



FARMERS MARKET

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Village of Manchester, 912 City Road, 734-428-7877

Total amount granted from 5HF:

\$6000

Total expenses paid with 5HF funds*:

\$6000

* 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:

May 5, 2016

Intervention end date:

Oct 13, 2016

Date funding received:

September 2016

Element:

Eat Better

Intervention Information

Brief Intervention Description

- I. **Primary Goal:** Host 25 markets in 2016 which includes local produce and other locally made items and which encourage area residents to buy and eat locally grown produce, but also to come to the market to socialize with other market customers and market vendors

- II. **Brief description of program:** The Farmers Market provides a place for local farmers and artisans to sell to the public. The market is open Thursdays from May through mid October from 3:30 – 7 pm at Chi-Bro Park on M-52 in Manchester.

- III. **Target population.** Area residents of all ages

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

Funding Intervention also funded in:

- | | |
|---|--|
| <input type="checkbox"/> Year 1: \$1,000 (used in Year 2) | <input type="checkbox"/> Year 4: \$8,000 |
| <input type="checkbox"/> Year 2: \$8,000 | <input type="checkbox"/> Year 5: \$6,000 |
| <input type="checkbox"/> Year 3: \$8,000 | |

- Has the intervention made any improvements/changes from past year(s)?
 - Yes In 2016, received Food Permit to allow us to host Food demo with samples, partnered with the DDA and Chamber to link the Farmers market with downtown businesses and participated in the Farm to Table Dinner fundraiser
- If the amount requested has changed from the previous year please explain.

The Farmers Market Committee is continuing to work on a sustainability plan which will continue to reduce the amount of funding needed from the Coalition to run the market by decreasing the funds needed to run the market and by finding other sources of funding. It is unlikely the funds received from vendors will ever cover the costs of the market unless volunteer market managers can be found.

Key Evaluation Data

Please record and include the key evaluation data collected for this intervention

Units of Engagement (no units of engagement for infrastructure)

- Number of participants (P) = 7,370
- Time each participant worked on or spent at each event (T-in hours) = 0.25
- Number of classes/events held (N) = 24
- $P \times T \times N = \text{units of engagement} = 44,220$

Other measures may include, but are not limited to:

- Customer Count = 7,370
- Gross Sales reported by vendors = \$38,716
- Weekly food demos = 8 were held
- Revenue (goal \$5200) = \$6455
 - \$1907 vendor fees, \$2082 ACT 88 (maybe ~ \$900 more), \$500 Kiwanis, \$1941 Farm to Table dinner, \$25 donation

Survey results

- 98% of 347 surveys indicated the customer lived in 48158 zip code
- 347 customers indicated they purchase for the following in Manchester:
 - 66% purchase gas
 - 58% buy food from the Manchester Market
 - 7% buy clothing
 - 26% buy prepared food including take out
 - 23% go to restaurants
 - 18% do gift shopping
 - 23% buy craft items
- 347 customer indicated attended the following events in 2016:
 - 34% Canoe race
 - 26% Business expo
 - 11% Kids are great day
 - 0% Mighty River Raisin (note – it rained very hard that day)
 - 71% Fireworks
 - 34% Arts and Crafts day
 - 67% Chicken Broil
 - 41% Gazebo Concerts
- 347 customers were asked if they invite out of town friends and family to attend events in Manchester:
 - 59% invite 1-4 people
 - 12% invite greater than 4 people
 - 23% do not invite others
- How often do the 484 customers attend the Farmers Market:
 - 5% attended for the 1st time
 - 23% attend once a month
 - 47% attend 2-3 times a month
 - 24% attend every week
- What do 484 customers purchase at the market (could select more than one option)
 - 327 buy produce
 - 216 buy baked goods
 - 76 buy crafts
 - 78 come for the events

For each goal provide the following information:

Goal 1: Host 25 markets, average 3 produce vendors, data within 10% of 2015

<p>Did the intervention meet specific goals listed on the intervention table?</p>	<p>25 markets – only 24. We planned to have a market at Christmas in the Village, but don't have a location. Instead, we notified vendors that Kingsley-Jenter House was a craft location.</p> <p>Average 3 produce vendors – yes</p> <p>Stalls rented – 71% of 2015 number</p> <p>Ave Customer Count per week – 96%</p> <p>Gross sales – 101%</p>
<p>State what you tried to accomplish</p>	<p>Retain status quo from previous year with 10%</p>
<p>How did you measure progress towards the goal?</p>	<p>Data</p>
<p>Was the goal attainable?</p>	<p>Yes, except for vendor stalls rented. There was a sharp decline in vendors. There were 3 observations:</p> <ol style="list-style-type: none"> 1) 3 vendors from previous years have gotten full time jobs, 2) far fewer craft vendors participated (previous years there were about 1/3 craft vendors. This year craft vendors were 9%. 3) Grass Lake Farmers Market also had fewer vendors this year <p>Frog Hollar sold many CSA shares and the market served as a pick up spot for the CSA shares.</p>
<p>Describe how the goal was relevant to the coalition and community wellness related needs</p>	<p>Provides local produce to increase consumption of fruits and vegetables.</p>

