

Our annual budget covers operational expenses and costs associated with activities and educational outreach events presented by the market. We receive a portion of funding from vendor fees with the remainder of financial support coming from **DONATIONS AND SPONSORSHIPS**. We would like to recognize and thank those who contribute to our mission.

INDIVIDUAL DONORS

Elizabeth Bromley
Tato Caraveo
Nancy & Lo Cavazos
Erin Carey
Chad & Anthony
Chase
Barbara Digges
Erica Glaze
Patricia & Mike
Hashimoto
Ann Hines

Brian Hines & Thom Barbour Jenny Ho & Charles Matlin Michele Jeffery Rachel & Brandon Lebovitz James Martinez Terry Martin Sara Mclean Pamela Millendercrump Anthony Pilny Flo Ramirez S & M Consulting Tammy Sanchez Mandy & Jeffery Sherman Rebecca & Matthew Stib Mary-Whitney Wheaton John Wikle

SPONSORS

\$10,000+



L. D. SCHNEIDER & ASSOCIATES

\$5,000 +





\$1,000 +

Bookman's Entertainment Exchange Get Your PHX

Veterinary Care Resort Stay International SanTan Brewery SanTan Distilling

\$500 +

Blue Sky Airport Parking The Breadfruit & Rum Bar Dig It Gardens

Price Kong

Downtown Phoenix Inc. FOUND:RE Phoenix Hotel Local First Arizona

Green Bins PHX Beer Co. Rott n' Grape Urban Eye Care

\$100+

LTD Limited

The Event Co.

PRESIDENTBrian Hines, The Proper Beast • vendor since 2014VICE PRESIDENTMichele Jeffery, Plexus WorldwideTREASURERBarbara Loutos, C.P.A., Loutos Consulting, P.C.SECRETARYSamantha Jackson, Downtown Phoenix Inc.

Tyler Alves, Arizona State University
Aaron Chamberlin, Café at Phoenix Public Market
Bill Coward, Wells Fargo
Eleanor Dzuik, Absolutely Delightful Honey • vendor since 2005
Rachel Galvez, Arizona Federal Credit Union
Megan Sheldon

COMMUNITY PARTNERS

We are extremely grateful to our many collaborators who have helped further CFC's mission through a variety of partnerships and educational programming throughout the year. We look forward to continuing these vital relationships into the future of the Downtown Phoenix Farmers Market.

Arizona Department of Agriculture Arizona Master Gardeners Blue Cross Blue Shield Boys Team Charity Downtown Phoenix Inc. Edible Phoenix Evans Churchill Neighborhood Assoc. Grid Bikes

Hands On Greater Phoenix Instituto De Folklor Mexicano

International Rescue Committee (IRC) Keep Phoenix Beautiful
Local First Arizona
MPG School of Irish Dance
Native Seeds/SEARCH
Phoenix Police Department
Phoenix Spokes People
Pinnacle Prevention
Recycled City
Roosevelt Row
Vitalant Arizona
Virginia G. Piper Center for
Creative Writing-ASU

BECOME A MARKET SUPPORTER

To become a market supporter, please visit us online at **DOWNTOWNPHOENIXFARMERSMARKET.ORG** and click on **GET INVOLVED**. The generosity of community members, local businesses, and loyal locals allows us to fund programs and services. Individual donors have the opportunity to make one-time or recurring payments. All donations are tax deductible.

was all about growth! Community Food
Connections grew its capacity welcoming
an additional full-time staff member, Amanda

Wilson, as market manager. The achievements our team accomplished in 2019 surpassed expectations: Saturday markets had record sales from increased vendor membership and customer attendance.

The markets also hosted dozens of community partners and engaged new local businesses while providing free workshops and resources to the community. The **POWER OF PRODUCE (PoP) CLUB**, an incentive program for children, was one of our most exciting launches this year. The onsite program provides cooking classes and other hands-on activities to promote healthy eating habits for the next generation.

Dedicated to the success of our farmers, Community Food Connections reduced farm fees by 50% in 2019! Thanks to the success of our annual PHX Pheast event, we raised \$5,000 for the **SMALL FARM FUND**. The fund awarded its first grant to Al Hamka Farms for new equipment and will award more in 2020.

All of these successes energized us as we poured our hearts and souls into re-branding the market as the **DOWNTOWN PHOENIX FARMERS MARKET**. The process included months of research and input from shoppers, community leaders, business owners, and residents. The new name communicates a clear identity and the look celebrates our commitment to genuinely local foods.

