

# Manchester Wellness Coalition | Plan Year 4

<b>NAME OF THE INTERVENTION</b>	Manchester Farmers Market
<b>CWF Element* to Impact</b>	Eat Better
<b>Fiscal Agent</b>	Village of Manchester
<b>Tax I.D</b>	<b>38-6004707</b>
<b>Implementation Contacts (2 or more required)</b>	Ruth VanBogelen, Ron Milkey
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<b>Date Funding Required</b>	July 2015
<b>Implementation Date</b>	May 2015
<b>Estimated Completion Date</b>	November 2015
<b>Total Amount Requested from CWF</b>	\$8000

Criteria	Descriptions
<p><b>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</b></p> <p><i>Typically one paragraph and 3-5 sentences</i>  <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>The Manchester Farmers Market is in its 3<sup>rd</sup> year of revitalization. Opens May 7<sup>th</sup>, every Thursday 4-7 pm until Oct. 8. This year we have to move the location to ChiBroil Park because of the bridge construction on Main Street.</p> <p>Action plan is similar to previous 2 years which includes:</p> <ol style="list-style-type: none"> <li>1) Increase the number of vendors (average of over 20 is the longterm goal) and continue with a diversity of good vendors (1/3 produce, 1/3 baked goods, honey, syrup, 1/3 crafts)</li> <li>2) Increase the number of customers, but more importantly the amount customers spend on average (Longterm to an average based on 10 minute counts of 600 customers a week and average spent according to the survey of to \$20 per family per week)</li> <li>3) Increase the gross sales to the point where most vendors are excited about their market income.</li> </ol> <p>We will continue to coordinate with other Manchester organizations to offer events at the market. We will do more marketing this year than in years past.</p> <p>Target Population is all ages</p>
<p><b>2. How does this intervention fit into the 1 and 5 year goals and plans of the Coalition?</b></p> <p><i>Please be specific and refer to the current documents stating the Coalition's 1 and 5 year plans and goals.</i></p>	<p>Goal III – increase the number of residents consuming 5+ fruits/veggies a day from 8%</p> <p>Goal II – No bad days in Manchester (connect with others) – by offering a friendly, safe Thursday afternoon/evening activity center with opportunities to buy locally, but also to participate in activities and events we hope to create a Thursday in Manchester as a place to go.</p>

<p><i>Should include specific health/wellness indicators.</i></p> <p><b>3. What are the specific goals for the intervention?</b>  <i>Specific goals: For each goal address these 5 points so that the goals are SMART goals)</i></p> <ul style="list-style-type: none"> <li>• <i>State what you are trying to accomplish,</i></li> <li>• <i>How you will measure progress toward and accomplishment of your goal</i></li> <li>• <i>Who is responsible for collecting the data?</i></li> <li>• <i>Why you think the goal is attainable</i></li> <li>• <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i></li> <li>• <i>What is the timeframe for achieving the goal?</i></li> <li>• <i>See <a href="http://www.wikihow.com/Set-SMART-Goals">http://www.wikihow.com/Set-SMART-Goals</a></i></li> </ul>	<ol style="list-style-type: none"> <li>1. Increase the availability of fresh local produce (5 produce vendors or more) and other local goods, the specific goal is to increase gross sales to \$40,000 for the season up from \$35,000 in 2014. Vendors do self-reporting of their gross sales each week to the market manager. We think the increase in marketing and information about buying locally will stimulate sales at the market. Our survey last year provided data that our farmers market does increase people’s consumption of fruits and vegetables. Market is 23 weeks – likely a few rainy days will be encountered.</li> <li>2. Increase the customers to average 600 per week (not counting rainy days) and the amount each family spends at the market to \$20 per week. Customer counts are done every hour for 10 minutes as recommended by MIFMA. Amount each family spends is determined by the customer survey. The market manager will do the customer counts and will recruit people to answer survey questions each week. We think advertising will make more people aware of the market, and there is potential that the larger volume of traffic on M-52 will bring more people to the market. However, it is possible that construction traffic issues could be detrimental to the market.</li> <li>3. Increase gross sales to \$40,000 this year is a goal which has many dependencies including weather not only for market days but also for the growing season and the amount of produce available. The market manager will collect sales information each week. We estimate from past years that 2/3 or more of the gross sales are from produce vendors – which means people are purchasing fresh produce.</li> </ol>
<p><b>4. What are the key data that will be collected, analyzed, and used to evaluate the intervention?</b>  <i>Should include:</i></p> <ul style="list-style-type: none"> <li>• <i>Units of Engagement</i></li> </ul> <p><i>Might also include survey data, and other measures such as pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>Units of engagement – see below</p> <p>Surveys – we have received a lot of good survey questions from Growing Hope, but most customers will not fill out a 4 page survey. We plan to do a smaller set of survey questions each week – potentially even collecting them on a poster which is less invasive than handing out sheets of paper surveys.</p>
<p><b>5. What are the estimated of the Units of Engagement for the intervention?</b>  <i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30</i></p>	<p>Units of engagement – we estimate each person spends 10 minutes at the market for purchases but often they are at the market for 30 minutes or more. For the Units of engagement we will use 10 minutes X total customer count = 2108.</p>