For each goal provide the following information: * exclude depending on # of goals

Goal 2: Implement a sustainability plan

<p>Did the intervention meet specific goals listed on the intervention table?</p>	<p>Yes, \$2000 less was requested by the farmers market from the coalition. Farmers Market Committee obtained funding from other sources 5H Farmers Market group worked together to host a successful Farm to Table Dinner – \$11,000 was made for 5 markets</p>
<p>State what you tried to accomplish</p>	<p>Limit the dependence on the coalition to paying for the market manager and food education</p>
<p>How did you measure progress towards the goal?</p>	<p>Total of other fundraising Over \$6400</p>
<p>Was the goal attainable?</p>	<p>Yes</p>
<p>Describe how the goal was relevant to the coalition and community wellness related needs</p>	<p>By needing less from the coalition, more funds are available to other interventions</p>

Overall were there any major accomplishments?

Yes

• Please comment

Food Education will likely become more and more the focus of the Farmers Market. We received our food demo permit this year and will work on adding more elements of food education

Setbacks

Were there any setback encountered during the implementation of this intervention?

Yes

If yes, please describe setbacks and how they were addressed below:

Setbacks or issues identified	How they were addressed
Receiving the Food license	Our application was lost (even though the check was cashed), so was re-sent, then had to redo it because application form changed, rescheduled inspection 4 times.
Market Managers computer died, so email blasts didn't go out for 9 of the markets	Committee is working on finding a back-up for 2017 including use of Manchester District Library computers if needed
Number of vendors decrease in Sept and Oct.	Committee will be working on possible solutions for this during the winter months

Collaborations

Did your intervention involve collaboration with any other organizations

Yes

Manchester DDA, Chamber of Commerce, Manchester Community Resource Center, Manchester District Library, Kiwanis, Manchester Community Schools, Community and School Gardens, Frank's Restaurant, Stockwell's Catering, Sweet Mary's Café, Steelgrafix, Dairy Queen , Bridgewater Support Services, Ann Arbor Visitors and Convention Center

Please comment on the value of the collaboration

CRC – offered \$2 food tokens for use at the Farmers market

DDA , Chamber, Kiwanis – helped with funding events

Chamber, Library, Schools, Community Garden, Amber Sidebottom, Stockwell's, Steelgrafix, Sweet Mary's Café, Dairy Queen – help with events

Frank's – did a food demo

SPECIAL THANKS TO STOCKWELLS CATERING FOR BEING ONE OF THE 5 CHEFS AT THE FARM TO TABLE DINNER

Collaborations

Will the collaboration continue if the intervention continues?

- **Yes**

Are there additional collaborators you could work with in the future?

- **Each year we plan events, so may ask other organizations to help**

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

FARM TO TABLE DINNER - in 2017 will be hosted in Grass Lake and in 2018 the plan is to host in Manchester

Farmers market committee will work on identifying ways to increase the number of vendors to return to the average of 14-15.

Continue to look for other sources of income

Continue to look for ways to decrease expenses to run the market

Fiscal Agent



Media



- Provide the following documentation:
 - 4 articles in the Manchester Mirror
 - <http://themanchestermirror.com/?s=farmers+market&x=0&y=0>
 - An Ad was in the Manchester Mirror for 6 months (see above)
 - We have a large poster board with 5 Healthy Towns that we put out by the market manager tent at the markets
 - There were monthly flyers that were distributed around town, sent to churches, giving to PTO, handed out at baseball games, etc. (see attached copy of flyer)
 - The Make it Manchester Thursdays in Manchester event program – also had lawn signs, flyers and ad in the Manchester Mirror and for 3 events ads in The Tecumseh Harold

Market Flyers



Thursdays @ Chi-Bro 3:30-7pm

This Week's Free Event:
Take Home Gardens
Design and plant your own garden

Find out more about our events on Facebook @ManchesterFarmersMarket Or www.manchesterfarmmarket.com

Learn how to become a vendor by emailing farmersmarket48158@gmail.com



Thursdays @ Chi-Bro 3:30-7pm

This Week's Free Event:
Business Expo (Chamber of Commerce)
First Food Demo by Frank's Place

Find out more about our events on Facebook @ManchesterFarmersMarket Or www.manchesterfarmmarket.com

Learn how to become a vendor by emailing farmersmarket48158@gmail.com



This Week at Market!