We have incredible initiatives planned for the next chapter of Community Food Connections and the work we can accomplish through the Downtown Phoenix Farmers Market. With all of this exciting news, we want to take a minute to **THANK YOU**. We could not have come this far without your support.

We look forward to a vibrant future as we celebrate our 15th year of the farmers market!





SARA MATLIN

Executive Director

Downtown Phoenix Farmers Market

OUR MISSION

Community Food Connections is a 501(c)(3) nonprofit organization that runs the Downtown Phoenix Farmers Market. We exist to create a downtown community gathering place by supporting small farmers and businesses that strengthen sustainable food systems and produce healthy products for the local community.

FARMING WITHIN A

50 MILE RADIUS

FARM LAND ACRES: 1,453

FARM TOURS: 11

\$234.1

TOTAL IN THOUSANDS

80% FARMERS MARKET FEES 10% SPONSORS/DONORS 10% SPECIAL EVENTS

\$270.1

45% GENERAL/ADMINISTRATIVE
26% FACILITIES/EQUIPMENT
21% MARKET OPERATIONS
8% FARM FEE REDUCTION

THIS IS US

DOWNTOWN PHOENIX FARMERS MARKET

EXECUTIVE DIRECTOR MARKET MANAGER MARKET STAFF Sara Matlin Amanda Wilson Lisa Collier Sven Lenkewitz Bobby Northcutt

OUR AUDIENCE

TWITTER
45
THOUSAND

INSTAGRAM
42.8
THOUSAND

FACEBOOK
40
THOUSAND

E-NEWSLETTER

16

THOUSAND

Females aged 25–44 within Phoenix proper represent 44% of our following. This core audience is interested in traveling, home/garden improvements, employment consulting services, real estate, books, and apparel. They are cooking enthusiasts focused on lifestyle and hobbies, with a strong interest in value shopping, quality products, food/dining, 30-minute chefs, and fitness.

*Data collected from Google Analytics and Social Metrics

\$19,568 SPONSORSHIPS \$22,112

FARM FEE REDUCTION

\$9,943
DOUBLE UP DOLLARS GIVEN
\$13,063
SNAP DOLLARS GIVEN

2,000 HRS. = \$50.8K

VOLUNTEER VALUE AT \$25.43/hr. (The Nonprofit Times)

398 HRS. DONATED BY BOARD MEMBERS

Full financials available upon request.

Vendors offering products with MORE THAN 50% LOCALLY-

are awarded a marketapproved badge to place on their booth. In addition to the nutritional and health benefits, choosing these vendors keeps more money in the local economy, leading to a healthier, sustainable community.



VENDORS

131 SMALL BUSINESSES 11 FARMS

Abby Lee Farms
Absolutely Delightful
Honey
Ahimsa Essentials
Al Hamka Farms
Alley Cat Art Studio
Amadio Ranch
Arizona Bread Company
Arizona Farms Cheese
Arizona Mantel Works
Art Awakenings
AZ Farms Cheese
AZ Gardens A-Z

AZ Lavender Co.
AZ Mantel Works
B Naked Chocolate
B. Luxe

Balloons By Wade BAMBOX Produce Bao Bar

Beetanical Garden
Beignet Babe
Belinda's Pickles
Blue House
Coffee Goods
Blue Sky Organic Farms
Botanicals in Clay
Breezypop
Butcher's Choice
Cactus Bird

Cactus Kelly
Cantaguas
Carefree Spice
Carolyn's Classics
Casa Maya
Chef Roy the Great
Food Guy
Chile Acres Farm
Clay Madness
Cole + Co.
Community Exchang

Clay Madness
Cole + Co.
Community Exchange
Table (CET)
Cotton Country Jams
Crooked Sky Farms
Custom Stichery
Cutino Sauce Co.
Doctor Hummus
Dogs Eating Cake
Double Check Ranch

Fallen Wood Turnings

Dve-nasaur

The Fig & The Knife Fiscalini Cheese Company Fluffy Vegans Garden Goddess Ferments

GO Wasteless
Golo Family
Organic Farms
H2e Aromatherapy
Habbouz Tunisian
Cuisine

HATUN Olive Oil
Heavenly Bites
Hmong Embroidery
Holiday Farms
Horny Toad Farm
Hotko Bread Co.
Iconic Cocktail Co.
International Rescue
Committee (IRC)
Jojoba Beef Company
Jules

