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2021 Annual Report



Shoreline Farmers Market Association
Annual Update

PREPARED BY

Kara Conner, Market Director
Brendan Lemkin, Founder

Overview

The Shoreline Farmers Market (SFM) celebrated its 10th season in 2021. The market served over 25,000 customers while supporting 65 individual local farms and small businesses. Enter its 2nd year of operations during the COVID-19 pandemic, the market continued to adapt to new standards while providing the community a safe space for shopping and community events. The success of the 2021 season reinforces the need for continued support of the organization and its goals.

Milestones

Vendor sales were the highest in the market's history, topping half a million (36% increase from 2020 sales). Volunteers contributed over 1000 hours to allow the market to succeed and continue operations. SFM celebrated its anniversary by extending the season and adding 2 additional Harvest Markets. A newly created community program supporting low-income seniors was successful and will be integrated into future market operations. A newly appointed Board of Directors will work to support the future success of the farmers market.

Challenges

SFM ended its lease with MGP and continued its search for a new long-term space in Shoreline. The market continued to navigate the ever-changing restrictions and health guidelines of the COVID-19 pandemic.



Operating a farmers market during COVID-19 Pandemic

As the pandemic continued into the 2021 season, WA farmers markets continued to work together discussing best practices for operating procedures and were again required to submit weekly operating plans to obtain a permit. King County Health Inspectors continued random inspections of the market to ensure compliance and held monthly meetings with COVID updates as the Delta variant became more prevalent. In July, King County moved to Phase 4, allowing farmers markets to remove the mask mandate and customer limitations. SFM "strongly encouraged" customers & vendors to continue wearing facial coverings for the safety of the community and saw 90% compliance.

SFM spent the entirety of 2021 operating under strict safety guidelines and kept many of the safety procedures after moving into Phase 4, including designated entrance/exit, recommending face coverings, and providing sanitation stations for customers. There were no reported cases of COVID among staff, volunteer, and vendors.

