Jewel of the Delta Farmers’ Market

ACDS Grant Proposal

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East Arkansas Resource Conservation & Development Council, Inc.
The Need

- St. Francis County – Jewel of the Delta
- Forrest City – heart of St. Francis
- Current market
  - Small
  - Lacks structure
  - No advertisement
- 33.9% below poverty
Principles of Good Practice

- Successful Farmers’ Market
  - Promote Active participation
  - Provide community engagement/education
  - Increase economic spending
  - Assist low-income families
  - Build positive social relationships
Proposed Project

- 4 meetings
  1. Establish Board of Advisors / Market Manager
  2. Establish Rules & Regulations, application process
  3. Vendor / potential vendor Meeting
  4. Progress, success, needs assessment
Proposed Project

- Advertisement
  - Website purchase (ipage)
  - Website development
  - Social Media development
- Local - Times Herald of Forrest City
  (1 day/ week for 6 weeks)
## Grant Funds

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>$279.76</td>
<td>Travel/meeting supplies</td>
</tr>
<tr>
<td>$254.24</td>
<td>Website purchase (2 year – ipage)</td>
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<tr>
<td>$256.00</td>
<td>Website/social media development</td>
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<tr>
<td></td>
<td>(16 hrs @ $16/hr)</td>
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<tr>
<td>$210.00</td>
<td>2”x4” ad in Times Herald of Forrest City</td>
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<td>(1 day/ week for 6 weeks)</td>
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**Total** $1000.00

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East Arkansas RC&D Council in-kind donation $1280

($16/hour – 40 hours X 2 employees)
Benefits

- **Citizens**
  - Forrest City population 15,371
  - St. Francis population 28,258
- **WIC-FMNP / EBT** – low-income families
- **Small, LOCAL farmers, ranchers, bakers, crafters/artisans**
- **Community**
  - Economy
  - Education
  - Community Spirit
Thank you!