Local First Arizona Los Muertos Salsa Lotus and Lava Lotus Gypsy Tea Loyal Bird Lua Lua Catering Ma Taylor's Truck Made In Argentina Main Squeeze

Lemonade Marcel Waffles Maya's Farm Med Magik Food Truck Mi Catering

MichaelWilliam Mosaic Jewelry Midtown Microgreen MRS Pinafore MW Mosaics

MW Mosaics My Bazaar Car Naturally Sweet Noble Bread The OKB

One More Bite Bakery
Original Whippery
PachaMama
Pam's Snacks
Pat on the Back

Peanut Butter Americano Peppermint Jim Phoenix Microgreens

Phoenix Pretzel
Pickled Perfection
Polish Goodies
Poppa Maize
Pour Jo Coffee
Practical Art
Prinele Design
Proof Bread
The Proper Beast
Psychedelic Succulents
& Botanicals
QuesoAZ
RA Seasonings

Radish
Recycled City
Redemption Market
Revolution Creperie
Rodain's Syrian Kitchen
Ruff Life Dog Bones

Rusty Spoke Bicycle Collective Ryon Polequaptena Saffron Jak Salud Eats Saucy Lips

Shrubwell
Sonoran Pasta Co.
Southwest Designs
in Jewelry

Save My Blades

Sharp Van

Southwest Mushroom Steadfast Farm Studio Eleven Soap SW Herb

Symphony Jun-Kombucha Tavo Art

Thank You God Bless
Think Positive Apparel
Top Grain Reclaimed
Woodwork

Tortirikka Urban Grounds Coffee Co. Wicked City Kitchen Wild Sun Wellness **ACHIEVEMENTS**

THANK YOU

communities.

to all who shop with us at the Downtown Phoenix Farmers Market. This year, we saw a significant increase in not only

sales but also in the number of customers coming out to support local. We are ever grateful for the dedication of shoppers, local growers, producers, artisans, community partners, volunteers and sponsors. We're honored to coexist among such hard-working, local food champions dedicated to the success of AZ farming and healthy

FOOD TRANSPARENCY

With a growing interest to know where food comes from, and greater food transparency, Community Food Connections (CFC) continues to make every effort for customers to trust the authenticity of the products for which they shop at the market. Before a small business is accepted into the market, a vendor committee conducts an interview and completes background work to verify the quality of products. Staff and board members routinely conduct site visits and farm tours, documenting what they see and asking questions to learn more about our farmers and their farms.

SMALL FARM FUND

As a farmers market, the core of our mission is focused on preserving Arizona's rural livelihoods and farmland. Small farm grants provide funding to local farms for on-site projects that make positive impacts on Arizona food systems, agricultural diversity, and the environment. We believe providing small, manageable grants make a big impact on the local food system. AL HAMKA FARMS was the first recipient of a small farm grant to purchase new equipment. "The Small Farm Fund allowed us to purchase a much needed till. The new farm equipment has helped me work more efficiently with reliable tools for this season and seasons ahead." says farmer Hussein Al Hamka.

MORE [>

32% ADDED-VALUE FOODS 31% AGRICULTURE 19% READY-TO-EAT

FULL-TIME HIRE

Community Food Connections expanded its capacity and hired **AMANDA WILSON** as Market Manager to oversee the operations and functions of the weekly farmers market. Amanda came to CFC from the Flagstaff Downtown Business Alliance, where she worked providing resources for small businesses and planning community events.

PoP CLUB

The Power of Produce (PoP) Club is a farmers markets incentive program for children. PoP Club engages children at the farmers market and empowers them to make healthy food choices. PoP Club seeks to teach children about fruits and vegetables, local food systems, and healthy food preparation. Families engage in the full farmers market experience by tasting new foods, having conversations with farmers, and learning about local produce.

SMALL BUSINESS SUPPORT

With low overhead costs and valued contact directly with customers, the market is an innovative and responsive community to build businesses. Weekly newsletters provide community updates and resources to over 150 local businesses. CFC continues to support its market community with quarterly small business grants.

