

SECTION 1	INTERVENTION INFORMATION
NAME OF THE INTERVENTION	Chelsea Farmers Markets
5HF Element to Impact: Eat Better, Move More, Connect with Others in Healthy Ways, Avoid Unhealthy Substances (select minimum of 1)	Eat Better, Connect with Others in Healthy Ways
Fiscal Agent	St. Joseph Mercy Chelsea, Inc.
Tax I.D	82-4757260
Implementation Contacts (2 or more required)	Emily Griswold; Reiley Curran
Contact phones and emails	734-593-6806/coordinator@chelseafarmersmkt.org ; 734-593-5279/reiley.curran@stjoeshealth.org
Date Funding Required	October 2019
Implementation Date	October 2019
Estimated Completion Date	October 2020
Total Amount Requested from 5HF	\$13,800

SECTION 2	CRITERIA
Criteria	Descriptions
<p>1. Please provide a brief description for the intervention program you are proposing and indicate the target population. <i>Typically one paragraph (3-5 sentences)</i> <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>The Chelsea Farmers Markets (formerly Chelsea and Bushel Basket Markets) serve as a place for Chelsea area residents and beyond to acquire healthy, fresh food from local sources and receive health education through our food demos, Prescription for Health and other food assistance programs. The markets provide the opportunity for local businesses to sell quality products from fresh produce, meat and cheeses to hand-made crafts. We also act as a business incubator for new craft and food business owners, and provide a space for long time vendors to make a living selling products. Target population: EVERYONE!</p>
<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>With a highly accessible and visible venue and good marketing support, we can provide an alternative hub for local, healthy food distribution. Food coming directly from the field, or hand made without preservatives, are healthy alternatives to processed/distant food sources. Our intervention addresses the Coalition’s goals of (a) increasing the number of individuals working toward and maintaining a healthy weight, and (b) improving the availability and consumption of healthy foods, and (c) providing support and strategies for social and emotional wellbeing. The following are facts from the 2015 Western Washtenaw region of the Health Improvement Plan</p>

	<p>survey that are being addressed:</p> <ul style="list-style-type: none"> • 30% of adults in Chelsea/Dexter reported having high blood pressure, 25% high cholesterol, 6% diabetes, and 37% were either overweight or obese. The market offers healthy food and education about how eating can have a positive effect on health through our healthy demonstration tables and market literature. Our Prescription for Health Program specifically targets adults at risk for these diseases and gives education and incentive for changing eating/lifestyle habits. • 15% of residents eat fast food 2+ times a week, and 19% claim to eat it 1 time a week. The markets provide a place to purchase healthy whole foods at an affordable price. We offer recipes and tastings/cooking tips through our food demos. <p>78% of our residents eat less than 5 servings of fruits and vegetables a day. With the majority of our vendors being produce vendors, providing vegetables at different price points, and a food demonstration area, we increase produce purchases and provide convenient access by car, bus, biking and walking.</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> • <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> 	<ul style="list-style-type: none"> • The markets' main mission is to encourage health and provide fresh, local and healthy food options for Chelsea area residents. To do this sustainably, we have broken our mission into several goals. Goals: (1) Focus on market stability by increasing customer and vendor attendance, recruiting new quality vendors, maintaining consistent income for vendors, and hosting summer and winter markets (2) Work toward an effective governance structure by giving more guidance to the Market Advisory Committee, recruiting regular volunteers, and working under one fiscal agent with one logo and one market name. (3) Continue to work with the City and DDA to create the best permanent location for all three market days/times; working to locate a new downtown presence for the winter market specifically. (4) Develop other funding sources for the markets through our annual dinner, vendor fees, donations, and sponsorships. • We will use customer and vendor surveys, reporting from vendors, and our own counts of customers and vendors to measure progress. • The market manager, Emily Griswold, is responsible for collecting data • The market has been in operation for over 25 years and has a strong history of success • Increases produce consumption and benefits of eating healthy food. Fosters a community of wellness and healthy lifestyles. The market creates a Sense of Place for our community members • Both markets run May through October, and the Saturday market continues indoors,

