B) Matching Funds (Cash)</b>	<b>(C) In-Kind Matching</b>	<b>(D) Total</b>
<b>Personnel Services (salaries, administration)</b>	\$	\$16,501	\$13,158	\$29,659
<b>Project Administration costs (clerical, advertising, graphics, printing, postage)</b>	\$5,175	\$1,657	\$	\$6,832
<b>Materials</b>	\$	\$800	\$	\$800
<b>Equipment/Supplies</b>	\$	\$2,550	\$	\$2,550
<b>Construction Costs</b>	\$	\$	\$	\$
<b>Event Costs</b>	\$2,700	\$	\$	\$2,700
<b>Transportation Costs</b>	\$	\$1,533	\$	\$1,533
<b>Insurance Costs (if needed)</b>	\$	\$2,886	\$	\$2,886
<b>Additional Expenses (list)</b> Site services Banners and Banner fees Tax Prep	\$2,125	\$960	\$1,000	\$2,225
<b>Totals</b>	<b>\$10,000</b>	<b>\$26,887</b>	<b>\$14,158</b>	<b>\$51,045</b>

*The Freshest Food in the Oldest City!*



**OREGON CITY  
FARMERS  
MARKET**

**Saturday Summer Market**

**May through October**

**9am - 2pm**

**Kaen Rd. at Beaver Creek Rd.**

**Downtown Wednesday Market**

**June through September**

**3pm - 7pm**

**8<sup>th</sup> & Main - Downtown**



Thanks to  
our Sponsors:



503-734-0191



# OREGON CITY FARMERS MARKET

## Downtown WINTER Market

Located on 8<sup>th</sup> at Main

1<sup>ST</sup> AND 3<sup>RD</sup> SATURDAYS

NOVEMBER - APRIL • 10AM - 2PM.

EXTRA CHRISTMAS MARKET DEC. 22ND!

Hot Food  
&  
Live Music



SNAP, WIC, & Debit Accepted



503-734-0192



# OREGON CITY FARMERS MARKET

## Downtown WINTER Market

1<sup>ST</sup> AND 3<sup>RD</sup> SATURDAYS  
10AM-2PM.

EXTRA CHRISTMAS MARKET DEC. 22ND!

Located on  
8<sup>th</sup> St. at Main

NOV  
3RD • 17TH

DEC  
1ST • 15TH  
22ND

JAN  
5TH • 19TH

FEB  
2ND • 16TH

MAR  
2ND • 16TH

APR  
6TH • 20TH

ORCITYFARMERSMARKET.COM  
503-734-0192

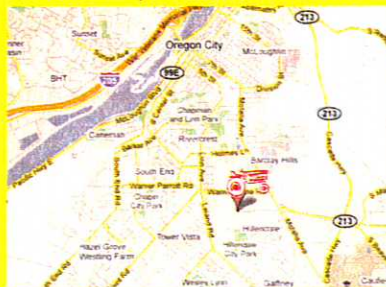


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# OREGON CITY FARMERS MARKET

Saturday Summer Market

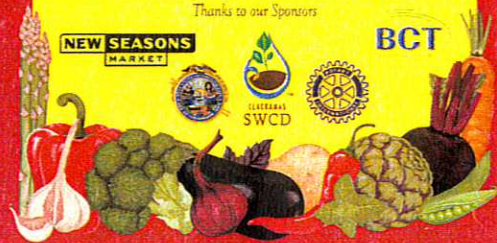


Downtown Wednesday Market  
Downtown Winter Market



Debit and Oregon Trail Cards accepted.

Thanks to our Sponsors



**Saturdays**  
9am - 2pm

Red Soils Campus  
2051 Kaen Rd.



**Wednesdays**  
3pm - 7pm

Downtown Oregon City  
8th and Main

Sat. June 18 Cooking Demo @ 11am - Quick easy vegetables

10am Master Gardeners:  
Growing vegetables year-round

LIVE MUSIC  
HOT FOOD  
& DRINKS!

Sign up on the website for our weekly newsletter • [prcityfarmersmarket.com](http://prcityfarmersmarket.com) • 503-734-0199  
WIC, Oregon Trail, and Debit cards accepted.

374-061611 CR