



GRASS LAKE FARMERS MARKET

Intervention Contacts: Sabrina Edgar

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Fiscal Agent: Grass Lake Farmers Market

**Total amount granted from 5HF:
\$15,500**

**Total expenses paid with 5HF funds*:
\$12,423**

* If full amount of the grant was not necessary to provide the approved services, a check from the fiscal agent must be enclosed for any unused funds over \$100-Please make check payable to 5 Healthy Towns Foundation- Include a Final Expense Report

**Intervention start date:
November 1, 2015**

**Intervention end date:
November 1, 2016**

**Date funding received:
June 14, 2016**

**Element:
Eat Better**

Intervention Information

Brief Intervention Description

I. Primary goal:

- I. To provide Grass Lake and surrounding residents access to locally grown and handcrafted products.
- II. To support local agricultural, cottage food and artisan entrepreneurs
- III. To provide Grass Lake and surrounding residents the opportunity to gather with neighbors, making stronger social connections.

II. Brief description of program:

- I. Farmers Market that runs every Wednesday from mid May to mid October.
- II. Music in the Park on the first and third Wednesday May through September

III. Target Population:

- I. 6% of Grass Lake or 330 attending per market day

Continuing Intervention (only complete this slide if this is a continuing intervention)

Funding Intervention also funded in:

- Year 1: No Funding
- Year 2: \$4,840
- Year 3: \$3,000
- Year 4: \$15,500

- Has the intervention made any improvements/changes from past year(s)?
 - GLFM can now take EBT & Credit Cards
 - GLFM is now a 501(c) 3 entity
 - GLFM has a policy for governance
 - GLFM has achieved financial sustainability
- If the amount requested has changed from the previous year please explain.

2016 funding was significantly higher than previous years in order to compensate a market manager who would be fully vested in completing the tasks required to grow the market and establish market sustainability.

2017 (Y5) will be directed in full towards the building of a pavilion which will benefit the market, the residents of Grass Lake and many annual events the occur within the village.

Key Evaluation Data

Units of Engagement (no units of engagement for infrastructure)

- Total Units of Engagement for Market Visitors: 2,179.2
 - Market visitors were counted for twenty minutes each hour for every market
 - This data was then extrapolated to calculate a total of 7,264 visits to market for the 2016 season
 - It is estimated that each visit lasts for twenty minutes (a unit is one hour, 20 minutes = .30)
 - Therefore: $7,264 \times .30 = 2,179.2$
 - Compare to 2015: 701.4 units of engagement
 - Average market attendance: 330 (6% of GL residents)
 - Compare to 2015: average attendance was 167 (3% of GL residents)

Other measures may include, but are not limited to:

- Gross sales of all vendors for the season: \$19,391
 - Compare to last year: \$14,186
- Total of gross sales attributed solely to growers/producers(local Ag.): \$13,787
- Total of gross sales attributed to other, local, non-profit organizations: \$1,611
- Total number of unique vendors over the season: 27
 - Compare to 2015: 19
- Average number of vendors per market: 9.3
 - Compare to 2015: 9.17

Please include the key evaluation data collected for this intervention

- Attendance recorded weekly
- Vendors/Vendor Fees recorded weekly
- Zip Codes collected on basket raffle tickets
- Vendor Weekly Sales recorded weekly

Intervention/Grant Defined Goal

Goal 1 : Increase Number of Vendors at Market

Did the intervention meet specific goals listed on the intervention table?	Yes. There were 28 unique vendors at market during the 2016 season vs. 21 vendors in 2015.
State what you tried to accomplish	Provide residents of Grass Lake the opportunity to: support local producers/growers, purchase a wide variety of fresh, local produce/dairy/meat, and complement the offering from local grocery store.
How did you measure progress towards the goal?	Data collection of vendors in attendance.
Was the goal attainable?	Yes
Describe how the goal was relevant to the coalition and community wellness related needs	Local growers/producers are able to grow and bring to market fruits and vegetables that are healthier, more flavorful, more diverse and have a lower environmental impact than what is available at commercial food outlets.