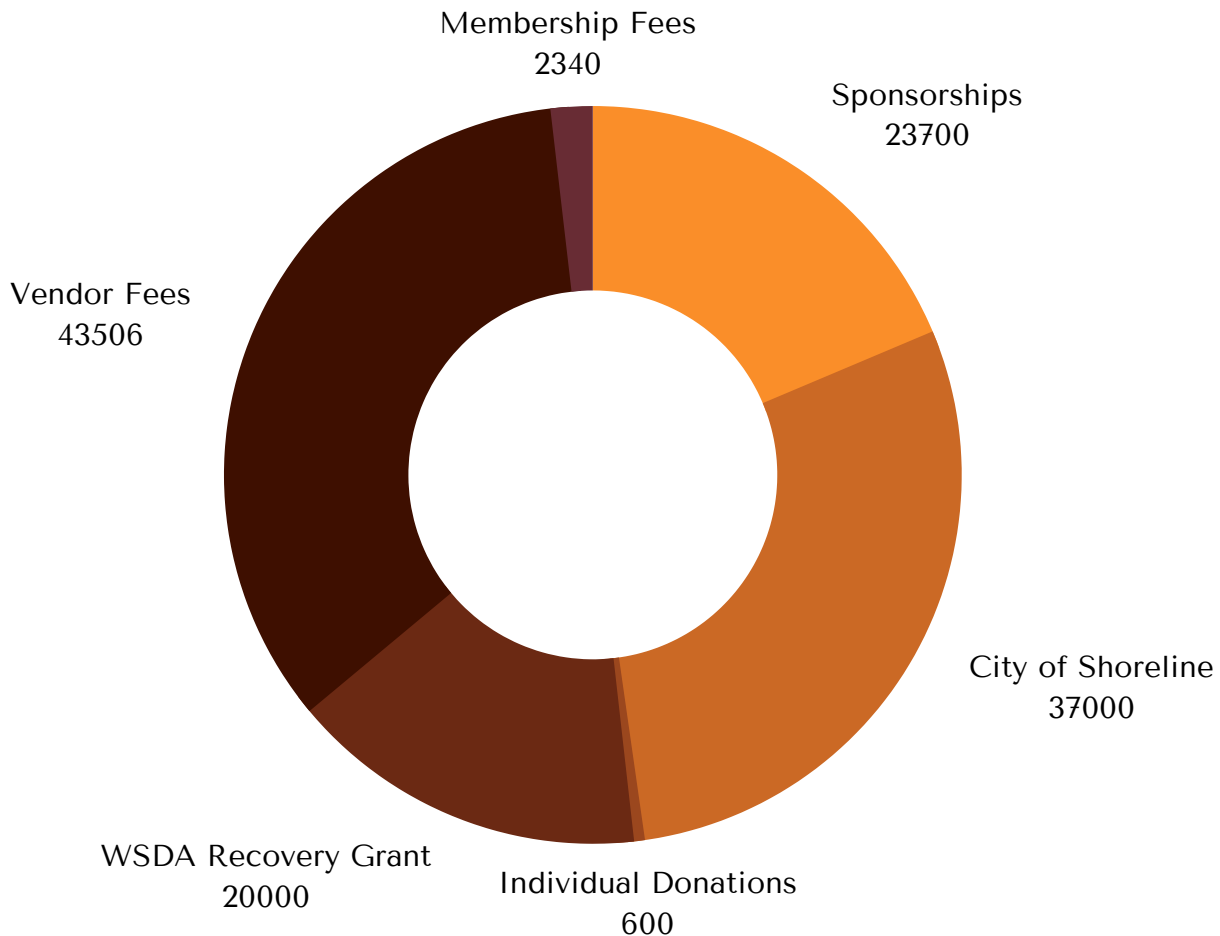


Financial Summary

Gross Revenue

132,570

*does not include reimbursable Food Access Funds



The gross revenue for SFM was \$132,570 compared to \$123,962 in 2020. Business sponsorships continue to be a focus for increasing revenue streams. 2021 marked the highest sponsorship revenue to date, doubling the 2020 sponsorship revenue. SFM worked to retain key sponsors and continued to procure new sponsorship connections. SFM was fortunate to be awarded a \$20,000 WSDA COVID Recovery Grant that assisted in lost revenue from the 2020 season. SFM will continue to explore creative ways to increase individual donor engagement.

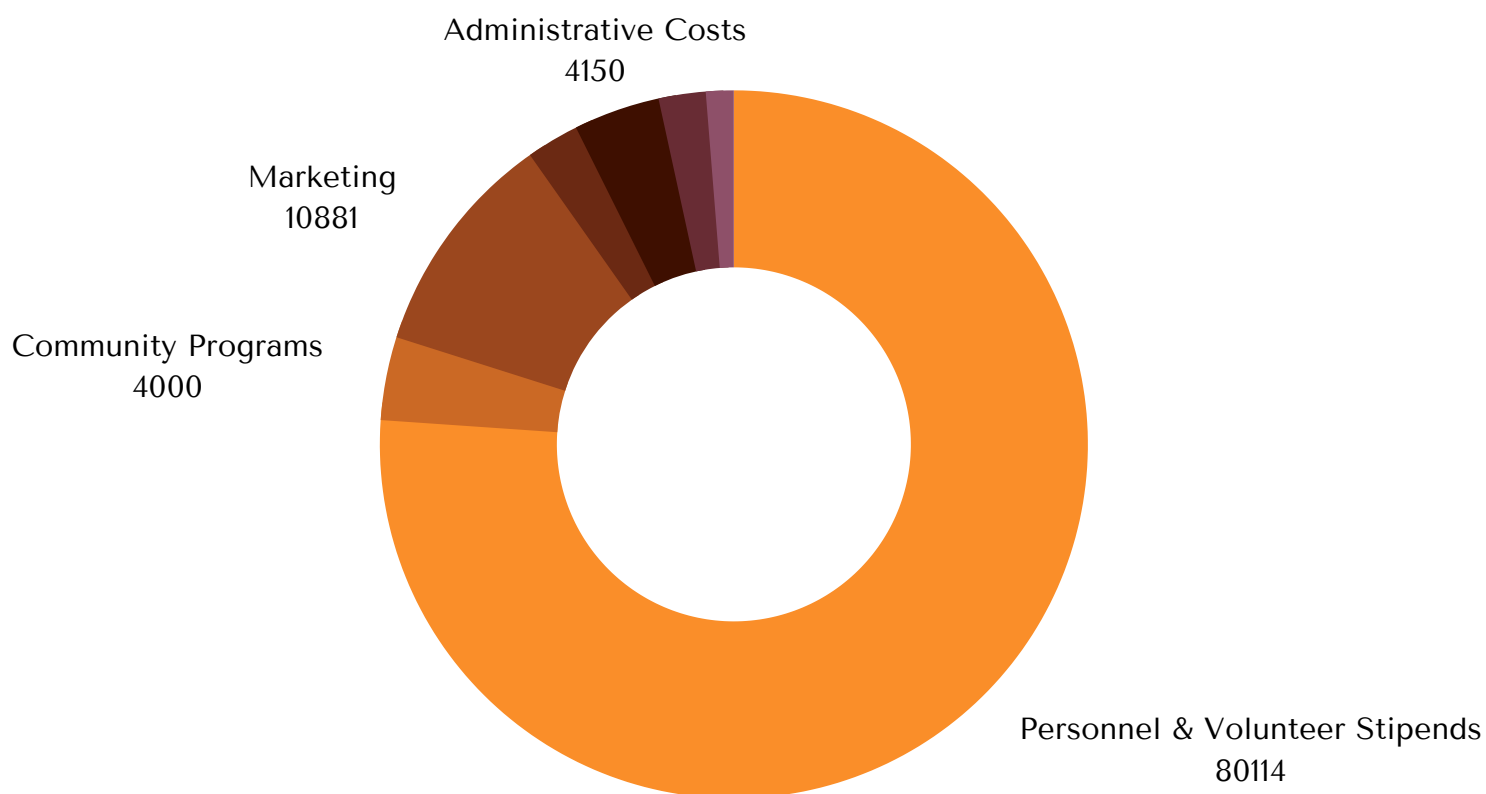
Vendor Fees make up 34% of revenue and this number will increase as the market continues to grow. Vendor Fees increased 64% from 2020 due to increased customer support & spending, an expanded footprint and additional market days (Harvest Markets).