2019 RECIPIENTS: ARIZONA BREAD COMPANY, PAM'S SNACKS, HABBOUZ TUNISIAN CUISINE

ACCESS TO HEALTHY FOOD

Double Up Food Bucks doubles the value of SNAP/EBT (formerly food stamps) benefits used at our farmers market, enabling families to bring home more healthy fruits and vegetables while supporting local farmers. The program continues to expand with \$10,000 directly benefitting our 2019 farmers.

SUSTAINABILITY AT THE MARKET

The farmers market runs multiple waste reduction programs throughout the year; including neighborhood trash clean up, clothing collection, plastic bag recycling, and community drives. Through all of our efforts combined, we've diverted nearly 10,000lbs of waste from our local landfills.

COMMUNITY PROGRAMMING

CFC continues to provide free resources and engaging activities (in person and online) to promote healthy, sustainable living. In 2019, the farmers market hosted free, weekly workshops on topics from gardening to cooking. To celebrate our diverse community, the market also hosted a variety of live performances including music, dance, and cultural traditions.

MARKET RE-BRAND

The creation of our new branding included months of research and development along with input from diverse shoppers, community leaders, business owners, and residents. The research revealed the priorities of the community when it comes to shopping for local foods and products. Downtown Phoenix Farmers Market's fresh brand encompasses the values of the organization, the diverse community it serves and the welcoming atmosphere of the farmers market.

PHX PHEAST

CFC expanded its second annual PHX Pheast by inviting an additional 100 guests, introducing a VIP rum tasting experience (hosted by Danielle Leoni of the Breadfruit and Rum Bar), and coordinating a locally-inspired silent auction which collectively raised \$5,000 for our Small Farm Fund. Thanks to the passionate support of event guests and sponsors, the event sold out! Guests included Congressman Ruben Gallego, top industry leaders, and community members dedicated to the sustainability of a healthy, local food system. It was a unique opportunity to pair DPFM farmers with a dozen of our finest local chefs that helped our social media outreach grow by 12,872 organic and 3,201 paid users this year (from the previous high of 6,063). Be sure to **#PHEASTWITHUS** this fall!

Thank you to participating restaurants and chefs, including:

Chef Charleen Badman, FnB Restaurant
Chef Nabiha Bejaoui, Habbouz Tunisian Cuisine
Chef Aaron Chamberlin, Café at Phoenix Public Market
Chef Chris Coglio, SanTan Brewery
Chef Austin Croft, Butcher's Choice
Chef Lori Hassler, The Farish House
Chef Joe Hobson, Jobot Coffee
Chef CJ Kahley, Welcome Diner
Chef Danielle Leoni, The Breadfruit and Rum Bar
Chef Jeff Kraus, Crêpe Bar
Jon Przybyl, Proof Bread
Chef Tamara Stanger, Cotton & Copper

PHOESTIVUS

Our 10th annual, two-night holiday market hit record numbers: 200 vendors each night and attendance of close to 15,000 people! Thanks to the success of the event, Phoestivus raised \$20k for 2020 programs at the farmers market.



2020 GOALS

For those seeking a farmers market truly committed to seasonally-grown, local foods and products, Downtown Phoenix Farmers Market creates a weekly, urban event for residents and visitors to gather and socialize among a diverse crowd of community farmers, small businesses and shoppers.

As we expand into the new year, we continue to find additional ways to support the long-term feasibility of the market and the small businesses it supports.

STRENGTHEN COMMUNITY IMPACT THROUGH EDUCATIONAL PROGRAMS

- PoP Club to engage youth and families
- Free educational workshop series
- Cooking demonstrations
- Sustainability initiatives and activities

PROVIDE ADDITIONAL SMALL BUSINESS RESOURCES AND TOOLS

- \$1,000 Vendor scholarships
- \$5,000 Small Farm Fund (February + August)
- Farm food safety training opportunities
- Free marketing tools and consumer education
- Business development opportunities and workshops.

CALL P ACTION

- Shop with us every Saturday and spread the word.
- Make a one-time or recurring donation or join PHX businesses in becoming a market sponsor at any level: DOWNTOWN PHOENIX FARMERS MARKET. ORG/ DONATE
- Volunteer your time at the market and be part of the LOCAL tsunami taking over Phoenix and strengthening our food system for everyone.





CommunityFoodConnections.org



EVERY SATURDAY

8AM-12PM (MAY thru SEP) 8AM-1PM (OCT thru APR)

> 721 N CENTRAL AVENUE PHOENIX, AZ PHONE: (602) 625-6736

DowntownPhoenixFarmersMarket.org