



# FARMERS MARKET

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Fiscal Agent: St Joseph Mercy Chelsea

**Continuing or New Intervention:**

- Continuing

**Intervention also funded in:**

- Year 1: \$14,440
- Year 2: \$19,470
- Year 3: \$22,858
- Year 4: \$17,190
- Year 5: \$9000 (April – Oct 2016) + \$14,880

**Amount Requested:**

**\$21,692**

**Element:**

**Healthy Eating,  
Connect with  
others**



# Intervention information

## Brief Description

- I. **Brief description of the program or project:** The Chelsea Farmers Market and Bushel Basket Markets act as a place for Chelsea residents and surrounding communities to acquire healthy, fresh food from local farms and vendors. Customers receive health education through our Healthy Demonstration events, recipes, cooking demos and other activities.
- II. **Target population:** All ages
- III. **When will the intervention start and end:** Year round. Our 2 outdoor markets run May – October, and the indoor market runs November - April
- IV. **Number of events** (if applicable): 52 Saturday markets, 26 Wednesday markets





## List all the goals of the intervention

1. Increase fruit and vegetable consumption
  
2. Provide health education through healthy demonstrations, cooking demos and health related activities
  
3. Increase access to fresh produce through our food assistance programs
  
4. Strengthen community around health by involving community partners and creating a fun, interactive environment centered around health

For the primary goal provide the following information:

SMART	Goal 1:
Specific Goal	Increase fruit and vegetable consumption
How success will be measured	Customer surveys, vendor surveys, vendor counts
Describe what data will be collected and who will collect it	<ul style="list-style-type: none"> <li>-Impact of market on healthy eating for customers (customer survey questions about ease of access, price, availability, if there was an effect on diet. etc)</li> <li>-Number of health edu activities provided by the market and number of customers engaged</li> <li>-Customer counts for every market</li> <li>-Sales of produce vendors</li> <li>-Income from food assistance programs toward the market's gross sales</li> <li>-Number of vendors selling produce, meat, eggs/dairy, baked goods, organic food, honey/jam, and crafts. Also the percentage of produce vendors vs overall vendor makeup.</li> </ul>
Why do you think the goal is achievable?	The market has been in operation for over 25 years and has a strong history of success
Is the timeline achievable	yes

## Units of Engagement

**Please calculate the units of engagement for your intervention**

- Estimated number of participants (P)
- Estimated time each participant spends at each event (T in hours)
- Estimated number of events to be held (N)
- $P \times T \times N = \text{xxxxx}$

*Note – if this is an infrastructure intervention, units of engagement may not be applicable*

Summer Market Saturday:  $630(P) \times .3(T) \times 26(N) = 4,914$

Summer Market Wednesday:  $270(P) \times .3(T) \times 26(N) = 2,106$

Winter Market:  $200(P) \times .3(T) \times 24(N) = 1,440$

Mobile Markets (in Stockbridge, Grass Lake and Manchester):  $8(P) \times .05(T) \times 24(N) = 9.6$

Farm to Table dinner:  $175(N) \times 2(T) \times 1(N) = 350$

CSA fair:  $75(N) \times (.25) \times 1(N) = 18.75$

**TOTAL UNITS OF ENGAGEMENT = 8,838**



# Key Evaluation Data

- Number of participants: Customer and vendor counts
- Surveys for health education activities, such as change in eating habits and knowledge of cooking
- Impact of market on healthy eating for customers (customer survey questions about ease of access, price, availability, if there was an effect on diet. etc)
- Vendor income
- Use of food assistance programs by tracking food assistance dollars spent





# Responsible Parties & Organizations

## Who will:

- Obtain permits, etc. required: [Stephanie Willette-Market Manager](#)
- Finalize decisions like times, dates, etc.: [Stephanie and Market Advisory Committee \(MAC\)](#)
- Develop and implement marketing: [Stephanie](#)
- Recruit necessary volunteers: [Stephanie](#)
- Develop tools to collect data and collect data: [Stephanie, Autumn Orta](#)
- Analyze data: [Stephanie](#)
- Develop plan to improve intervention: [Stephanie, MAC, 5HT markets group](#)
- Prepare storyboard, presentation(s) and reports: [Stephanie](#)

