



STAFF REPORT
City of Dripping Springs
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Dripping Springs, TX 78602

Submitted By: Laurel Robertson, Farmers Market Manager

Farmers Market Board Meeting Date: January 21, 2021

Agenda Item Wording: Discuss and consider Return on Investment (ROI) of Outlook article submissions and their continuation.

Agenda Item Requestor: Laurel Robertson

Summary/Background: Since late 2018, the Farmers Market has purchased advertising in the form of a 300-word article in the Dripping Springs Outlook. For much of 2019, Board member Sara Gates authored the articles; previous to that, and subsequently during all of 2020, Market Manager Laurel Robertson wrote the monthly articles.

Cost to run the articles is \$200/month, plus staff time for writing (~ 2 hours). Question: does this expenditure offer a good ROI of our advertising/Market Budget dollars and staff time?

Social media is a much more effective marketing tool than print media and much more efficient use of staff time and resources. A budget amendment will need to be presented reflecting the change (if approved). A better use of the \$2400 would be to allocate those funds from marketing to the staffing line item effectively covering half the expense of a part-time Market Assistant position. The budget amendment reflecting the proposed change as well as adjusting the projected booth & program revenues will be presented to the FM board at its 2.19.2021 meeting for approval.

Staff Recommendation: Move to approve the discontinuation of the monthly Outlook Article, reallocate funds to staff line item and support staff working with Communications Director, Lisa Sullivan to formulate a free seasonal social media marketing campaign in its place.

Attachments: December's Outlook article (as published)

Next Steps/Schedule:

1. Get with Communications Director to create a Farmers Market social media campaign.
2. Create budget amendment to reflect reallocation of funds for new Market Assistant position to be presented at 2.18.2021 FMB meeting for approval. Budget amendment will also reflect projected revenue from Friends of Farmers Market Program.