




urbana's market at the square

ANNUAL  REPORT

2016







# market mission

Urbana's farmers market is a vibrant market that connects the community with local food growers and producers, strengthens our local food economy, provides access to local artisans, and serves as a community gathering place.

## market priorities

- 1 Ensure that the provision of a variety of fresh, healthy, local, high quality food remains the cornerstone of the Market.
- 2 Enhance the quality of life in Urbana and the surrounding community by providing community activities which foster social gathering and interactions.
- 3 Promote the Market as an educational forum for consumers to learn the uses and benefits of quality, locally grown and/or prepared foods.
- 4 Enhance the Market's role in the local food system, vendor profitability, and in the local economy.
- 5 Consider future growth of the Market and ensure that it remains consistent with the Market's mission and remains as a financially self-sufficient program of the City of Urbana.
- 6 Encourage a dynamic, high quality growers Market.
- 7 Promote the inclusion of stakeholders in the decision-making process for the Market.

## An update from the market director

**Natalie Kenny Marquez**, Director of Urbana's Market at the square & marketing coordinator

Urbana's Market at the Square is a signature institution in Urbana. The farmers market has become a place for vendors to showcase and sell their products, and for community groups to connect with stakeholders and provide resources to residents. It's a place for the community to access healthy, locally-grown food and handmade products, and it attracts visitors from across the region. The dedication of all involved is tremendous and the relationships that are built are priceless. Buying local has become more than just a trend for our community; it also creates a sense of responsibility in supporting a sustainable and viable local economy.

With over 240 participating vendors, community groups and performers, Urbana's Market at the Square strives to provide an individualized experience for each participant. From the application process to setting up at the farmers market on Saturday morning, Market Staff are committed to helping existing vendors, attracting new vendors, and sustaining the farmers market as a unique and accessible outlet to connect with local farms and businesses.

In 2017, we plan to continue to nurture and grow the farmers market and to be more intentional about creating an experience that connects our community with local farmers and businesses. We look forward to you joining us in this effort!

## Market at the square advisory board

- Shea Belahi - Blue Moon Farm
- Paris Blalock - Urbana Business Association
- Brion Kerlin - Antique Sterling Spoon Rings
- Robert Kleiss - Kleiss Produce Farm
- Diane Marlin - Urbana City Council
- Kent Miles - Illinois Willows
- Stan Schutte - Triple S Farm
- Carey Welter, Urbana Resident

## Market at the square Staff

- Natalie Kenny Marquez, Director
- Sterling Bollman, Assistant Director





# 2016 market participants



45

Growers

30

Value added



9

food trucks

57

art & craft



65

community groups

# 2016 market financial report

The Market is focused on making incremental adjustments each season as a way to work towards becoming a more financially-sustainable and self-sufficient program of the City of Urbana.

In an effort to meet rising costs, ensure adequate staffing, and to enhance the long-term, self-sufficiency, and sustainability of the Market, a modest vendor fee increase of \$5 per space per weekend was initiated with the start of the 2016 season. This was the first vendor fee increase in five years. The fee will remain at \$25 per space per weekend for 2017.

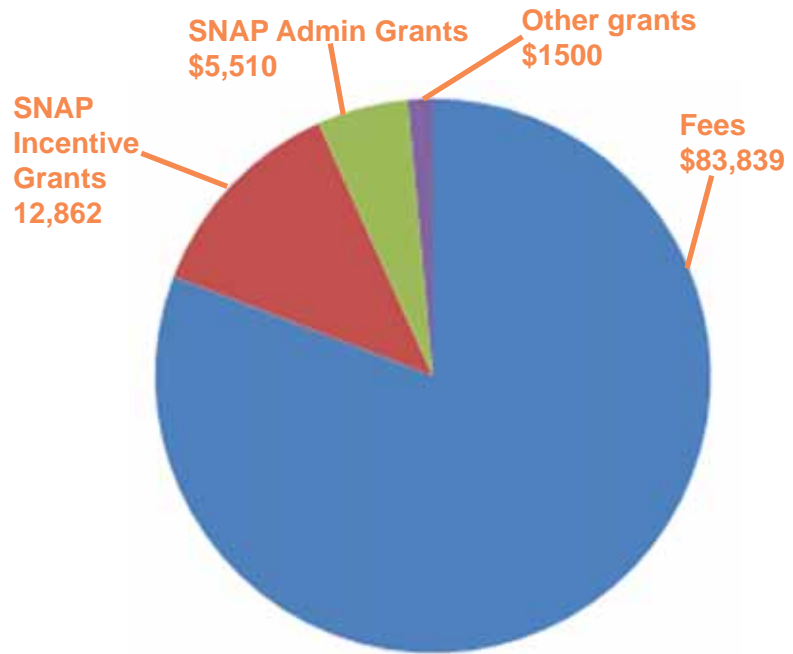
2016 brought new revenue streams to Urbana's Market at the Square through a variety of grants which support food access and education programs. Grants awarded include the following:

- \$8,000 in funds from Farm Credit to support Supplemental Nutrition Assistance Program (SNAP) incentives
- \$4,862 in LINK Up Illinois funds to support SNAP incentives
- \$5,000 to be used over two farmers market seasons to support SNAP administration and promotions
- \$1,500 from First Federal Savings Bank of Champaign-Urbana to support the Sprouts at the Market program

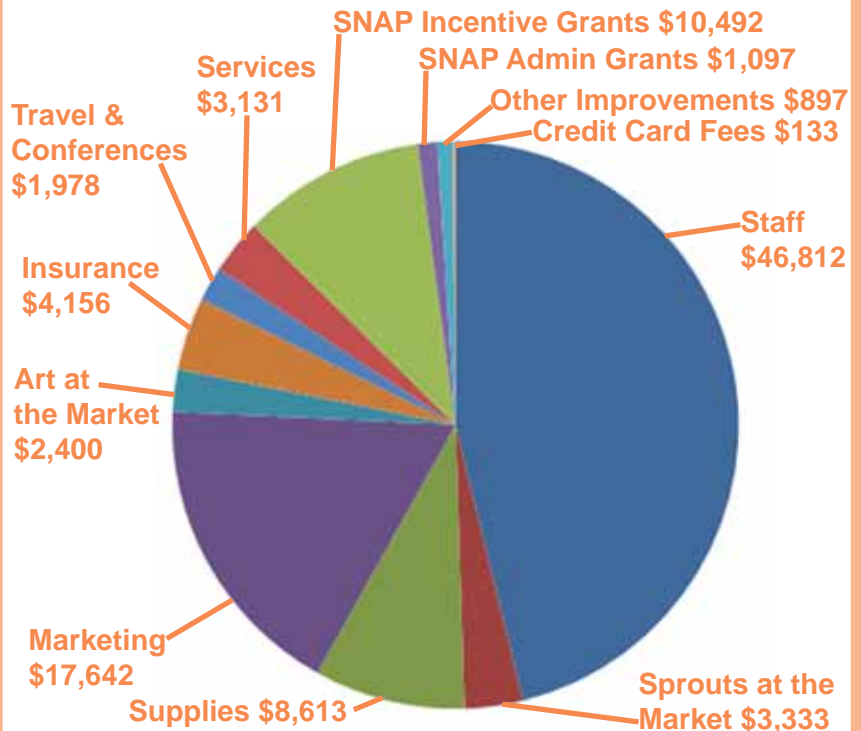
The information in the charts to the right depict the 2016 Market at the Square expenses and revenues, including grants. In 2016, Market operating expenses totaled just over \$100,000, while revenues reached just over \$103,000.

Revenues and expenses are forecasted to remain steady in 2017.

## revenues: \$103,000



## expenses: \$100,000





# 2016 market programming



## Sprouts at the Market

This farm-linkage and nutrition program geared towards children ages 3-8 years old, and now in its 8th year, offers children the opportunity to taste locally-grown food and meet the farmers that grow the food. Sprouts at the Market is a free program that occurs once a month, attracting nearly 75 participants each event.

