

# CHELSEA FARMERS MARKET



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Fiscal Agent: St. Joseph Mercy Chelsea

**Total amount granted from 5HF:**  
**\$20,706**  
**Total expenses paid with 5HF funds\*:**  
**\$20,706**

\* 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](#)

|                                 |                               |                               |   |
|---------------------------------|-------------------------------|-------------------------------|---|
| <b>Intervention start date:</b> | <b>Intervention end date:</b> | <b>Date funding received:</b> | <b>Element:</b><br>Connect with Others<br>in Healthy Ways |
|---------------------------------|-------------------------------|-------------------------------|---|

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

## Funding Intervention also funded in:

- Year 1: \$14,440
- Year 2: \$19,470
- Year 3: \$22,847
- Year 4: \$17,190
- Year 5: \$9000 (April – Oct 2016) + \$14,880
- Year 6: \$20,706

- Has the intervention made any improvements/changes from past year(s)?

**Yes:** Improvements included creating a more sustainable vendor fee for the year round market, increase in food assistance programming through Senior Market Bucks and Senior Project Fresh, location changes for both markets – which has actually INCREASED foot traffic for our Wednesday market

- If the amount requested has changed from the previous year please explain.

Please explain

- We asked only for \$16,500 this year to try to wean off of the needs of the Foundations as the market works to create more sustainability for itself in the coming years. The goals of growing the market to create more vendor fee income (through increased vendor turnout) and finding local business sponsorship should help to maintain a lower ask moving forward.

## Key Evaluation Data

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

**Please note you will be expected to provide surveys, graphs, and data to 5HF, more detail is included in a later slide**

### Units of Engagement (no units of engagement for infrastructure)

- Winter Market was a 15 week period; averaged 10 vendors per market and 160 patrons
- Wednesday Market was an 17 week period; averaged 14 vendors per market and 387 patrons
- Saturday Market was a 17 week period; averaged 18 vendors per market and 767 patrons
- Units of engagement= patrons x markets x .25 hours =  
 $(10 \times 160 \times .25) + (17 \times 387 \times .25) + (18 \times 767 \times .25) = 5496.5$  units

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

### Other measures may include, but are not limited to:

- Data collection for SEED Report:
  - How often do you visit the market(s)?
  - How did you learn about the market?
  - What did you purchase at the market today?
  - What is your top reason you go to the market?
  - Do you plan to visit other local businesses while you are in town?
  - If yes, how much money do you think you will spend at those businesses?
  - Do you like the current location or the Palmer Lot location better?

For each goal provide the following information:

**(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**

|   |   |
|---|---|
| <p>Did the intervention meet specific goals listed on the intervention table?</p>               | <p>Yes; we have increased vendor attendance at Wednesday market and increased customer attendance at both markets. We did have a decrease in vendor attendance for Saturday because of consistent inclement weather days.</p> |
| <p>State what you tried to accomplish</p>   | <p>I have tried to create a sense of place within the community through the markets.</p>  |
| <p>How did you measure progress towards the goal?</p>   | <p>Keeping track of vendor attendance, patron attendance through customer counts (volunteers)</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>The market provides an outlet for local businesses which in turn supports the local economy which feeds our entire community.</p>  |

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

**:(2) Work toward an effective governance structure by giving more guidance to the Market Advisory Committee, recruiting regular volunteers, and transitioning under one fiscal agent (St Joseph Mercy Chelsea).**

|  |   |
|--|---|
| Did the intervention meet specific goals listed on the intervention table?               | Yes   |
| State what you tried to accomplish   | Involved the committee in more decisions during the market season; I have two solid and regular volunteers, we are under one fiscal agent more seamlessly this year |
| How did you measure progress towards the goal?   | n/a   |
| Was the goal attainable?   | yes   |
| Describe how the goal was relevant to the coalition and community wellness related needs | The more that the market is running as smoothly as possible, the more likely that it can meet its goals within related wellness needs                               |

For each goal provide the following information: \* exclude or add slides depending on # of goals

