

## Final Outcome Report

**Date:** January 11, 2019

The Final Outcome Report must be submitted at the same time as the Final FSR by the Grantee.

Grant #: HDF-2017-97-NEP	
Grant Begin Date: 6/1/2018	Grant End Date: 12/31-2018
Grantee: Focus: HOPE	
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### Questionnaire

#### Project Results Summary

As a result of the NEP investments into the Cool Cities Parks Focus: HOPE has been able to provide a more inviting and enjoyable environment for community access to the park. Tables and umbrellas now provide a comfortable shaded area for people to gather for extended periods of time. Outdoor lighting enhances the aesthetic of the park and provides increased security for the park improvement. The concession area has been upgraded with a food warmer, refrigerator and a 3-compartment sink. The space is now equipped for food entrepreneurs to pop up and provide a variety of healthy food options for the community. Pop-up tents were also purchased that will be used with our summer farmers market held at Cool Cities Park. The cumulative impact of these upgrades is an enhancement of the community asset into a destination place for those within and beyond this neighborhood.

#### What indicators were used to measure results

Since the park is currently geared toward warm weather activities, many of the measurements will not be obtainable until later in 2019. Nevertheless, the introduction of these upgrades to the community, and food and retail vendors are being used as a marketing and outreach tool in the planning of expanded park activities for summer 2019.

#### How were indicators measured

Measurement indicators for summer 2019 will include:

- 1) The number of vendors signed to participate in 2019 farmers market
- 2) the number of visitors to the park in 2019
- 3) weekly visitor surveys
- 4) amount of sales by vendors
- 5) additional activities occurring at Cool Cities Park

#### What were the findings of the measurements including baseline data?

The data from the 2018 Farmers Market at Cool Cities Park is used as baseline data.

In 2018, weekly community events were held at Cool Park from May through October. The farmers markets began the first week of June.

- 1) The total number of vendors at Farmers Markets 28
- 2) Total number of visitors at weekly markets: 958 adults and 195 children
- 3) Average number of weekly visitors
- 4) Vendor sales: \$2500
- 5) Additional Park activities other than weekly farmers market: Focus on Detroit Photography Festival
  - a. Attendance at photo festival 847

**What Lessons were Learned?**

- Park equipment costs and availability vary widely by time of year. The budget had to be adjusted to accommodate these changes from initial budget submission to approval for specific expenditures.

Upload **before and after photos** of projects/units undertaken with this grant (which have not been previously submitted). You have the option of copying and pasting pictures into this document or uploading them.

Instructions:

1. **PLEASE SUBMIT THIS DOCUMENT IN WORD FORMAT – PDF'S WILL NOT BE ACCEPTABLE**
2. Rename photo files with grant #, component/activity and **Before** or **After** (i.e., *HDF-2017-0123-NEP, Park Improvement, Before*) prior to submitting.

Photos copied and pasted into this template **OR**  Photos uploaded in .jpeg format  
**Browse**

**Before photos of Cool Cities Park have been submitted with the original grant application. Submitted are after photos of the amenities installed in the park.**

