



Grant Follow-Up Report for Organizations

Organization Information

Date: 10/24/2013

Fiscal Agent: Village of Manchester

Intervention Contact: Ron Milkey

Title: /Farmers Market Committee Member

Telephone: 734-216-9150

Email: milkey1967@gmail.com

Program Information:

Intervention Name: Manchester Farmers Market

Number of individuals participating in this intervention: estimate of total individuals participating is 1200, which includes 60 vendors attended at least one market, estimate 3800 total visitors for the season (although many visitors attended multiple markets)

Check List

- The Grant Funds were utilized as designated
- Funds were disbursed to vendors of equipment or services and/or to nonprofit organizations providing direct services; no cash awards were made to clients.
- This report is being submitted within the time requested in the grant award letter.

Attachments

- A complete expense report that demonstrates how the grant award was used. If this is an Interim Report, please indicate expenses to date.
- If the full amount of the grant was not necessary to provide the approved services or programs, a check from the agency is enclosed for any unused funds above \$100.
- Amount Returned - [Click here to enter text.](#) Reason - [Click here to enter text.](#)
- A photo(s) of the program (if appropriate). Photos will not be returned.
- Completed Photo Release Form

Narrative Responses

1. Referring to the goals described in your intervention (or any revisions submitted subsequent to the grant award), please indicate the following:
 - a. What were your major accomplishments?
 - b. What measures were used to determine effectiveness
 - c. Was this intervention effective? (Please provide supporting data)

d. What were the unexpected results or key learnings?

We had two goals for 2013 to increase the number of vendors and increase the number of customers. Because we didn't have exact numbers for vendors or customers from previous year, we planned to get numbers of vendors and get a performance number for the market. The average number of vendors was 18 this year. We know that last year the average was around 5. While foot traffic was not counted last year or this year, feedback from vendors, local business and customers was that there were many more customers this year. We did ask vendors to report their total sales each week and the total gross sales reported by vendors were over \$37,000. Overall, the market was seen as a success with excellent improvements over previous years.

The plan was to provide incentives to vendors to come to the Manchester Farmers Market. We sent out over 50 applications with a cover letter which stated that the focus of our market was for the vendors to make money, that we would be making produce purchases each market for the local food pantry and that if a vendor attended 80% or more of the markets that we would reimburse the vendor fees they paid. We had 8 vendor who qualified for a reimbursement and in total received applications from 59 vendors. The word got out about our incentives for vendors bringing more vendors to our market.

To attract customers, our plan was to provide coupons to customers and to have music or entertainment at each market.

Finally, we felt it was important to have a trained market manager. Since the market began in 2005, the market manager had been a volunteer, often serving as a vendor and manager of the market. Kitty Crutchfield was hired to manage the market and the 7 member Farmers Market committee backed her up. We were often at the market and spend time thanking the vendors and customers for coming.

Unexpected learnings. We had not realized that many vendors are vendors for the reason to socially connect with others. The vendors and customers got to know each other and created this open, friendly atmosphere. An example is Sue from Hanna's Eggs – who told us she comes for the social part of the market. Sue and Hanna often came to the market with just a few dozen eggs– basically they paid the \$6 vendor fee and were at the market for 4 hours to make \$12 selling eggs (\$6 profit less chicken fee, etc.). They came because it was the social outing of the week. Approximately 1/3 of the vendors over the entire season made \$50 or less and yet came back week after week – for the social interaction.

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?

Three of the 22 days had a lot of rain. The number of vendors these three weeks were low (3-4) and we didn't tally results for these days. But these vendors did tell us they sold a lot of their items although it was raining.

3. Indicate if program goals were altered in any way and why.
No

4. Should this intervention be continued?

Yes – we hope to build the market in the next 3 years so it is self-sustaining.

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

Once the market is well known as a good farmers market, we can raise the vendor fees and use this income to support the market.

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

Yes, we collaborated with the Community Resource Center by buying produce for their food pantry. The CRC also gave out coupons for the farmers market. We handed out coupons at sporting events, senior lunches, church ice cream socials, and wellness center for walking programs.

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

The Farmers Market Committee is a volunteer group responsible for the running the market. We were grateful for the funding so that incentive programs and a market manager could be part of the market plan for 2013.

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

The Farmers Market Committee did a great job of getting timely reports back to us for payables, working through first year questions, and reporting updates to us so that we were kept abreast of all activities.

Approval of Exec. Director or Equivalent Jeff Wallace, Village Manager
name