**(3) Find a long term or permanent location for the markets by working with city council and the DDA on developing the current site, improving the site infrastructure, collecting data that proves our location is good for us and the city, and exploring other possible options in case this one doesn't work out.**

|  |   |
|--|---|
| Did the intervention meet specific goals listed on the intervention table?               | In progress   |
| State what you tried to accomplish   | Work with the City to continue using the CSB parking lot for our Wednesday market; move to the Palmer Lot at the start of 2019 market season for Saturday market            |
| How did you measure progress towards the goal?   | In progress   |
| Was the goal attainable?   | In progress   |
| Describe how the goal was relevant to the coalition and community wellness related needs | Keeping the markets where the patrons and vendors feel most comfortable, safe, accessible, and with highest revenue stream is important to the sustainability of the market |

For each goal provide the following information: \* exclude or add slides depending on # of goals

**(4) Develop other funding sources for the markets through our annual dinner, vendor fees, donations, and sponsorships.**

|  |  |
|--|--|
| Did the intervention meet specific goals listed on the intervention table?               | In progress; yes   |
| State what you tried to accomplish   | Writing a sponsorship letter, promoting on FB how to sponsor market, increase vendor fee, increase opportunities for donations       |
| How did you measure progress towards the goal?   | In progress  |
| Was the goal attainable?   | In progress  |
| Describe how the goal was relevant to the coalition and community wellness related needs | Again, continued success of the markets benefits all patrons, community members, businesses and the goals of the wellness coalition! |

## Overall were there any major accomplishments?

Yes!

Happy patrons = happy vendors = viability and sustainability within the focus of health and wellness in our communities!



# Setbacks

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

Yes

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

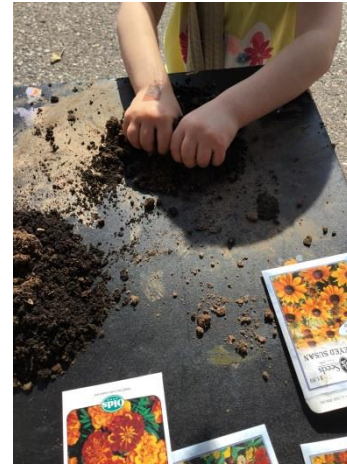
| Setbacks or issues identified  | How they were addressed   |
|--|---|
| Low attendance with both patrons and vendors again for Winter Market after January 1st | We are shortening the Winter market to November and December only and working to secure a downtown location for those months to increase foot traffic |
|  |   |
|  |   |
|  |   |
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|  |   |

How will you improve or avoid these issues in the future?

- Keep advertisements strong, keep patrons in the know, good signage, etc..

# Media

- [www.chelseafarmersmkt.org](http://www.chelseafarmersmkt.org)



# Year 6 Intervention Evaluation Report: Chelsea Wellness Coalition

Please include an itemized expense report (not budget) that demonstrates how the grant funds were used: July 2017 – June 2018

| Expense   | Amount          | Source                                      |
|---|-----------------|---|
| Personnel – salary and benefits for .5 FTE Market Manager (through August)  | \$20,706        | 5H grant*                                   |
|   | \$13,267        | SJMC  |
| Supplies  | \$1,318         | Market Revenue                              |
| Purchased Services – Market assistant (5H), Food demos, Kids’ tent, Entertainment, Website, Space & restroom rental | \$9,256         | Market Revenue                              |
| Advertising – sign, fliers, print ads   | \$1,045         | Market Revenue                              |
| Other   | \$890           | Market Revenue                              |
|   | \$277           | SJMC  |
| <b>TOTAL</b>  | <b>\$46,759</b> | 5H: 44%<br>SJMC: 29%<br>Market Revenue: 27% |

## End of Coalition Presentation

Please complete information for the entire slide deck (slides 1-18). The slide deck will be used as your intervention evaluation report for the 5 Healthy Towns Foundation. Please use your intervention table as a reference when completing the slide deck.

**For the Coalition meeting you will only need to present on slides 1-11\***

\*Note: You do not need to complete slide 2 if this was the first year you implemented your intervention using 5HF funds. Slides 4-7 will also vary depending on the number of goals you had for your intervention.