## Art at the Market

The Urbana Public Arts Commission supports free, monthly art workshops and performances at Urbana's Market at the Square. Attracting over 1,000 participants at the monthly events, Art at the Market showcases local talent and exposes Market patrons to a variety of art media and a range of musical styles.



## READ at the Market

The Urbana Free Library joins the Market on a monthly basis to present a variety of items from their vast and unique collection. The library also offers a fun reading area for children within their booth, passes out helium balloons and distributes information about their many free and low-cost programs.

## Chef demonstrations & sampling opportunities

Thanks to new Illinois farmers market sampling laws, Urbana's Market at the Square was able to offer a monthly chef demonstration featuring local, culinary artists preparing and sampling ingredients sourced from the farmers market. It was a huge success and plans are underway to build upon the program in 2017.

2016 saw an estimated **104,000** visitors to the market! that means nearly **4,000** visitors per week!



# snap at the farmers market

SNAP is the Supplemental Nutrition Assistance Program, administered through the United States Department of Agriculture (USDA) Office of Food and Nutrition Services. SNAP is a federal program that helps low-income individuals and their families buy the food they need for good health.

In Illinois, benefits are loaded onto a card called LINK, which is similar to a debit card. This card allows recipients to access their SNAP benefits from their LINK card and use them on SNAP-eligible items, including but not limited to meat, dairy, produce, honey and certain baked goods.

Urbana's Market at the Square developed a SNAP program in 2010 in order to enable Market patrons receiving SNAP benefits to purchase fresh and local fruits and vegetables as well as food-bearing plants, fresh, baked goods and other food items at the farmers market.

Through funding from LINK Up Illinois and Farm Credit, Urbana's Market at the Square was able to distribute over \$21,500 in SNAP and SNAP double value incentives during the 2016 season. This amount comprises the largest annual amount of SNAP dollars distributed to date by Urbana's Market at the Square.

Expanding access to healthy, locally-grown food is a priority for Urbana's Market at the Square and staff will continue to seek out opportunities to expand the SNAP program in 2017.



# \$21,500

**total amount of SNAP dollars  
distributed in 2016 -  
the most to date at urbana's  
market at the square**

*thank you to:*





**11,403**  
Likes

Likes on Facebook are up 15% from 2015



**4,575**  
followers

Followers on Twitter are up 11% from 2015



**1,576**  
followers

Followers on Instagram are up 149% from 2015



**2,166**  
subscribers

Subscribers for Market Mail e-news are up 38% from 2015

## farm fresh & fast

Farm Fresh & Fast, created in 2015, is an educational initiative of Urbana's Market at the Square in partnership with *ciLiving* and designed in cooperation with Maria Ludeke of Creative Health.

Each week during the farmers market season, a recipe card is created and available for download online and free printed versions are distributed each Saturday at the Market's information tent. Each recipe features in-season ingredients that are flavorful, easy and quick to prepare, and total less than \$2 per serving. In addition, each week the Market Director and Maria Ludeke cook the recipe live on television during *ciLiving*.

Some of the most popular recipes during the 2016 season included butternut squash veggie pizza, peanut butter strawberry bars, cheesy jalapeno corn dip, ground beef kale stir fry, and mushroom and leek risotto.

The farmers market "test kitchen" is already developing new recipes in order to continue the program during the 2017 season.

### GROUND BEEF kale stir fry

**\$3.00**  
per serving

**30 MINUTES**  
OR LESS

**11 INGREDIENTS**

Buy Local!

- 1 cup of uncooked brown rice (or sub cauliflower)
- 1/2 cup of beef broth
- 1/2 cup of soy sauce (or sub tamari)
- 2 tablespoons of rice wine vinegar
- 2 tablespoons of toasted sesame oil
- 1 teaspoon of ground ginger
- 3 cloves of garlic, minced
- 1 pound of lean Ground Beef, 93% lean or leaner
- 3 cups of kale, chopped
- 1 cup of red cabbage, sliced
- 1 cup of carrots, shredded
- optional: 1 teaspoon of sugar



highlighted ingredients can be bought at the market!



