

Jewel of the Delta Farmers' Market

ACDS Grant Proposal

Kimberly James
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



\$279.76	Travel/meeting supplies
\$254.24	Website purchase (2 year – ipage)
\$256.00	Website/social media development (16 hrs @ \$16/hr)
\$210.00	2”x4” ad in Times Herald of Forrest City (1 day/ week for 6 weeks)

\$1000.00 **Total**

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!