Intervention/Grant Defined Goal

Goal 2 : Increase The Average Sales Per Vendor

Did the intervention meet specific goals listed on the intervention table?	No. 2015 vendor average sales was \$110. 2016 vendor average sales was \$89. Due to extremely hot weather in July and August, attendance at market by both the community and vendors dropped substantially from June and September.
State what you tried to accomplish	Provide local growers/producers/entrepreneurs an outlet to sell their product and support the growth of their business.
How did you measure progress towards the goal?	Data collection of sales from vendors.
Was the goal attainable?	Yes
Describe how the goal was relevant to the coalition and community wellness related needs	Increasing average vendor sales promotes vendor retention rates, entices new vendor participation and increases the local economic impact.

Market Board of Directors Goals

Goal 1: Non-Profit Tax Status & Fiduciary Independence

Did the intervention meet specific goals listed on the intervention table?	Yes
State what you tried to accomplish	Make the GLFM a 501(c)3 organization with it's own banking accounts.
How did you measure progress towards the goal?	Completion of steps: Governance documents, state filing and federal filing completed.
Was the goal attainable?	Yes
Describe how the goal was relevant to the coalition and community wellness related needs	By becoming a non-profit organization the GLFM is now eligible to apply for grants beyond the GLWC/5H.

Market Board of Directors Goals

Goal 2: Be able to accept EBT & Credit Cards at Market

Did the intervention meet specific goals listed on the intervention table?	Almost. EBT was available before the close of 2016 season. CC transactions will be added for 2017.
State what you tried to accomplish	Provide the residents of GL access to fresh, local produce through the ability to use EBT(food stamps) at market. Increase vendor sales while reducing vendor expenses by providing market guests to use credit cards at market.
How did you measure progress towards the goal?	The equipment and resources for transactions is fully functional.
Was the goal attainable?	Yes
Describe how the goal was relevant to the coalition and community wellness related needs	Credit card use will increase sales, while reducing financial liability for vendors. This increases the overall economic impact of the market on the community. Being able to use EBT benefits at market provides another access point to members of the community to purchase fresh, healthy, local products.

Market Board of Directors Goals

Goal 3: Establish Governance Structure for GLFM

Did the intervention meet specific goals listed on the intervention table?	Yes
State what you tried to accomplish	Complete By-Laws, Form a Board of Directors, Update market rules, regulations and policies
How did you measure progress towards the goal?	Completed documents
Was the goal attainable?	Yes
Describe how the goal was relevant to the coalition and community wellness related needs	Governance structure strengthens the GLFM by providing clear policies for all involved and a roadmap for those that will run the market into the future

Market Board of Directors Goals

Goal 4: Financial Sustainability

Did the intervention meet specific goals listed on the intervention table?	Yes
State what you tried to accomplish	Raise enough funds for the 2017 Market Season, independent of the GLWC/5HT and develop a plan to maintain sustainability for regular market operations through 2021
How did you measure progress towards the goal?	Money's raised compared to market spending goals
Was the goal attainable?	Yes
Describe how the goal was relevant to the coalition and community wellness related needs	Accomplishing this goal will make GLWC funds previously spent on the GLFM available for new interventions.

Sustainability

- Does your intervention have a sustainability plan?
 - Yes
- What steps are being taken to ensure sustainability of the intervention beyond 5HF funding?

- Please explain
- Vendor fees are charged and collected
- Grass Lake FM participates in annual Farm to table dinner
- Additional Grants have been applied for:
 - The Copper Nail
 - Farmers Market Coalition
- The market collaborated with Good Time Kettle Corn on fundraising
- The market sold reusable bags to raise funds

Media

<https://www.facebook.com/Mlmediahouse/videos/844780475652896/>



2016 Farmers Market Expenses

Program Expenses

	Requested Funds	Total Program Expenses	Line Item Description
Salaries	\$9,000	\$9,000	Market Manager Nov. 15-Oct. 16
Payroll Taxes			
Other Employee Benefits			
Insurance			
Travel and Transportation	400		
Equipment	\$200	\$105	café tables & chairs
Supplies			
Marketing	4,000	1,600	Fliers, web, videos
Printing and Publication Fees		42	cards for EBT use
Telephone/Fax/Internet			
Postage and Shipping			
PO Box	50	56	Annual Fee
Maintenance			
Program Activities	150	150	Grandpa G (music three nights)
Fiduciary Independence	1000	765	Filing Fees, Attorney Fees
Evaluation			
Conferences, Conventions, Training	300	300	Market Manager Certification
Membership Dues	300	300	MIFMA Membership for Market
Fundraising Expenses	\$0	\$105	Purchase vegetable market bags
Miscellaneous	100		
<i>Total Expenses</i>	15500	12423	