## What organization are involved:

1. Organizations whose approval is required.
  1. City of Chelsea
  2. St Joseph Mercy Chelsea Hospital
  3. Library or host site of temporary market location
2. Organizations who have committed to contribute to the intervention
  - A. With volunteers/interns: St Joseph Mercy, Washtenaw County Health Dept with Prescription for Health community health workers
  - B. With dollars: Fair Food Network, Washtenaw County Health Dept (prescription for health), Services for the Aging, WIC, The Garden Club
  - C. With other in-kind contributions:
    - Faith in Action. Nancy Paul. Partner in Prescription for Health Program.
    - Chelsea Chamber for organizing music, marketing, and as advisor
    - MOPS for children's activities,
    - Chelsea Update for weekly marketing.
    - City of Chelsea for pole banners and advertising
    - 5 Healthy Towns through the Wellness Coalition. Help with long term planning.
    - Market Advisory Committee, includes long time vendors and city reps. Advises on on-going performance
    - Camp Gabika. Andrew Thomson. Campers visit the market in the summer.
    - MIFMA. Training and technical support.

# Marketing Plan

## How do you intend to market your intervention?

- MARKETING PLAN is:
  - ❑ Weekly newsletters through mailchimp
  - ❑ Weekly article in Chelsea Update
  - ❑ Weekly announcement in St Joes online newsletter
  - ❑ Yearly article in Sun Times
  - ❑ Yard signs the day of market
  - ❑ Regular posts on Chelsea Mich
  - ❑ Regular facebook updates on our page and pages of community partners
  - ❑ Fliers around town once a month listing events, food assistance programs, and hours of operation
  - ❑ Listings in online directories like Taste the Local Difference, MIFMA, LocalHarvest, Michigan's Agricultural Tourism Directory, etc
  - ❑ Vendor directory and Chelsea Ag Tour Map through Chamber/ChelseaMich

# Proposed Budget \$21,692 (Total Budget = \$72,913)

How \$21,692 funds from 5HF will be used

Manager Salary = \$18,720

Market Assistance Salary = \$1,000

10% Admin = \$1,972

How \$xxxx funds from other organizations will be used

Expense	Budget	Source
Manager Salary	\$ 18,720	5HT FM grant
Manager Salary and Benefits	\$ 25,740	SJMC CB
Mileage	\$ 700	SJMC CB
Market Assistant Salary	\$ 1,000.00	5HT FM grant
Print ads, signs, fliers	\$ 1,800.00	Vendor Fees
Chelsea Update - Summer weekly listing	\$ 480.00	Vendor Fees
Supplies - misc.	\$ 450.00	Vendor Fees
MIFMA and Chamber Membership Dues	\$ 575.00	Vendor Fees
Entertainment	\$ 2,400.00	Vendor Fees
Website Maintenance	\$ 180.00	Vendor Fees
Space Rental	\$ 50.00	Vendor Fees
PO Box Rental	\$ 60.00	Vendor Fees
Print ads, signs, fliers (winter market)	\$ 250.00	Winter Market Vendor Fees
Chelsea Update - weekly articles (winter market)	\$ 480.00	Winter Market Vendor Fees
Supplies - misc. (winter market)	\$ 100.00	Winter Market Vendor Fees
Space Rental (winter market)	4,130.00	Winter Market Vendor Fees
Food Demos - state license	\$ 70.00	Fundraiser
Food Demos - supplies	\$ 500.00	Fundraiser
Food Demos - instructor fee	\$ 1,500.00	Fundraiser
Kids tent coordinator salary and supplies	\$ 1,000.00	Garden Club
Mobile Winter Market - vendor reimbursement	\$ 6,000.00	Customer payments
Mobile Winter Market - advertising	\$ 100.00	Vendor fees
Admin 10% of 5HT FM grant request	\$ 1,972.00	5HT FM grant
Admin 10% of remainder of budget	\$ 4,656.00	Vendor Fees or Fundraiser
Total Expenses Oct 2017- Oct 2018	\$ 72,913	



# Thank You



St. Joseph  
Mercy  
Chelsea

5 Healthy  
Towns  
Coalition

Kiwanis Club