Sidewalk Chalk and Art Day
Make it Manchester Thursday

Come between 3-6 to sign up for sidewalk art
Judging and prizes at 6:30
Themes: River Raisin, Healthy Eating, Flying Dutchmen

Thursday @ Chi-Bro 3:30-7pm
farmersmarket48158@gmail.com




This Week at Market!

Fairy Festival

3:30- 5 and under Junior Fairy Hunt (5+ to follow)
4pm- Costume Parade: Fairies and Lost Boys
4:30- Costume Contest Judging and Prizes
Bring or make a trinket to add to our Fairy House to be displayed through town!

Thursday @ Chi-Bro 3:30-7pm
farmersmarket48158@gmail.com




This Week at Market!

Don't forget the Farmers Market this Chicken Broil

Bring your take out box and avoid the crowds!
Plenty of seating at Chi-Bro
After dinner the kids play and grab some dessert
Then pick out some sweet corn and fresh produce

Thursday @ Chi-Bro 3:30-7pm
farmersmarket48158@gmail.com



Thursdays @ Chi-Bro 3:30-7pm

This Week's Free Event:
Mighty River Raisin
Water Conservation Demo

Find out more about our events on Facebook @ManchesterFarmersMarket Or www.manchesterfarmmarket.com

Learn how to become a vendor by emailing farmersmarket48158@gmail.com



Thursdays @ Chi-Bro 3:30-7pm

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Learn how to become a vendor by emailing farmersmarket48158@gmail.com



This Week at Market!

Black Sheep Festival and Corn Roast

Free ear of roasted corn from Stockwell's
Seeds for vegetables and herbs (while supplies last)
Therapy dog demo @ 6pm
(Closed-toed shoes required)

Thursday @ Chi-Bro 3:30-7pm
farmersmarket48158@gmail.com




MAY 5TH - OCT 13TH FARMERS MARKET SEASON EVERY THURSDAY 3:30-7PM AT CHI-BRO PARK

5th Season Opening
Visitors Day Celebration Fundraiser P. B. Bakery
1st Middle Manchester Race Club
Fruit and Veg of the Week Sale
Cdn. Activities: Science, Pizzazz, and Bookends, Train
Carnival: Take Home Gardens
Carnival: Popcorn, Cotton Candy, and More
5th Manchester Business Expo
Organized by the Chamber of Commerce

This year is all about Manchester!
Come join us for a Healthy Community, Local Vendors and Crafters, and Events.

ManchesterFarmMarket.com
Manchester Michigan Farmers Market




MAY 5TH - OCT 13TH FARMERS MARKET SEASON EVERY THURSDAY 3:30-7PM AT CHI-BRO PARK

2nd Chicago Great Day
Partnered with local business: Manlyville Public Schools and Kearsy
Lacrosse meet the need for school gear
Robotic Team Demo, Face Painting, 3rd House Painting and Sidewalk Art
6th The Mighty River Raisin
Roundup: Wheelbarrow Races
Ice Cream Festival: Scoopage Party, Coloring Books, and Water Safety Demo
4th Community Fair Week
3rd Summer Bike and Walk Day
After the Market: Meet the Vendor at the Market
The Royal Pines and Saddle Tree - Manchester's Craft Fair

This year is all about Manchester

ManchesterFarmMarket.com
Manchester Michigan Farmers Market




July Farmers Market
Thursdays @ Chi-Bro 3:30-7pm

7/7- Make it Manchester: Heritage Day and Food Demo
Soc by the Kingsley-Jenler open house trail by the Farmers Market
For a fresh, new salad recipe and Food Demo

7/14- Sidewalk Chalk and Arts and Crafts Day!
Bring your 30cm for a 30cm x 30cm to you, art!
Themes: Healthy Eating, River Raisin, Flying Dutchmen
Judging and prizes @ 6:30

7/21- Chicken Broil Day!
Avoid the crowd and bring your Chicken Dinner to the park
Then grab some weekend produce and dessert!


7/28- Taste of Manchester!
Food Demo at the Farmers Market
Plus Dinner in the Park!

