2007 East Atlanta Village Farmers’ Market

Every Thursday from 4:30PM to Dark May thru October

470 Flatshoals Ave.
Atlanta, GA 30316

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**Community**

Food is a social catalyst. The East Atlanta Village Farmer’s market offers a weekly venue six months of the year where a diverse collection of families and friends can gather to share with each other, farmers, music, artists and local businesses.

**Economic Development**

Research shows that farmers markets have a positive economic impact in the neighborhoods they operate. The average spending of a farmer’s market customers at nearby businesses in British Columbia is $500,000 per year, which is accounted for by an average of 1,310 visitors making 13 visits to a market every six months.

**Food Security**

Food travels an average of 1,500 miles from farm to plate in the United States, which is transported by trucks and planes that rely on petroleum fuels, and major cities have only a three-day supply of food at any given time.

Local production and distribution of food serves as a tool for emergency preparedness as well as economic development.
2006 Inaugural EAV Farmers’ Market

History

The East Atlanta Village Market operated from Thursday’s from 6PM to 9PM from August thru October of 2006. The market was located on the south side of the East Atlanta Arts and Antiques Bazaar in the parking lot.

Investment

The inaugural East Atlanta Village Market was launched with only $275, which went towards the purchase of 5,000 post card size flyers. The design for the flyers was donated by 2Spot Productions, a local EAV design and small business consulting firm.

At no cost, the market received space for the market from The East Atlanta Antiques, space in East Atlanta Business Association newspaper advertising, webpage on www.eastatlantavillage.net, regular mention in the E. Atlanta Community Association weekly e-newsletter and volunteers for day-of setup and logistics at the market.

Results from the investments over the three-month market were:

- 760 total customers (80 customers per week average)
- $3,800 total sales from all the vendors ($487 weekly total sales average)

EAV Market Vendor Participation

Vendors at the market sold locally grown produce, plants, flowers, honey, prepared foods, baked goods, shea butter, crafts from local artists and young people.

There was no cost for vendors to set up for the purposes of developing good relations and the inability to assure turn out for the new market. Vendors have expressed their interest to contribute a fee in 2007 to support the marketing effort for the market.

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<table>
<thead>
<tr>
<th>Preparing Food</th>
<th>Plants</th>
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<td>Produce</td>
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### EAV Market Customer Spending and Participation

<table>
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<tr>
<th></th>
<th>Customers</th>
<th>Sales</th>
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<tbody>
<tr>
<td>August</td>
<td>424</td>
<td>$2,233</td>
</tr>
<tr>
<td>September</td>
<td>247</td>
<td>$1,141</td>
</tr>
<tr>
<td>October</td>
<td>89</td>
<td>$422</td>
</tr>
<tr>
<td>Total</td>
<td>760</td>
<td>$3,796</td>
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### Customers By Month

- August: 55% (424 customers, $2,233 sales)
- September: 33% (247 customers, $1,141 sales)
- October: 12% (89 customers, $422 sales)

### Customer Per Week

- **August**
  - Week 1: 119 customers
  - Week 2: 35 customers
  - Week 3: 96 customers
  - Week 4: 83 customers
  - Week 5: 91 customers

- **September**
  - Week 6: 126 customers
  - Week 7: 61 customers
  - Week 8: 60 customers

- **October**
  - Week 9: 57 customers
  - Week 10: 32 customers
  - Week 11: 0 customers
Total Sales By Week

Week 1: $491
Week 2: $149
Week 3: $577
Week 4: $534
Week 5: $483
Week 6: $593
Week 7: $328
Week 8: $220
Week 10: $272
Week 11: $150

August
September
October
2007 EAV Market Plan

Dates, Time & Place

The East Atlanta Farmers’ market will operate from 4:30PM to Dark every Thursday May thru October in the parking lot of the East Atlanta Arts and Antiques Bazaar. The time change is based evaluation data collected from 2006 vendors at the end of the season.

Marketing

Advertising and Promotion

1. Half Page ad in Porch Press

   The Porch Press is a neighborhood newspaper serving East Atlanta, Grant Park and Ormwood Park with a 7,000 person monthly distribution.

2. Atlanta Journal Constitution and Creative Loafing

   The East Atlanta Business Association places weekly ads in these publications and will include information about the Farmers’ Market.

3. Radio

   ➢ Public Service Announcements 89.3 WRFG and Album88, the Georgia State University radio station
   ➢ Public Affairs show and PSAs for 97.1 the River

4. Sevananda Natural Foods

   Sevananda Natural Foods in Little Five Points has a monthly newspaper, Co-Options, with a 4,000 person distribution. The Co-Options will feature a monthly advertisement and article about the EAV Farmers’ Market. Sevananda will also have a booth every week featuring cooking demos, wellness tips and local artists.

