



## **Parks and Recreation Commission**

2014 Elberta Farmers Market

Season End Report

November 7, 2014



ELBERTA FARMERS' MARKET

## **Summary**

The Elberta Farmers Market had a successful 2014 season with record attendance levels and excellent feedback from the vendors and public. Two reasons exist for the success of the Farmers market; it remains true to its purpose; to provide a venue for exclusively locally produced food items, and the dedicated management by Sue Oseland.

Although the Farmers Market does not operate as a revenue generating activity, it did turn a small profit for the 2014 fiscal year, with a projected year-end balance of \$216.06. Of more importance is the growing positive buzz for the Elberta Farmers Market and the positive reflection it casts onto the Village. The Elberta Farmers Market is a huge mid-week draw for visitors to the Village, showcasing the Village parks and access to the Betsie Valley Trail, enhancing the village reputation, and benefiting local businesses.

The Village of Elberta Parks and Recreation Commission wishes to recognize and thank Sue Oseland for her enthusiastic management of the 2014 Farmers Market.

## **Overview of the Elberta Farmers Market**

The Elberta Farmers Market is held on Thursdays from late spring through mid fall. In the 2014 season, the market was held every Thursday from May 15 to October 16 from 8 am to 12:30 pm. The market is held at Elberta's Penfold Park. Penfold Park is well suited to the Farmers market, providing ample parking, a large pavilion area, and access directly off M-22 and the Betsie Valley Trail. The Elberta Farmers Market remains a venue for food locally produced by the vendors. No resales are allowed. The Market vendors mostly offers fresh produce, along with some prepared foods (e.g pies and bread), and packaged harvested items such as honey, mushrooms, and maple syrup. Nursery plants and cut flowers are also sold. Craft vendors are generally not allowed, distinguishing Elberta's Farmers Market from others in the area.

The vendors pay to set up at the Farmers market on either a daily or seasonal basis. The vendors provide their own set-ups including tables and tents as applicable. A handful of regular vendors set up in the park Pavilion and use the picnic tables located there. The vendors do not use village utilities such as water or electricity. The Farmers Market manager does utilize the village electricity available in the pavilion to operate the Bridge EBT machine.

The Elberta Farmers Market is a member of the Michigan Bridge Card and Senior Fresh programs. These programs are supplemented by Double Up Food Bucks through the Fair Food Network.

## **Benefits of the Farmers Market**

While the Elberta Farmers Market is a great resource for the community by itself, it is important to also note the benefits that ripple out from it.

The producers and public both are benefited by being able to interact directly. The producers educate the consumers, the consumers give feedback and requests directly to the producers. The effect of this interaction extends to more awareness within the public of the breadth of agriculture products available locally including items not generally found in local grocery stores. Through this interaction the vendors are encouraged to foster and maintain a strong, bio diverse, local agriculture base.

The Farmers market draws a diverse group of people, including those of limited means looking for economical ways to eat healthier, people who are looking for products they cannot find at the grocery store, and a large local and visiting public who have supported the market since its inception. All these people visiting the Farmers Market are having a positive experience in the Village of Elberta.

As the host to the Farmers Market, the Village enjoys an enhanced reputation from the association with a successful, well-run activity. The increased traffic flow exposes more people to the beautiful parks in the Village, and brings a different crowd than the weekend vacationers.

Local business can capitalize on the increase in mid-week visitors to the Village and exposure to large, diverse, groups of people.

## **Revenues**

The Elberta Farmers market generates revenue from vendor fees and the sale of merchandise. The vendors pay to set up at the Farmers market on either a daily or seasonal basis. Fees are \$12 for a day or \$180 for a season. T-shirts, posters, and tote bags with the Elberta Farmers Market logo are sold by the Market Manager. Fundraising shirts (M-168 hoodies) from the Elberta Parks and Recreation Commission are sold alongside the Farmers Market merchandise. The T-shirts are sold for \$20 each, tote bags are \$20 each, and posters are \$3 each. The village accounting system does not have activity accounts to

differentiate between the Farmers Market merchandise sales and the Parks and Rec merchandise sales for 2014, so the merchandise sale revenue includes some Parks and Recreation merchandise (fundraising) revenue.