The City of Shoreline (COS) continues to be the main financial supporter of the market with invaluable in-kind support of office space and significant staff support.

Total Expenses

105,504

*does not include reimbursed Food Access Funds



Total expenses for SFM was \$105,504 compared to \$95,543 in 2020. SFM incurred an increase in Personnel expenses due several factors including the implementation of a Health Care Stipend for the Market Director, increase of stipends for keystone volunteers, and the return of 2 paid positions for on-site market support. Marketing continues to be a large expense as SFM replaces old signage and this number is expected to increase in 2021 to aid in advertising the new location.

Community Programs expenses will continue to rise as SFM returns to pre-pandemic operations and expands to reach new populations.

Other expenses include: Supplies \$2,539, Permits/Licenses/Insurance \$2,262, and Miscellaneous Costs \$1336.

Serving the Community

Food Access & Community Programs

| | |
|--|-------------------------------|
| Supplemental Nutrition Access Program (SNAP) | \$16,005 distributed |
| Department of Health (DOH) SNAP Market Match | \$16,005 distributed |
| Hopelink Food Donations | 3338 lbs donated |
| Kids PoP Program | 500 children served |
| Senior Home Delivery Program | 316 low-income seniors served |
| Active Senior Pilot Program | 110 seniors served |

Food Access remains a core priority for SFM. With the continuation of Pandemic-EBT benefits in 2021, the market saw an increase in customers utilizing SNAP/EBT Benefits. SFM participates in the Department of Health SNAP Market Match Program and matches all SNAP/EBT purchased dollar for dollar allowing low-income customers to increase their spending power.

Our most popular program, kids PoP Program, is a multifaceted program that gives \$2 in market currency to youth that can be used to purchase fruits and vegetables at the market. Through a continued partnership with The Everett Clinic (TEC), SFM created 9 additional educational videos to continue engaging kids in 2021. (The videos live on the SFM website and remain a vital resource during the pandemic.) The in-person PoP Program booth was brought back to the market for only 4 days. With abundant caution, SFM continued to restrict interactive activities and instead created and distributed take-home educational activity packets for kids alongside the \$2 PoP Bucks. The response from the community was overwhelming positive, reinforcing the need for community programs.

Seeking to reach new community members, SFM collaborated with the Shoreline Lake-Forest Park Senior Center to provide fresh grocery bags to seniors ages 65+ in Shoreline over a 10 week period. Sponsored by TEC and United Health Care, this program reached over 300 seniors who don't have direct access to fresh fruits and vegetables. Each week, SFM worked with farmers to procure healthy produce and created grocery bags full of nutritious fruits and vegetables. Each bag contained more than healthy produce, but also SFM-created recipes, sanitation kits, and vital information about transportation assistance and senior health tips. Volunteers packed and delivered bags to seniors in the Shoreline area.

SFM piloted a 2-day program focused on active seniors. TEC representatives distributed walking maps and pedometers, active senior lifestyle tip sheets, and \$5 coupons for farmers market produce. For this pilot program, SFM created healthy recipe cards designed specifically for seniors and cooked and distributed healthy food samples to seniors. Again, these programs received positive feedback and will be integrated into future seasons.

2022 & Beyond

With a decade of success, SFM is looking forward to the next 10 years and continues to engage with community members, local businesses, and the City of Shoreline to maintain the core values of the farmers market. SFM will continue to develop and expand community programs, provide valuable food access programs, and create a safe and interactive space for the community. SFM will move to a new permanent location in 2022, ushering in excitement to reach new customers, expand, and engage with the community in new ways.

The Board of Directors has identified 3 goals for the immediate future: secure a permanent location, apply for 501(c)3 status, and increase fundraising efforts. In addition, the Board of Directors will work towards stabilizing the market structure and prioritize strategic planning through fundraising, administrative and marketing support, and community outreach. The implementation and creation of the Board of Directors is a giant step toward the financial stability and longevity of the farmers market.