Community Calendars

The Farmer’s Market will be listed in newspapers’ community calendars, which include AJC, Creative Loafing, The Story, Atlanta InTown, Porch Press and Southern Voice.

Georgia Organics produces an annual local food guide with a listing of Farmers’ Markets, which will include the EAV Market in 2007.
Website

Currently the East Atlanta Farmer’s Market has a page on [www.eastatlantavillage.net](http://www.eastatlantavillage.net) at no cost. Our goal is to develop the market’s own web site that would include:

- Home page for highlights and weekly features (articles/photos/embedded youtube videos)
- Produce availability throughout the season
- Bios and photos of vendors
- Sponsorship page
- Vendor page

Flyers and Posters

Post card flyers will be used to support word of mouth marketing and be placed with the posters in businesses within a five mile radius of the Farmers’ Market. Over 90% of farmers’ markets’ customers travel less than five miles.

Signage

Three signs similar to the one on the right are currently being built by a volunteer. Artists who work with Sabra Gallery across from the Farmers’ Market will paint them as a promotion for the gallery and at not cost to the market.

The signs will be placed at Glenwood Ave and Flatshoals, Metropolitan and Moreland and at the entrance of the market. Smaller signs will be made to point traffic in the right direction of the market.

East Atlanta Ace Hardware will post the farmers’ market on its Glenwood billboard every Thursday during the market season. Glenwood Ave is a Georgia state highway a half a block from the market.

Kids Area

Sabra Gallery owner Caryn Lyss has committed to kids area activities for the East Atlanta Village Farmers’ Market such as face painting and small art projects. Caryn spent seven years as a public school teacher prior to opening her own gallery in East Atlanta.

Music

Every week the market will feature live music from local artists. Musicians will be featured on the market’s website with tracks, bios, photos and links to their sites.
Artists and Craftspeople

Local artists and craft people will offer their wares market throughout the season. Last year included painting, clothes, balms and youth decorated potted plants. This includes partnerships with local galleries to coordinate cross promotion of their artists and the EAV market.

Cooking Demos

Graveyard Tavern and The Glenwood in East Atlanta will coordinate onsite cooking demos at the farmers’ market with the seasonal produce available from the farmers each week. The Glenwood will feature local food on its menu on market nights.

WIC Farmers’ Market Nutrition Program

WIC, Women, Infant and Children, is a program through the USDA that provides vouchers for low income women with children to get fresh fruits and vegetables. WIC operates the Farmers’ Market Nutrition Program over the summer where the WIC participants receive $30 to spend at farmers’ markets and a booklet listing of where they can be redeemed.

Participating EAV Market farmers will go through a training offered by the Georgia Department of Human Resources in April of 2007 to accept vouchers to serve the 3,000 recipients in a five to seven mile radius of the market.

All of the money allocated for the program in Georgia was spent, meaning the program is a huge success. The Director of the program is providing the precise number of WIC recipients in the EAV Market’s area, which may approximately 3,000.

Economic Impact

University of Georgia's Center for Agribusinesses and Economic Development has committed $15,000 in-kind services to the East Atlanta Village Farmers' Market to conduct an economic impact study of the market on the East Atlanta economy. This involves comparing sales of East Atlanta Village businesses from Thursdays last year to Thursdays this year and conducting customer surveys at the market. A similar study in British Columbia found that farmers' markets contributed an average of $500,000 to neighborhood economies.

Georgia State University’s Entrepreneurial Study Program provided second year MBA intern for the EAV market that applied for the grant with UGA and has been working with them to organize the study.

Research of the 2007 farmers’ market’s economic impact on East Atlanta Village businesses will include:

- Comparison of EAV businesses’ sales on market nights to other nights of the week
- Comparison of EAV businesses’ sales on nights of the 2007 EAV Market to sales for the same dates in 2006
- Customer surveys
2007 EAV Farmers' Market Budget

Revenues
E. Atlanta Business Association $500
E. Atlanta Community Association $500
Property Owners
   NCR-Inc. $500
   Inman Park Properties $1,000
Avenue Realty $500
Vendor fees $1,000
Total $4,000

Expenses
Advertising $648
Web Site $500
Graphic Design $300
Printing $400
Paint for signage $200
GSU MBA Student $750
Banner $200
Parking Signs $120
Supplies $200
Misc. $432
Total $3,750