

Manchester Wellness Coalition | Plan Year 7

NAME OF THE INTERVENTION	Farmers Market
5HF Element to Impact: Eat Better, Move More, Connect with Others in Healthy Ways, Avoid Unhealthy Substances (select minimum of 1)	Eat Better
Fiscal Agent	Village of Manchester
Tax I.D	
Implementation Contacts (2 or more required)	Laura Wohlgemuth, Ruth VanBogelen
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Date Funding Required	July 2018
Implementation Date	May 10, 2018
Estimated Completion Date	November 2018
Total Amount Requested from 5HF	\$6500

Criteria	Descriptions
<p>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</p> <p><i>Typically one paragraph (3-5 sentences)</i></p> <p><i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>The Manchester Farmers Market runs from Thursday, May 10 – Oct. 25 (25 markets) in 2018 from 3:30 to 7 pm at Chi-Bro Park. We host the market primarily so that local produce is available to Manchester residents. We have produce vendors at every market along with a vendor selling honey, usually 2-3 vendors selling baked goods (including some whole grain bread). During May there is not a lot of produce but two vendors (or more) sell vegetable producing plants.</p> <p>This year we will have a new plan for food education which we are sharing with other 5 Healthy Towns markets (funded by 5H CAC). We hired a student studying Nutrition Science to earn a MPH from U of Mich to prepare weekly menus, shopping lists and recipes for customers, to talk to farmers to give them ideas of how to promote more produce sales and to attend some markets to talk to customers about using local produce in their daily meal planning. The intern will be at the Manchester Farmers Market 7-8 times thorough the summer.</p> <p>A secondary objective of the market is to provide a fun location for people of all ages. We try to provide some sort of event at every market and this year will connect with the Manchester Chamber of Commerce and Manchester DDA to co-host a Make it Manchester event once a month..</p>

	<p>Finally, we include in our market event plans things that will address areas the Manchester Wellness Coalition is working on:</p> <ol style="list-style-type: none"> 1. We are offering three Kids Biz days which is addressing the issue in our community (data from the 2015 BRFSS survey) that 55% of our youth spend more than 2 hours on electronic devices outside of school compared to 18% in Washtenaw County. For Kids Biz, youth make things and then get to sell them at the Farmers Market We did this event once last year, kids loved it, parents told us the kids did spent a lot of time making the items they sold. 2. We will be offering diabetes screening in August (A1C tests done by Dr. Eccles office) which provides points on our NEAT score. 3. We will have Kathy Walz, SJMC Behavior Health Navigator come to the market at least once for a meet and greet so residents can become familiar with her. This addresses the mental health issue. 4.
<p>2. How does this intervention address the needs identified by your community and the coalition? <i>Please be specific and refer to local data (i.e. HIP, MiPHY, PAC, NEAT, etc.) and/or the coalition strategic plan. Should include specific health/wellness indicators.</i></p>	<p>We include in our market event plans things that will address areas the Manchester Wellness Coalition is working on:</p> <ol style="list-style-type: none"> 1. We are offering three Kids Biz days which is addressing the issue in our community (data from the 2015 BRFSS survey) that 55% of our youth spend more than 2 hours on electronic devices outside of school compared to 18% in Washtenaw County. For Kids Biz, youth make things and then get to sell them at the Farmers Market We did this event once last year, kids loved it, parents told us the kids did spent a lot of time making the items they sold. 2. We will be offering diabetes screening in August (A1C tests done by Dr. Eccles office) which provides points on our NEAT score. 3. We will have Kathy Walz, SJMC Behavior Health Navigator come to the market at least once for a meet and greet so residents can become familiar with her. This addresses the mental health issue. 4. Just having the market provides points on the NEAT survey also. <p>Other data from BRFSS: number of people overweight or obese (68% which is 5% higher than 2010 and 12% higher than county data), number of people consuming 5 servings of fruits and vegetables a day (26% consume 5 or more, up from 8% in 2010, number of youth consuming 5 servings of fruits and vegetables a day (0% in 2015).</p>
<p>3. What are the specific goals for the intervention? <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"> • <i>State what you are trying to accomplish,</i> • <i>How you will measure progress toward and accomplishment of your goal</i> 	<p>Goal 1 – host 25 markets. Our weather policy is to only cancel the market if dangerous storms (potentially tornados) are part of a weather warning for the area.</p> <p>Goal 2 – collect data on number of vendors each market, customer count and gross sales. The goal is for the data to be within 10% of last year’s data. We feel that our market has reached a steady</p>

