

# City of Lawrence Outside Agency Bi-annual Report 2016

Reports on activity should be submitted electronically to Danielle Buschkoetter, at [dbuschkoetter@lawrenceks.org](mailto:dbuschkoetter@lawrenceks.org). Reports on activities from January 2016 to June 2016 are due on July 15<sup>th</sup> 2016. Cumulative reports on activities from January 2016 through December 2016 are due on February 15<sup>th</sup> 2017.

## **Agency Name: Lawrence Farmers' Market**

Reporting Period (please check one):      ✓ • January - June      • January – December  
(deadline July 15)      (deadline February 15)

1. Give a brief narrative of the activities that were funded with City funds over the reporting period checked above.

Since January, Market Match has used City funds for SNAP matching services only. The City funds are used at both the Lawrence Farmers' Market and the Cottin's Farmers' Market. The Lawrence Farmers' Market receives the funds and distributes funds to Cottin's Farmers' Market when their balance is low. The Lawrence Farmer's Market opened on April 9th, and operates a market twice per week (Tuesdays and Saturdays). Cottin's Market opened on May 5th and is open every Thursday afternoon. Market Match is available at all three markets weekly.

2. Provide specific detail (and supportive documents, if needed) to demonstrate progress made toward your goals/objectives.

Since April 9th, the Lawrence Farmers' Market has matched \$2,346, generating an additional \$4,517 for vendors that they otherwise would not been able to receive without Market Match and City funding. The Lawrence Farmers' Market has provided matching funds to over 130 families, and has had 14 new participants so far this year. The Market Manager expects for many new families to participate in Market Match after the Double Up program begins (7/23/16). The average amount a SNAP shopper spent at Market was \$33.21, nearly doubling from 2014's \$17.88.

3. How have you impacted the citizens of Lawrence?

As the Lawrence Farmers' Market and Cottin's Farmers' Market are the only entities matching SNAP dollars in the Lawrence area, they are positively affecting the lives of both low-income residents and local farmers. Since opening in April, LFM has aided 136 families and individuals in ensuring that they can make the most of their food dollars by doubling their money, supporting the local economy, and providing their families with the healthiest fruits, vegetables, meats, and other goods available in Lawrence.

The food community in Lawrence has always been very excited about the Market Match program, and the Market Manager has had many conversations with shoppers and community members about the program and the City's support of it, to which people always praise the City for funding such an important and valuable project.

4. What barriers, if any, have you encountered?

The main barrier Market Match has encountered is expanding awareness into communities that would benefit from participating in the program. Communities in east and north Lawrence may not attend farmers' markets, nor follow them on social media, and thus may not be aware of Market Match. Additionally, efforts will be made by the current Lawrence Farmers' Market Manager, to partner with

churches and other community organizations to host informational meetings about the opportunities presented by the Market Match program.

5. Review the line-item budget you provided in your application. How much of your allocation has been spent?

The Lawrence Farmers' Market began this season with \$5,427 in the matching funds account. Since opening in April, the Lawrence Farmers' Market have used a total of \$2,346 to match the SNAP dollars spent at the Market. As of July 11, 2016, the Lawrence Farmers' Market had a balance of \$3,081.