	<p>November and December. There are 25 market days for each summer Sat and Wednesday market, which occur weekly from early May through the end of October. Each market lasts 4 hours (Wed) and 5 hours (Sat). There are 9 market days for the winter market lasting 5 hours each.</p>
SECTION 3	MEASUREMENT/DATA
<p>1. What key data will be collected, analyzed, and used to evaluate the intervention? <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>	<ul style="list-style-type: none"> • 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) • Number of Healthy Demonstrations provided by the market and number of customers engaged • Customer counts for every market • Number of market days • Income from cash toward the market’s gross sales • Income from food assistance programs toward the market’s gross sales • 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
<p>2. What are the estimated Units of Engagement for the intervention? <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> <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><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	<p>Saturday: 700 people x 25 markets x .25 hours = 4,375 Wednesday: 400 people x 25 markets x .25 hours = 2,500 Winter: 250 people x 9 markets x .25 hours = 562.5 TOTAL: 7,437.5 hours of engagement from the public</p>
SECTION 4	COLLABORATION
<p>1. Who (specifically) will be responsible for what aspects of intervention implementation?</p>	<ul style="list-style-type: none"> • Emily Griswold, market manager, obtains required permits • Market Advisory Committee and the vendors work with Emily Griswold to decide the dates

<p><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>and time of market</p> <ul style="list-style-type: none"> ● Emily Griswold, and event partners like the library, Faith in Action, St Joseph Mercy Chelsea, etc will be in charge of marketing ● Emily will recruit volunteers ● Emily, volunteers and interns will collect data and take pictures ● Emily and Autumn Orta (Comm. Health Improv. Dept. Secretary) will analyze data ● Emily, Reiley Curran, 5H Towns Farmers Market group, and the Market Advisory Committee will develop plans for ongoing intervention ● Emily will prepare and present reports ● Emily will work with DDA and City Council to get permission and required permits for location usage <p>If Emily is unable to operate the market for any reason (vacation, illness, etc) there are three people who may take over responsibilities at any time. (1) A community health advocate, who attends every market on behalf of Prescription for Health. (2) Market assistant, paid for 100 hours of work with the market to provide general support, using 5HF funds. (3) One month intern, full time, from Kalamazoo College</p>
<p>2. 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>Yes. City of Chelsea for use of Palmer Commons and Chelsea State Bank Lot; Chelsea State Bank for use of their parking lot at Old US 12 and M-52. Both granted for 2018, and both were successful. Emily will present to the council on the 22nd of January for 2019's approval.</p> <p>Chelsea School District for rental of WSEC at reduced rate for winter market.</p>
<p>3. 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 organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<ol style="list-style-type: none"> 1. St Joes Chelsea Hospital, Autumn Orta and Reiley Curran. Fiscal agent, help with accounting, 2. Washtenaw County Health Dept. Ariane Reister. Prescription for Health tokens and volunteers at market. Also healthy demonstrations. 3. Chelsea Chamber of Commerce. Monica Monsma. 4. Chelsea City Council. Cheri Albertson, market's liaison to city council. City is owner of Palmer Commons property. 5. Chelsea State Bank. John Mann and Mark Burmis 6. Faith in Action. Nancy Paul. Partner in Prescription for Health Program. 7. Chelsea Update. Lisa Allmendinger. Help with marketing.

	<p>8. 5 Healthy Towns through the Wellness Coalition. Ashley Tomasi and other market managers. Exchange ideas for markets in the area. Help with long term planning.</p> <p>9. Fair Food Network for the Double Up Food Buck program. Provides market tokens and funding for DUFb program.</p> <p>10. Kalamazoo College. Pam Sotherland. Providing an intern for the market this summer.</p> <p>11. Market Advisory Committee, includes long time vendors and city reps. Advises on on-going performance</p> <p>12. Gabika. Andrew Thomson. Campers visit the market in the summer.</p> <p>13. MIFMA. . Training and technical support.</p> <p>14. Aging and Adult Services Agency. Sherrie King. Senior Project Fresh program.</p> <p>15. MI Dept of Health and Human Services. Lissa Smith. WIC Project Fresh program.</p> <p>16. University of Michigan. Intern support.</p> <p>17. Chelsea Area Garden Club. Charlene Harris. Kids tent activities</p> <p>18. Chelsea Seniors Center. Trinh Pifer. Collaboration for summer intern for the kids tent.</p>
SECTION 5	SUSTAINABILITY
<p>1. If this is a continuing intervention:</p> <p>A. How many years has this intervention been funded by the coalition?</p> <p>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></p> <p>C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).</p> <p>D. Has the amount requested from the coalition increased or decreased? Why?</p> <p>E. How many more years will this intervention request funds from the coalition?</p>	<p>A. Year 7</p> <p>B. Yes. September 2018 an intern report was given. Final report will be filed in January.</p> <p>C. The intervention will be improved in the following ways:</p> <ul style="list-style-type: none"> • Decreasing our reliance on the Coalition for funding by diversifying our funding sources. We have decreased our financial ask for this funding cycle again (30%) due to increased vendor fees plus more vendors, continued growth and support of the market. We have replaced a portion of the manager's salary from other sources. • Increasing the number of health related educational events to more than 6 <p>Past improvements include:</p> <ul style="list-style-type: none"> • Increasing our market token assistance programs by adding Double Up Food Bucks, SNAP, Senior Project Fresh, WIC Project Fresh, Senior Market Bucks and Prescription for Health within the past 5 years. • Adding a winter market. • Conducting 12 cooking demonstrations to feature in season recipes and produce • Customer counts have improved by an average of 100 more customers/day on Sat, and 75 on Wed
<p>2. Does your intervention have a sustainability plan?</p>	<p>Yes, we had a 5 year plan created in 2013; We are in the process of updating and improving the</p>