<ul style="list-style-type: none"> • <i>Who is responsible for collecting the data?</i> • <i>Why you think the goal is attainable</i> • <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i> • <i>What is the timeframe for achieving the goal?</i> • <i>See http://www.wikihow.com/Set-SMART-Goals</i> 	<p>state – right number of vendors for the customer base we have.</p> <p>Goal 3 – collaborate with Community Resource Center to offer \$2 wooden nickels for their food pantry customers (up to \$10 per week). We are also exploring again to offer SNAP, DUPE, Senior Fresh programs but will be dependent on St. Joseph Mercy Chelsea staff and 5 HTF to assist the programs and to reimburse vendors for the coins, coupons they accept. Measure by the number of dollars of food assistance accepted this year.</p> <p>Goal 4 – offer weekly menus and recipes with produce available at the market – free to customers. We’ll survey customers to see if these menus and recipes are used and if they increase consumption of fruits/vegetables. (budget includes a computer and printer which will be used to print these items as needed instead of trying to estimate how many we need each week).</p> <p>Goal 5 – new market manager participates in MIFMA webinar. Measure is attendance and end of the year testimonial of these webinars help her in her role.</p>
<p>4. What key data will be collected, analyzed, and used to evaluate the intervention?</p> <p><i>Should include:</i></p> <ul style="list-style-type: none"> • <i>Units of Engagement</i> <p><i>Might also include survey data, and other measures such as number of participants, pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>Number of markets held</p> <p>Number of vendors/stalls rented each week – and what they are selling (produce, other local products, baked goods, crafts)</p> <p>Number of markets each vendor is present</p> <p>Customer count</p> <p>Gross sales reported by vendors</p> <p>Units of engagement = number of customers total for the year x 0.5</p>
<p>5. What are the estimated Units of Engagement for the intervention?</p> <p><i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i></p> <p><i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>UNITS OF ENGAGEMENT DO NOT NEED TO BE CALCULATED FOR INFRASTRUCTURE (i.e. parks, sidewalks, trails, etc).</i></p>	<p>5000 customers x 0.5 hours = 2500 units</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>6. Who (specifically) will be responsible for what aspects of intervention implementation? <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> ● <i>Obtaining all required permits and permissions and all other communication required</i> ● <i>Deciding on dates, times, locations</i> ● <i>Marketing – both developing and distributing marketing materials</i> ● <i>Recruiting necessary volunteers</i> ● <i>Developing tools to collect data and pictures</i> ● <i>Analyzing data collected</i> ● <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i> ● <i>Preparing and presenting presentations and reports</i> ● <i>All other specific tasks for this intervention to be successful.</i> 	<p>Farmers Market Committee – planning the market, establishing the proposed budget, obtaining funds, hiring the market manager contractor, getting necessary approvals from Village, oversee income and expenses, helping the market manager as needed during the market season, reviewing data from the market, writing summary reports at the end of the year Village of Manchester – fiscal agent manages all our finances, cashing checks, writing checks, recording all financial transactions Village of Manchester Council – provides oversight of plans, budget, gives approvals, etc. for the market Market Manager – day to day operation of the market, ensuring events are carried out, conduct survey, collect data, carry out advertising plan 5H Farmers Market group – share information, generate ideas to improve the markets each year, etc.</p>
<p>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention? <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>Farmers Market Committee is a committee of the Village of Manchester who is the fiscal agent – so all approvals are contained under the Village of Manchester.</p>
<p>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability). <i>Please include names of people in the collaborating</i></p>	<p>Market Managers in Grass Lake, Chelsea and Stockbridge Community Resource Center – food assistance coins St. Joseph Mercy Chelsea – assistance with food assistance programs, professional volunteers to visit the market Village of Manchester DDA – Make it Manchester events Manchester Chamber of Commerce – Make it Manchester events and Business Expo</p>