ManchesterFarmMarket.com
Manchester Michigan Farmers Market





3rd Annual Black Sheep Festival!
AUG 11th 3:30-7pm @ Chi-Bro Park

Come celebrate our community's farming and ranch heritage with:
CORN ROAST from Stockwell's (free ear of corn for all!)
- 1/2 lb felt farm activity for kids
- Take home seeds of fresh veggies and herbs
- 4pm Therapy Horse Demo (thanks to Bridgewater Support Services, Ann Arbor Burkhart's, Steeplechase, LYSN)
- Prizes for the same must wear closed-toed shoes



ManchesterFarmMarket.com
Manchester Michigan Farmers Market




Fall Farmers Market
Thursdays @ Chi-Bro Park 3:30-7pm
Through October 13th

Last chance to stock up on many of your favorite items!
Eggplant, Squashes, Peppers of all kinds, Apples, Potatoes and Sweet Potatoes, Tomatoes, and of course Pumpkins!

Pumpkins for decorating, roasting, baking, carving, puree and!

Don't forget our baked goods vendors who have
Pretzels, Pumpkin Rolls, Rhubarb Coffee Cake, Cookies, ToFees, Cupcakes and so much MORE!

ManchesterFarmMarket.com
Manchester Michigan Farmers Market



Make it Manchester Thursdays

<p>MAKE IT MANCHESTER THURSDAY</p> <p> This Thursday </p> <p>3:30 Farmers Market @Chi-Bro Park</p> <p>3:30-7:00 MAHS Kingsley-Jenter House Tours, Rug Hooking, Interesting History Info!</p> <p>4:00-7:00 MAHS Blacksmith Shop Flames and Forging Going On</p> <p>7:30 pm Gazebo Concert @ Wurster Park</p> <p>1</p>	<p>MAKE IT MANCHESTER THURSDAY</p> <p> " KIDS ARE GREAT DAY"</p> <p>Thursday, June 9th</p> <p>3:30 - 7 pm Chi-Bro Park Farmers Market Cake Walk sponsored by COMERICA Scavenger Hunt, Wheel of Silliness, + more</p> <p>7:00 pm Gazebo Concert @ Wurster Park <i>Kids will love this concert!!</i></p> <p>2</p>	<p>MAKE IT MANCHESTER THURSDAY</p> <p> " MIGHTY RIVER RAISIN"</p> <p>This Thursday</p> <p>3:30 Farmers Market @Chi-Bro Park +River Raisin Watershed , fishing info ++</p> <p>7:30 pm Gazebo Concert @ Wurster Park <i>Raisin Pickers & Natalie Mae</i></p> <p>DQ Coupon @ River Raisin Watershed Tent</p> <p>3</p>	<p>MAKE IT MANCHESTER THURSDAY</p> <p> This Thursday </p> <p>3:30 Farmers Market @Chi-Bro Park</p> <p>3:30-7:00 MAHS Kingsley-Jenter House Tours, Rug Hooking, Interesting History Info!</p> <p>4:00-7:00 MAHS Blacksmith Shop Flames and Forging Going On</p> <p>7:30 pm Gazebo Concert @ Wurster Park</p> <p>4</p>	<p>MAKE IT MANCHESTER THURSDAY</p> <p> Thursday, July 14</p> <p>3:30 Farmers Market @Chi-Bro Park</p> <p><i>Free vendor day For arts & crafts makers Chalk Art Competition with prizes</i></p> <p>7:30 Gazebo Concert @ Wurster Park</p> <p>5</p>
<p>MAKE IT MANCHESTER THURSDAY</p> <p> Thursday, July 28 "Taste of Manchester!"</p> <p>3:30 Farmers Market @Chi-Bro Park <i>Free food coupons for downtown eateries Free T-shirt coupons too!</i></p> <p>St. Mary's Ice Cream Social @ church</p> <p>7:30 Gazebo Concert @ Wurster Park</p> <p>6</p>	<p>MAKE IT MANCHESTER THURSDAY</p> <p> DUTCH DAY</p> <p>This Thursday</p> <p>3:30 - 7 pm Farmers Market @Chi-Bro Park</p> <ul style="list-style-type: none"> <input type="checkbox"/> MHS Cheerleaders will perform ~ 5:30 <input type="checkbox"/> Corn Hole & Checker Competitions <p>7</p>	<p>BLACK SHEEP FESTIVAL</p> <p> This Thursday</p> <p>3:30 Farmers Market @Chi-Bro Park</p> <ul style="list-style-type: none"> >Dawna's making grilled sweet corn <ul style="list-style-type: none"> > 1 free ear per person >Meet a therapy horse >Farm Activities for kids <p>8</p>	<p>MAKE IT MANCHESTER THURSDAY</p> <p> PUMPKIN DAY</p> <p>Thursday, Oct 13</p> <p>3:30 - 6:30 pm at Worth Repeating</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Free Halloween costumes, free help creating & accessorizing your costume</i> <p>3:30 - 6:30 pm at Village Hair Forum</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Free help with planning make-up and hair fashion for Halloween costumes</i> <p>3:30 - 7 pm Farmers Market @ Chi-Bro Park</p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Last 2016 market</i> <p>9</p>	