**NOTE: Farmers Market Evaluation Data for the remaining slides will be presented in November, following the close of the outdoor market season**

# Intervention Information

## Brief Intervention Description

- I. Primary goal
- II. Brief description of program
- III. Target population

## Please include the key evaluation data collected for this intervention

- Survey templates and combined results
- Program evaluations and reports from coordinators, volunteers, instructors, teachers, facilitators, etc.
- Testimonials
- \* If you plan on bringing copies of these materials to the coalition meeting when you present you can exclude this slide

# Collaborations

Did your intervention involve collaboration with any other organizations

- Yes
- No

Please comment on the value of the collaboration

Please comment

# Collaborations

Will the collaboration continue if the intervention continues?

- **Please comment**

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

- **Please comment**



# Fiscal Agent

- Please provide feedback from the fiscal agent organization (if different from your organization)
- \* exclude this slide if the fiscal agent is your organization

# Sustainability

- Does your intervention have a sustainability plan?
  - Yes
  - No
- What steps are being taken to ensure sustainability of the intervention beyond 5HF funding?

• Please explain

| Expense            | Year 1: July 2012 - June 2013 |           |                | Year 2: July 2013 - June 2014 |                | Year 3: July 2014 - June 2015 |                | Year 4: July 2015 - June 2016 |                | Year 5: June 2016 - July 2017 |              |                | Year 6: June 2017 - July 2018 |              |                |
|--------------------|-------------------------------|-----------|----------------|-------------------------------|----------------|-------------------------------|----------------|-------------------------------|----------------|-------------------------------|--------------|----------------|-------------------------------|--------------|----------------|
|                    | 5H                            | SJMC CB   | Market Revenue | 5H                            | Market Revenue | 5H                            | Market Revenue | 5H                            | Market Revenue | 5H                            | SJMC CB      | Market Revenue | 5H                            | SJMC CB      | Market Revenue |
| Personnel          | \$ 10,800.00                  |           |                | \$ 17,720.00                  | \$ 3,770.00    | \$ 18,720.00                  |                | \$ 17,960.00                  |                | \$ 23,880.00                  | \$ 14,007.00 | \$ 1,329.00    | \$ 20,706.00                  | \$ 13,267.00 |                |
| Purchased Services | \$ 1,500.00                   |           | \$ 2,420.00    |                               |                |                               | \$ 3,915.00    | \$ 135.00                     | \$ 5,536.00    |                               |              | \$ 6,828.00    |                               |              | \$ 9,256.00    |
| Advertising        | \$ 125.00                     |           |                | \$ 500.00                     |                | \$ 50.00                      | \$ 3,285.00    |                               | \$ 1,029.00    |                               |              | \$ 1,685.00    |                               |              | \$ 1,045.00    |
| Supplies           | \$ 1,440.00                   |           | \$ 600.00      | \$ 800.00                     |                |                               |                |                               | \$ 2,186.00    |                               |              | \$ 3,334.00    |                               |              | \$ 1,318.00    |
| Other              | \$ 575.00                     | \$ 475.00 | \$ 6,700.00    | \$ 450.00                     |                | \$ 4,077.00                   | \$ 20,350.00   |                               | \$ 1,827.00    |                               | \$ 455.00    | \$ 999.00      |                               | \$ 276.57    | \$ 890.00      |
| TOTAL              | \$ 14,440.00                  | \$ 475.00 | \$ 9,720.00    | \$ 19,470.00                  | \$ 3,770.00    | \$ 22,847.00                  | \$ 27,550.00   | \$ 18,095.00                  | \$ 10,578.00   | \$ 23,880.00                  | \$ 14,462.00 | \$ 14,175.00   | \$ 20,706.00                  | \$ 13,543.57 | \$ 12,509.00   |
| 5H grant           | \$ 14,440.00                  |           |                | \$ 19,470.00                  |                | \$ 22,847.00                  |                | \$ 18,095.00                  |                | \$ 23,880.00                  |              |                | \$ 20,706.00                  |              |                |
| Remainder          | \$ -                          |           |                | \$ -                          |                | \$ -                          |                | \$ -                          |                | \$ -                          |              |                | \$ -                          |              |                |