<p><i>organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<p>Manchester District Library – help with events Manchester Area Girl Scouts – help with events Downtown business – help with events Local residents – help with events Community and School Garden Committee – help with events A more complete list will be put together once our events list is completed</p>
<p>9. If this is a continuing intervention: 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 5HF? <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to 5HF?</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 a continuing intervention Year 2 – current. Year 1 – funds were allocated but these were not used until Year 2 Each year the outcomes have been presented to the coalition Food assistance programs – we continue to work on offering more food assistance programs and hope this year to offer SNAP and DUFB in addition to CRC coins, Senior Project Fresh and Senior Market bucks Food education – we continue to develop strategies to increase the consumption of fruits and vegetables. We have tried coupons for produce and cooking demo. This year we will try providing customers with weekly menus and recipes – we hope this a more direct way to get customers to use the produce they purchase. Amount requested – this year we are only requesting funds to pay for the market manager. This is less than what has been requested in Years 2-6 (Year 2, 3, 4, 6 - \$8000 requested), Year 5 (\$6000 requested). We expect to continue to request funds to pay for the market manager – until such a time that the Village of Manchester would incorporate this expense into their yearly budget.</p>
<p>10. Does your intervention have a sustainability plan? <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	<p>Yes – the 5HTF markets are now hosting a Farm to Table dinner event which is raising about \$10K per year for the markets. This is helping to offset the funds requested by the markets.</p>
<p>11. Provide citation(s) of similar programs used as a model in developing this intervention.</p>	

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Income														
5HTF													\$ 6,500	\$ 6,500
Vendors					\$ 910	\$ 160	\$ 192	\$ 280	\$ 160	\$ 160				\$ 1,862
Farm to Table dinner												\$ 3,000		\$ 3,000
Total income	\$ -	\$ -	\$ -	\$ -	\$ 910	\$ 160	\$ 192	\$ 280	\$ 6,660	\$ 160	\$ 3,000	\$ -		\$ 11,362
Expenses														
Manager \$18 per hour			\$ 120	\$ 360	\$ 720	\$ 720	\$ 720	\$ 900	\$ 720	\$ 720	\$ 20			\$ 5,000
Food Education intern														
Coupons/weekly baskets					\$ 400	\$ 100	\$ 100	\$ 125	\$ 100	\$ 100				\$ 925
Advertising				\$ 1,000	\$ 200	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150				\$ 1,950
Events (ave. \$50 per week)					\$ 200	\$ 200	\$ 200	\$ 250	\$ 200	\$ 200				\$ 1,250
Misc Supplies			\$ 100	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30				\$ 280
Shed					\$ 1,800									\$ 1,800
Computer and printer				\$ 650										\$ 650
Refunds to 5HTF		\$ 2,028												\$ 2,028
Food Education														\$ -
Total Expenses	\$ -	\$ 2,028	\$ 120	\$ 2,110	\$ 3,350	\$ 1,200	\$ 1,200	\$ 1,455	\$ 1,200	\$ 1,200	\$ 20	\$ -		\$ 13,883

5HT funds will be used for Manager (\$5000, shed (\$1000), computer and printer (\$500).

Note – we included a computer and printer in our budget to allow us to print materials at the market as needed. We currently pay \$0.10 per sheet for b/w and \$0.59 for color per page. This year with adding the cost for printing the menus, recipes along with the normal printing (flyer, etc), we anticipate a lot more printing will be required. Epson Ecotank printers have tanks – one full tank prints 4000 or more sheets so the cost per page will be significantly less. For example, to print 50 copies of the 16 weeks of menus, shopping lists and recipes (4 printed pages per week), would be 3200 pages at \$0.10 per page is \$320 and the Epson printer only costs \$230 which will print 4000 sheets or more and ink bottles cost \$18 for b/w).

InKind

- \$7,242.00 Farmers Market Committee – 300 hours @24.14
- \$12,070.00 Volunteers for events = 25 events X 2 people X 10 hours (planning and 4 hours at market) x \$24.14 =
- \$ 724.20 Village of Manchester acting as fiscal agent – 1 hours per week X 30 weeks x \$24.14
- \$3,089.92 Building Farmers Market shed – 8 people x 16 hours x \$24.14 =

\$23,126.12

TOTAL In-Kind not including supplies for events which is unknown at this time, we'll try to collect these costs this summer.

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$5000	51%
Total funds from other sources	\$4862	49%
Marketing/Advertising	\$1950	19%
Compensation – to one or more people	\$4880	48%
Infrastructure (structure that lasts 5 years or more)	\$800	8%
Other expenses	\$2575	25%

Note – the proposed budget has expenses higher than income for 2018 and does not include in kind. \$120 of the \$5000 for the market manager is for the MIFMA classes not actually compensation to the market manager.

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to 5HF
Year 1	\$1000	0		
Year 2	\$8000	\$9000		
Year 3	\$8000	\$8000		
Year 4	\$8000	\$8000		
Year 5	\$6000	\$5322	\$464	214
Year 6	\$8000	\$5758	\$300	\$1942