<p><i>minutes would be 0.5 hours)</i>  <i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	
<p><b>6. Who (specifically) will be responsible for what aspects of intervention implementation?</b>  <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> <li>• <i>Obtaining all required permits and permissions and all other communication required</i></li> <li>• <i>Deciding on dates, times, locations</i></li> <li>• <i>Marketing – both developing and distributing marketing materials</i></li> <li>• <i>Recruiting necessary volunteers</i></li> <li>• <i>Developing tools to collect data and pictures</i></li> <li>• <i>Analyzing data collected</i></li> <li>• <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i></li> <li>• <i>Preparing and presenting presentations and reports</i></li> <li>• <i>All other specific tasks for this intervention to be successful.</i></li> </ul>	<p>All of the logistics of the farmers market are done by the 7 member farmers market committee with approval by the Village Council.</p> <p>All the day to day operations of the market including data collection will be the responsibility of the manager</p> <p>Marketing, events, data analysis etc. – will be jointly shared by the committee and the manager</p>
<p><b>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention?</b>  <i>Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn't been granted, when will this be done. Include the name(s) of the approver(s).</i></p>	<p>No</p>
<p><b>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program</b></p>	<p>Manchester Community Resource Center partners with the market with coupons to food pantry patrons, and the market makes purchases for the food pantry when needed from local vendors. Manchester District Library works with the market on planning and arranging events for the market.</p>

<p><b>and organizations which might financially support this intervention (long term sustainability).</b>  <i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<p>A new Friends of the Market is being formed and we hope this group will become a funding source for the market for long term sustainability.          Chamber of Commerce – business expo is at the Farmers Market the first Thursday in June each year as a joint project.          State Farm Insurance provides their clients with \$2 coupons for the Farmers Market each year which helps increase sales.          Other local organizations also help with events. The list for 2015 is not completed, but will be reported on at the end of the season.          The Manchester Mirror is the local electronic paper and they are very supportive offering to take pictures and write articles about the market and events held at the market.\</p> <p>The Managers and organizers of all the 5H markets work together with market, etc.          This year we have also connected with the Clinton and Tecumseh markets to do similar joint marketing.</p>
<p><b>9. If this is a continuing intervention:</b>          A. How many years has this intervention been funded by the coalition?          B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to CWF?  <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to CWF?</i>          C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).          D. Has the amount requested from the coalition increased or decreased? Why?          E. How many more years will this intervention request funds from the coalition?</p>	<p>Yes, this is the 4<sup>th</sup> plan the market is in, but Year 1 funds weren't used until Year 2. Year 1 was \$1000, Year 2, 3 and now 4 has been \$8000.          We have presented outcomes to the coalition for Year 2 and 3 and have submitted the written reports to CWF.</p> <p>The longterm goal is for this market to have enough income from vendor fees and if needed from the Village to compensate the market manager. We think this will be achievable in 2019. 2015 – we have a new location, 2016 – move back to our previous location, 2017 – 50% increase in vendor fees, 2018 – same vendor fees, 2019 – vendor fees increase to compensate the market manager.</p> <p>We are testing the Friends of the Market idea to raise funds for marketing and for events at the market. We expect the Friends group will need 3-5 years to reach steady state amount for these expenses.</p> <p>Thus, we expect to request the same amount in 2016, less in 2017 and then in 2019 not require funding from the coalition.</p>
<p><b>10. Provide citation(s) of similar programs used as a model in developing this intervention.</b></p>	<p>All the 5H communities have a Farmers market and these are viewed as best practice programs to increase the consumption of local produce.</p>