The SNAP, Double Up Food Bucks (DUFB) Grant, and Senior Fresh accounts are shown as revenue items, although these revenue accounts will be relieved back to a zero sum after the State of Michigan and the Fair Food Network have closed out their accounts for the season.

| Revenues:                     |                   |             |             |  |
|-------------------------------|-------------------|-------------|-------------|--|
| Account                       |                   | Budget      | YTD Actual  | Notes  |
| 208-000-61600                 | Farmers Market    | \$ 3,000.00 | \$ 3,376.00 | Daily and Seasonal Vendor Fees                 |
| 208-000-61800                 | SNAP              | \$ -        | \$ 808.00   | Auto Deposits for Bridge card usage            |
| 208-000-61900                 | FOOD BUCKS GRANT  | \$ -        | \$ 1,100.00 | Prepayment for DUFB from the Fair Food Network |
| 208-000-62000                 | SENIOR FRESH      | \$ -        | \$ 188.00   | Reimbursement due from State                   |
| 208-000-61400                 | Merchandise Sales | \$ 700.00   | \$ 546.00   | Farmer's Market T-shirts, totes, and posters   |
| Farmer's Market Revenue Total |                   | \$ 3,700.00 | \$ 6,018.00 |  |

### End of Season Merchandise Inventory

The Farmers Market finished the 2014 season with the following inventory:

**Elberta Farmer's Market**  
Merchandise Inventory  
October 2014 (End of Season)

| Item     | Qty | Unit Cost | Sale Price | Notes                 |
|----------|-----|-----------|------------|-----------------------|
| Totes    | 38  | UNK       | \$ 20.00   |                       |
| Posters  | 250 | UNK       | \$ 3.00    | 2.5 packs (100 ea)    |
| T-shirts | 43  | \$ 10.35  | \$ 20.00   | \$11.85 for 2XL & 3XL |

Detailed T-shirt Inventory

| Ladies S | Ladies M | Small | Medium | Large | XL | 2XL | 3XL |
|----------|----------|-------|--------|-------|----|-----|-----|
| 1        | 1        | 4     | 1      | 16    | 14 | 2   | 4   |

Do Not Reorder,  
too small

The inventory includes some carry-over from previous year(s). At the September Parks and Recreation Commission Meeting, an additional purchase of Farmers Market Merchandise was authorized. The additional merchandise order, when placed, will be: 5 size small, 8 size medium, and 2 size XL, or an appropriate mix of sizes with the total order not to exceed \$165.00

### Expenditures

The Farmers Market expenditures include the wages of the Market Manager, the cost of merchandise, and the cost of promotions. The Farmers Market Manager is paid \$236.67 per month year-round. The Farmers Market Manager is not an employee of the Village of Elberta.

A single purchase of merchandise was made in May of 2014 from Field Crafts at \$498.45

The promotional costs for the 2014 season included the cost of an ad in the Betsie Current and vinyl letters used to update the hours on the Farmers Market sign at Penfold Park. The 2014 Farmers Market flyers were designed, printed, and posted by a member of the Elberta Parks and Recreation Commission.

As with the revenues, the SNAP, Senior Fresh, and Food Bucks Grants are shown as expenditures, but are truly only pass-thru accounts for the village.

| Expenditures                       |                       |             |             |  |
|------------------------------------|-----------------------|-------------|-------------|--|
| Account                            |                       | Budget      | YTD Actual  | Notes  |
| 208-754-70200                      | Wages                 | \$ 2,850.00 | \$ 1,893.34 | Farmer's Market Manager                              |
| 208-754-85800                      | SENIOR FRESH          | \$ -        | \$ 188.00   | Paid out to vendors for coupon redemption            |
| 208-754-85900                      | FOOD BUCKS GRANT      | \$ -        | \$ 1,100.00 | Will zero out against 208-000-61900 at end of season |
| 208-754-86300                      | SNAP                  | \$ -        | \$ 709.00   | Tokens Redeemed by Vendors                           |
| 208-754-88000                      | Promotions            | \$ 850.00   | \$ 367.47   | Betsie Current Advertising & signs                   |
| 208-754-96210                      | T-shirts/totes/poster | \$ 500.00   | \$ 498.45   | Authorized another \$165 on 9/12                     |
| Farmer's Market Expenditures Total |                       | \$ 4,200.00 | \$ 4,756.26 |  |

