

coupons. We also included an advertisement for each week's concert with the email blasts for the farmers' market. We had a "move more" connection at our first concert by giving out pedometers and awarding prizes to those participants who achieved the most steps during a participatory youth concert. The prizes were the Manchester MyPlates, to encourage healthy eating.

To determine effectiveness, we took attendance at each week's concert this summer and saw a 10% increase over last summer, despite the fact that one of the concerts was moved indoors due to rain.

The main point of this intervention was to help people connect with others. We saw that occur at seven concert events with over 1000 total attending, with a range of 35-224 per concert.

One surprising observation was the relatively low attendance of children at the first concert. One idea to help promote stronger involvement would be to have a children's performer visit the elementary school before the concert season begins. We will seek support from the PTO, one of our current sponsors.

2. Describe any setbacks encountered during the period of this grant
 - a. How did these setbacks impact the intervention?
 - b. How were these setbacks addressed?

One small setback was a single concert moved indoors on a rainy evening. We are prepared for this occurrence with an arranged rain location.

3. Indicate if program goals were altered in any way and why.

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4. Should this intervention be continued?

Yes.

5. If yes what steps are being made to ensure the sustainability of the intervention beyond this grant period?

We continue to look for more local sponsors. We will continue to improve the quality of performers in order to increase attendance and increase free-will donations.

6. If your program involved collaboration with other organizations, please comment on the value the collaboration.

We value and support collaboration with the Manchester Wellness Coalition. We use the event gatherings as an opportunity to promote health and wellness concepts. We announce other community events such as the Manchester Street Festival, Manchester Run, Community Read, Ice Cream Socials and the Farmers' Market.

7. How did this intervention impact the organization responsible for implementation?

In the interest of building community, we are more aware of other programs with goals similar to ours.

8. If fiscal agent is different than those responsible for implementation, use this space for feedback from the fiscal agent, if any

The Riverfolk Music and Arts Organization is satisfied with the work the Gazebo Committee has done. They remain true to our mission statement.

Approval of Exec. Director or Equivalent [Click here to enter text.](#)
name