



2015 Annual Report to GL Wellness Initiative



2015 Market Data



❖ Vendors

- 19 unique vendors throughout the season
 - ◆ 8 seasonal/ 11 daily/ 9.14 per Market average

❖ Community Members Served/Dollars Generated

- For days with clicker data: 167 people average/Market
- Spending a total of \$14,186 or \$1013/week \$113.68/vendor

❖ Outside the “data”

- Periodically provided food demonstrations utilizing produce available *in season* at the Market
- Provided a variety of services and participatory opportunities throughout the season including the Fresh Food Fairy, free blood pressure checks, science experiments and a downtown scavenger hunt
- Music in the Park offered a wide array of entertainment

Pavilion Update

- ❖ Target completion date: October 1, 2016
- ❖ Ribbon cutting event scheduled for the last market/music in the park day in October
- ❖ 52% of funds needed to complete the structure has been raised to date from donations, grants, concessions and fundraisers.

Action Items and Changes for 2016

- ❖ The biggest, positive change is hiring a Market Manager
 - Person devoted to the Market and its success
 - ◆ Will bring an increased focus
 - Implement changes
 - Develop marketing strategies
 - Gain much needed statutory education

- ❖ Market hours will change from 5-8pm to 4-7pm

- ❖ Market days will be changed from the 1st/2nd/5th to every Wednesday
 - This will provide consistency for the community and vendors

- ❖ Increase average vendors per Market to 12

Continued....

- ❖ Increase Market attendance from 3% to 6% of GL population

- ❖ The GLFM is looking to leave its current fiduciary (the Township) and pursue their own 501(c)3 status
 - This requires a Board of Directors
 - ◆ Secretary, Treasurer, 2 Chairs and the Market Manager
 - ◆ Open call for volunteers

- ❖ Market pursuing food assistance programs for 2016
 - Snap, EBT, WIC
 - ◆ 19% of K-12 receive free or discounted lunches