~ INSERT A BUDGET which shows all sources of income and categories for expenses. Please also indicate which expenses will be covered by the funds from the Chelsea-area Wellness Foundation.

## Manchester Wellness Coalition | Plan Year 4

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Proposed
# market days					4	4	5	4	4	2			23
Number of Vendors													434
Weekly vendors					28	30	35	35	28	10			158
Seasonal vendors					11		1						12
Seasonal vendors attending													
<b>Income</b>													
CWF							\$8,000						\$ 8,000
Vendors	\$ -	\$ -	\$ -	\$ -	\$ 1,268	\$ 180	\$ 310	\$ 210	\$ 168	\$ 60	\$ -	\$ -	\$ 2,196
Other (Friends of the market)	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100		\$ -	\$ -	\$ 500
<b>Total income</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 1,368</b>	<b>\$ 280</b>	<b>\$ 8,410</b>	<b>\$ 310</b>	<b>\$ 268</b>	<b>\$ 60</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,696</b>
<b>Expenses</b>													
Coupons (\$100 per week)					\$ 400	\$ 400	\$ 500	\$ 400	\$ 400	\$ 200			\$ 2,300
Market Manager (Apr - Oct)				\$ 360	\$ 720	\$ 720	\$ 900	\$ 720	\$ 720	\$ 360			\$ 4,500
Printing - Advertising \$50/wk			\$ 800	\$ 200	\$ 200	\$ 200	\$ 250	\$ 100	\$ 100	\$ 50			\$ 1,900
Entertainment \$50/wk				\$ 50	\$ 200	\$ 200	\$ 250	\$ 200	\$ 200	\$ 100			\$ 1,200
Misc Supplies			\$ 150	\$ 300	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25			\$ 600
Friends group expenses				\$ 250	\$ 250								\$ 500
<b>Total Expenses</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 950</b>	<b>\$ 1,160</b>	<b>\$ 1,545</b>	<b>\$ 1,545</b>	<b>\$ 1,925</b>	<b>\$ 1,445</b>	<b>\$ 1,445</b>	<b>\$ 735</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 11,000</b>

<b>Budget Summary</b>	<b>Amount</b>	<b>Percentage</b>
Amount of funds from Coalition	\$8000	75%
Total funds from other sources	\$2696	25%
Marketing/Advertising	\$1900	17%
Compensation – to one or more people	\$4500	41%
Infrastructure (structure that lasts 5 years or more)	\$0	0
Other expenses (events, coupons, misc, Expenses for Friends of the Market)	\$4600	42%

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<b>Plan Year</b>	<b>Amount \$\$ granted</b>	<b>Amount Spent</b>	<b>Amount carried over</b>	<b>Amount returned to CWF</b>
Year 1	\$1000	0	\$1000	0
Year2	\$8000	\$9000	0	0
Year 3	\$8000	\$8000	0	0