MAKE IT MANCHESTER 9 THURSDAYS

All the fun starts around 3:30 until 9:30 pm

Visit Chi-Bro Park, Downtown and Wurster Park

1. **May 26th** - Business Expo @ the Farmers Market Chi-Bro Park with High School Jazz Band and Food Demo by Denise from Frank's Place. Many activities from 3:30 – 7 pm.
2. **June 9th** - Kids are Great Day - celebration of the end of the school year with activities at Chi-Bro Park and downtown, ending with free entertainment by Gemini at Wurster Park at 7 pm.
3. **June 16th** - **The Mighty River Raisin** - lots activities at Chi-Bro Park and downtown centered on the River Raisin, music entertainment by the Raisin Pickers at Wurster Park at 7:30
4. **July 7th** - **Manchester Heritage Day** – the historic society will open the new Kinsley-Genter Museum & Blacksmith shop, enjoy historic walks and then go to Wurster Park for a performance by Shari Kane and Dave Steel at 7:30 pm.
5. **July 14th** - **Arts, Culture and Craft Festival** – just look or buy wonderful arts and crafts at Chi-Bro Park and downtown, kids activities and T.J. Thomas will perform at Wurster Park at 7:30 pm.
6. **July 28th** - **Taste of Manchester** – Shop & Eat local with discount coupons for local businesses, go to an Ice Cream Social, and Palooka Brothers Old Time String Band at 7:30 pm
7. **August 11th** - **Black Sheep Festival** – get back to the agricultural history of the Manchester area with lots to do and learn.
8. **August 18th** - **Dutch Day** – Let's rally for back to school and team spirit, discount coupons for school color clothing and accessories. Get your DUTCH STRONG ALL DAY LONG sign.
9. **October 13th** - **Pumpkin Festival** – Get ready for Halloween by painting a pumpkin, creating a scare crow. Last Farmers Market – so stock up on local produce.

More details at: www.manchestermi.org, www.48158.org and www.manchesterfarmmarket.com

Please include an itemized expense report (not budget) that demonstrates how the grant funds were used

Income	Actual
5HTF	\$ 6,000
Vendors	\$ 1,907
Other	\$ 4,548
Total income	\$ 12,455
Expenses	Actual
Coupons	\$ 521
Manager **	\$ 4,586
Food Education **	\$ 736
Advertising	\$ 2,225
Events	\$ 722
Infrastructure	\$ 689
Misc Supplies	\$ 475
Total Expenses	\$ 9,954

Notes

1. Food Education. Because of the delay in getting our license to run food demos, we will request that we carry over \$464 for food demos next year
2. In Kind. Over \$15,000 Addition value of in-kind from the Village of Manchester for Accounting services and use of Chi-Bro Park 24 times. We did not know how to estimate the value for these in-kinds.
3. In Kind. A list of value attached to in kinds is provided on the next slide

List of In Kind

Village of Manchester		\$xxx	Accounting function, check writing, etc.				
Community Resource Center		\$124	Wooden \$2 coins				
Farmers Market committee		\$ 7,500	300 hours @ \$25 per hour				
Community Garden		\$ 250	5 hours , 2 people @\$25 per hour				
Community Garden		\$ 250	50 planters and seeds				
Wilma Trachet		\$100	Provided soil for take home gardens				
Frank's		\$200	time to do pesto food demo and food provided				
Comerica		\$100	Cakes for the cake walk				
Ann Arbor Area Convention and Visi		\$1,000	Prizes for chalk contest and survey drawing				
Make it Manchester Volunteer		\$ 1,125	45 volunteer hours to design signs, ad, put out signs, etc.				
Worth Repeating		\$200	10 Halloween costumes				
Bridgewater support services		\$ 800	4 hours of professional services @\$200 per hour				
MHS band and cheerleaders		\$ 3,000	Volunteer hours 6 hrs each for 20 people				
SRSLY		\$ 750	Volunteer hours 5 hrs each for 6 people				
Total		\$15,399					