<p><i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	<p>sustainability plan and hope that in the future years we can slowly wean off of the 5HF resources. Goal is to increase volunteer hours, drum up more dollars through sponsorships and continue to partner with St. Joseph Mercy, INC. to create sustainability.</p>
<p>3. Provide citation(s) of similar programs used as a model in developing this intervention.</p>	<p>Stephanie Willette runs a successful farmers market in the City of Ann Arbor and has acts as a consultant and collaborator for us through a Washtenaw County Farmers Market group (all the Washtenaw county market managers sharing data/ideas) The 5 healthy towns have individual farm markets but exchange ideas and work together to create a cohesive regional market system MIFMA provides technical support and a training course for our market</p>

~ INSERT A BUDGET which shows all expenses, revenue and in-kind contributions*. Please also indicate which expenses will be covered by the funds from the 5 Healthy Towns Foundation.

* Note: Examples of in-kind contributions include volunteer hours, use of space, items, etc.

Expense	Budget	Source
Print ads, signs, fliers	\$2,280.00	85056 - Vendor Fees
Print ads, signs, fliers	\$730.00	85056 - Winter Market Vendor Fees
Mileage to 5H towns	\$700.00	85056 - SJMC CB
Food Demos - state license	\$73.00	85056 - Fundraiser
MIFMA and Chamber Membership Dues	\$575.00	85056 - Vendor Fees
Manager Salary	\$12,800.00	85056 - 5HT FM grant
Manager Salary	\$5,920.00	85056 - Vendor Fees
Manager Salary	\$1,456.00	85056 - SJMC CB
Manager Benefits	\$5,044.00	85056 - SJMC CB
In-kind support from hospital staff	\$3,500.00	85056 - SJMC CB
Market Assistant Salary	\$1,000.00	85056 - 5HT FM grant
Food Demos - purchased service	\$1,500.00	85056 - Fundraiser (plus sponsorship)
Garden Club Kids tent	\$1,000.00	85056 - Sponsorships
Space & Porta Potty Rental	\$2,350.00	85056 - Vendor Fees
Website Maintenance	\$640.00	85056 - Vendor Fees
Entertainment	\$2,400.00	85056 - Vendor Fees

Space Rental	\$1,200.00	85056 - Winter Market Vendor Fees
MiFMA or other conference	\$1,000.00	85056 - SJMC CB
Food Demos - supplies bought by us	\$500.00	85056 - Fundraiser
Supplies - misc.	\$900.00	85056 - Vendor Fees
Supplies - misc.	\$100.00	85056 - Winter Market Vendor Fees
Total = \$45,676		

Also provide the information in the two tables below

SECTION 6	INTERVENTION	BUDGET
Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$13,800	30%
Total funds from other sources	\$31,876	70%
Marketing/Advertising	\$3,658	
Compensation – to one or more people		
Infrastructure (structure that lasts 5 years or more)		
Other expenses		

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to 5HF
Year 1	<u>14440</u>	<u>14440</u>	<u>0</u>	<u>0</u>
Year 2	<u>19470</u>	<u>19470</u>	<u>0</u>	<u>0</u>
Year 3	<u>22858</u>	<u>22858</u>	<u>0</u>	<u>0</u>
Year 4	<u>17190</u>	<u>17190</u>	<u>0</u>	<u>0</u>
Year 5	<u>16,500</u>	<u>16,500</u>	<u>0</u>	<u>0</u>