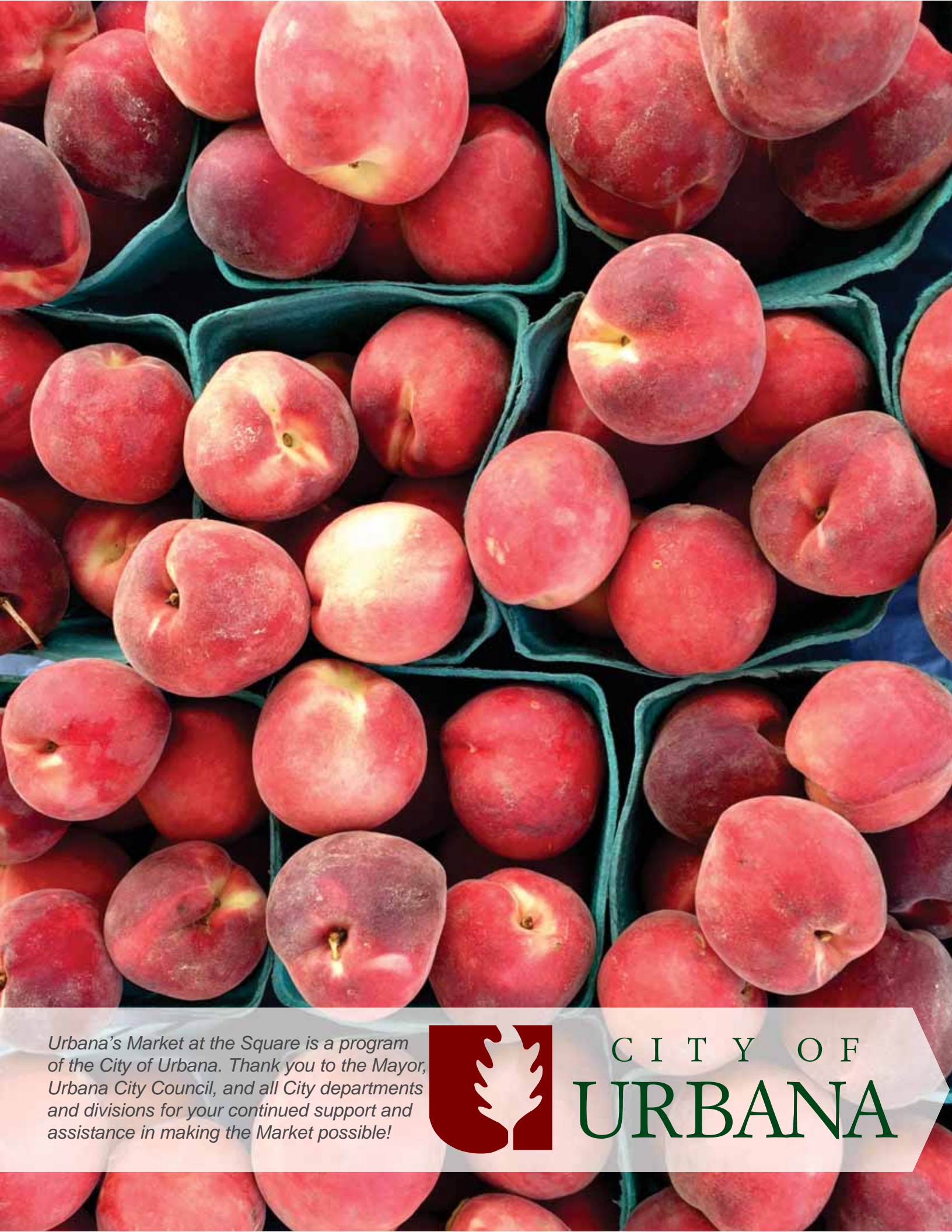
**URBANA'S**  
**MARKET AT**  
**THE SQUARE**

Watch us cook each recipe  
LIVE every Thursday at  
4:00pm on *ciLiving*!  
Tune in on Channel 3



**FARM**  
**FRESH**  
**& FAST**





*Urbana's Market at the Square is a program of the City of Urbana. Thank you to the Mayor, Urbana City Council, and all City departments and divisions for your continued support and assistance in making the Market possible!*



CITY OF  
URBANA