

Fulton Neighborhood Association
Neighborhood Priority Plan
2/13/2013

The Fulton Neighborhood Association (FNA) proposes to use up to \$6,000 of Community Participation Program (CPP) funds to support the Fulton Farmers Market. In its 2012/2013 CPP Plan, FNA set aside \$15,425 of its \$55,945 CPP allocation for future neighborhood priorities. This proposed support for the Farmers Market represents about 40 percent of neighborhood priority funds available to Fulton. A community vote and a vote of the FNA Board taken at the Feb. 13, 2013 FNA Board Meeting approve this action.

The Fulton Farmers Market (FFM), sister market to the successful Kingfield Farmers Market, opened in May, 2011 and is located at the corner of Chowen Ave S and 49th St W in southwest Minneapolis. The market runs from mid-May to the end of October. The FFM strives to provide fresh, local produce options to the residents of the neighborhood and all of southwest Minneapolis. Since its inception, FFM has offered produce, prepared food, weekly musical entertainment by local musicians and community resources from a variety of agencies. Recent additions to the FFM include a weekly children's story time and a free lending library.

In its first year, the FFM quickly became a neighborhood staple and was well utilized by residents of many different neighborhoods. However, a participation and sales volume drop-off was observed in the second year. We hypothesize that this is due to a variety of reasons, but mainly because of lack of visibility/marketing and the opening of another market only a few blocks away.

The Fulton community has expressed its support for the FFM. Additionally, FNA finds that the market is an invaluable community asset, community engagement tool, and offers an opportunity for outreach by FNA. We have been able to help offer residents a time to interact with each other on a weekly basis, while sharing information, recruiting volunteers and gathering feedback on other neighborhood priorities.

We propose the use of Neighborhood Priority funds to assist FFM with promotion and with further engaging the community. This proposed Priority Plan project calls for financial assistance for several possible types of standard and innovative marketing techniques such as: banners, child-designed yard signs, interactive art projects that "build" throughout the summer, and a larger scale object that is an attention draw. The parent Kingfield Farmers Market will also be a funding partner in these efforts. This project will allow FNA to solidify the image and presence of the market in the community.

This marketing project uses only a portion of FNA's priority plan funds; we continue to survey residents on other neighborhood priorities for future support. In the meantime, we would like to proceed with this project now in order to affect change for the 2013 season.