

<b>NAME OF THE INTERVENTION</b>	Dexter Winter Marketplace
<b>5HF Element* to Impact</b>	Eat Better and Connect With Others
<b>Fiscal Agent</b>	Dexter Senior Center
<b>Tax I.D</b>	
<b>Implementation Contacts (2 or more required)</b>	Anne Young; Jim Carson <a href="mailto:jcarson@aiserv.net">jcarson@aiserv.net</a> 734-502-4257
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<b>Date Funding Required</b>	2017-18
<b>Implementation Date</b>	November, 2018
<b>Estimated Completion Date</b>	April, 2019
<b>Total Amount Requested from 5HF</b>	\$4,860

Criteria	Descriptions
<p><b>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</b>  <i>Typically one paragraph and 3-5 sentences</i>  <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>Dexter Winter Market provides area residents an opportunity to shop at a local market on a bi-monthly basis. The market now provides food assistance programs (SNAP) for customers and serves as a social gathering event for area residents.</p> <p>The vendor roster includes produce vendors leading up to the holidays The rest of the vendors provide hormone free proteins, fish, chicken, baked goods, honey, locally sourced goods, a creamery, gift baskets, maple syrup, eggs and other items.</p> <p>The market has served an older population in the past but young families have started to attend as active buyers and participants in the market events.</p>
<p><b>2. How does this intervention fit into the 1 and 5 year goals and plans of the Coalition?</b>  <i>Please be specific and refer to the current documents stating the Coalition's 1 and 5 year plans and goals.</i>  <i>Should include specific health/wellness indicators.</i></p>	<p>Dexter Winter Marketplace fits into Dexter's Three Year Strategic plan through the coalition's goal of staying connected with a Farmers Market in Dexter. The coalition has identified moving more residents to a healthier weight through better nutrition and sees this intervention as one way to address those numbers.</p>
<p><b>3. What are the specific goals for the intervention?</b>  <i>Specific goals: For each goal address these 5 points so</i></p>	<p>1. Our primary goal to average 200 attendees per market. The Winter Market believes this is attainable due to the rise in attendance. The market has grown from around 60</p>

<p><i>that the goals are SMART goals)</i></p> <ul style="list-style-type: none"> <li>• State what you are trying to accomplish,</li> <li>• How you will measure progress toward and accomplishment of your goal</li> <li>• Who is responsible for collecting the data?</li> <li>• Why you think the goal is attainable</li> <li>• Describes how the goal is relevant to the coalition and community wellness related needs.</li> <li>• What is the timeframe for achieving the goal?</li> <li>• See <a href="http://www.wikihow.com/Set-SMART-Goals">http://www.wikihow.com/Set-SMART-Goals</a></li> </ul>	<p>attendees in year one to close to 200 in Year 5. We believe the market can grow to over 200 per session.</p> <ol style="list-style-type: none"> <li>2. Anne Young is responsible for tallying the attendance numbers at the market.</li> <li>3. The results are reported to the coalition and foundation in November, 2018.</li> </ol> <ol style="list-style-type: none"> <li>1. Our goal is to average a minimum of three produce vendors at each market. Several local growers have retired, lowering the number of available vendors. For the next growing season we will also reach out to the school gardens in Dexter and Stockbridge to see if they'd like to sell at the winter market.</li> </ol>
<p><b>4. What are the key data that will be collected, analyzed, and used to evaluate the intervention?</b></p> <p><i>Should include:</i></p> <ul style="list-style-type: none"> <li>• Units of Engagement</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>Attendance Count will be our primary measurement. Surveys allow the market to determine what services our attendees and customers enjoy, what they'd like to see added and how the market can serve their needs. Units of engagement will allow the coalition and foundation to determine units of engagement. SNAP numbers</p>
<p><b>5. What are the estimated Units of Engagement for the intervention?</b></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>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	<p>200 people x 12 market days x .25 = 600 units of engagement</p>
<p><b>6. Who (specifically) will be responsible for what aspects of intervention implementation?</b></p> <p><i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> <li>• Obtaining all required permits and permissions and all other communication required</li> </ul>	<p>Anne Young is responsible for vendor recruitment, survey distribution, booking entertainment and local media contacts. A team of volunteers sets up sandwich board and yard signs and places postcards and fliers around Dexter and updates the website and social media outlets.</p>

<ul style="list-style-type: none"> <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><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>Dexter Senior Center has approved the use of the facility at a cost of \$10 per vendor per week. The Federal Government and Washtenaw County volunteer provide services for SNAP and Senior Bucks.</p>
<p><b>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).</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>Dexter Winter Market rents space from Dexter Senior Center.  A Washtenaw County volunteer and the Federal Government provide financial and administrative assistance for the SNAP program.  Dexter Chamber of Commerce, Sun Times News and Community Observer provide free advertising.</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 5HF?  <i>If no, when will the presentation to the coalition be</i></p>	<p>Dexter Winter Marketplace has been granted funds from 5HF three previous seasons. The outcomes have been reported to the coalition and the 2017-18.</p> <p>There was an effort to increase to every week but the vendors have been hesitant. Most of the vendors work every weekend during the traditional market season and will not commit to every week. The produce vendors have especially shown reluctance to market expansion.</p>

<p><i>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<sup>rd</sup> 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>The increased demand would threaten the market’s ability to provide produce for the length of the season. The market is reaching out to Stockbridge and Dexter school gardens to determine if either garden or greenhouse can provide produce.</p> <p>Another obstacle can be parking. When the school has dance recitals parking can be limited and people can become frustrated.</p>
<p><b>10. Does your intervention have a sustainability plan?</b>  <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	<p>Seasonal vendors are charged \$125 per season for booth space. This amount covers the charge from Dexter Senior Center. (\$120 per season) The additional \$5 covers miscellaneous costs such as entertainment fees (between \$20 - \$40 per band - \$10 per person), coffee, balloons, half and half.</p> <p>Dexter Winter Marketplace will also participate with the Farm to Table dinners to support marketing efforts.</p>
<p><b>11. Provide citation(s) of similar programs used as a model in developing this intervention.</b></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 5 Healthy Towns Foundation.

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	<b>\$4860</b>	
Total funds from other sources	<b>\$1,900</b>	

Marketing/Advertising	\$1900	
Compensation – to one or more people	\$4860	
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>500</u>	<u>500</u>	<u>0</u>	<u>0</u>
Year2	<u>500</u>	<u>500</u>	<u>0</u>	<u>0</u>
Year 3	<u>1000</u>	<u>1000</u>	<u>0</u>	<u>0</u>
Year 4	<u>6500</u>	<u>6500</u>	<u>0</u>	<u>0</u>