



Dear Board,

Thank you once again on behalf of the hundreds of citizens who utilized Oxford City Market this past year as a resource for local healthy fruits, vegetables and other foods and items. Our local citizens were able to use this resource as an opportunity not only to shop for food and other items, but to become vendors themselves, as well as share the market with their children and friends as an experience to learn more about agriculture, food systems, and healthy living.

We had several milestones in our first year that are remarkable compared to the typical growth of a Mississippi farmers market. This is undoubtedly due to the overwhelming support of the community but especially to you. Among these milestones were:

- 45 vendors participated over our first season
- Over 40 volunteers from Oxford and Ole Miss
- EBT sales approved by USDA and officially launched
- \$7,112.50 in OXCM sales via beverages, t-shirts, bags and vendor booth rentals
- OUT Bus servicing the market location on West Oxford Loop
- An extended season lasting through Thanksgiving, thanks to indoor facilities donated by the Powerhouse

And those are just the highlights. We hope that this year's results far surpass last year. Attached you will find the results of our 2013 Community and Economic Impact study. Here we did our best to approximate how the city's support of OXCM is impacting the community both monetarily and in delivering a service desired by our citizens. We also solicited feedback to help us improve and to know what we were doing right. We have taken this input and will be making on-site improvements, increasing signage and continuing our online marketing, which received high marks.

We look forward to sharing these results at the next board meeting and welcome your questions.

Thanks,

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