### End of Year Balance

The 2014 Elberta Farmers Market shows a net gain for the year, even when adjusted for the full year's wages for the Farmers Market Manager and the unredeemed SNAP tokens. Note that the \$99 for the unredeemed SNAP tokens are not held in the Parks and Recreation bank account, rather, they were converted to cash and held in the village safe for use in the 2015 Farmers Market season.

|                                  |                         |
|----------------------------------|-------------------------|
| 2014 Season Gross                | <u>\$ 1,261.74</u>      |
| Adjust for Unredeemed Tokens     | \$ (99.00)              |
| Adjust for Manager Fee thru 2/15 | <u>\$ (946.68)</u>      |
| <b>2014 Season Profit (Loss)</b> | <b><u>\$ 216.06</u></b> |

Beginning in the 2015 Fiscal Year, the Farmers Market will be tracked in a dedicated department with the Park Fund. Department 755 – Farmers Market was approved by the Village council in the spring of 2014, but not implemented due to personnel turn-over in the office staff. The positive balance from 2014 will roll into this new department and used to benefit and/or improve the Farmers Market experience.

### Farmers Market Manager

The Farmers Market Manager is a year-round job whose duties include, but are not limited to, the following:

1. Recruiting, corresponding with, and coordinating vendors
2. Reporting to the Parks and Recreation Commission monthly
3. Selling and maintaining inventory for Farmers Market merchandise
4. Conducting sales, tracking, and reimbursing vendors for Bridge Card (SNAP) tokens, Double Up Food Bucks (DUFEB) tokens, and Senior Fresh coupons during the Farmers Market
5. Collecting vendor fees
6. Working with the Village Office Staff to facilitate Farmers Market activities
7. Promoting the Farmers Market
8. Maintaining records, including attendance
9. Coordinating special activities, such as vendor talks, during the Market hours.
10. Participating in two webinars hosted by Michigan Farmers Market Association (MIFMA) and the Fair Food Network
11. Attends two meetings per year with reps from the above organizations; to receive DUFEB tokens at the beginning of the season and necessary forms, and an end of season meeting to

return tokens, all required paperwork, and monies due to the Fair Food Network. These meetings are usually in Traverse City.

12. Maintains the internet presence for the Farmer's Market through Facebook and engaging other social media and websites.

Sue Oseland was the Farmers Market Manager for the 2014 season, and will continue for the 2015 season.

### **Bridge, Senior Fresh, and Double Up Food Bucks**

The Elberta Farmers Market supports the use of Bridge Cards and Senior Fresh Coupons. Individuals with Bridge Cards can swipe them in exchange for tokens that can be used for purchasing produce from the Farmers Market vendors. Card swipe totals for each market day are automatically deposited into the Parks and Recreation bank account the next business day. The Fair Food Network offers the Double Up Food Bucks (DUFb) grant, which will double up to \$20 of Bridge Card tokens. The Fair Food Network provides the grant at the beginning of the season which both pre-pays the double up tokens for the season and gives the Village a \$100 administrative fee. This year the DUFb grant was for \$1100; \$1000 in prepaid tokens and \$100 for the Village.

The Farmers Market Manager records the card swipes and issues tokens to individuals to make purchases at the Market. The Manager also reimburses vendors for redeemed tokens. For the 2014 season, the Farmers Market Manager borrowed petty cash from the village to reimburse vendors. The Village petty cash was paid back from the Parks and Recreation account using the DUFb grant and Bridge Cards (SNAP) deposits. The plan for 2015 is to provide cash from the Parks and Recreation bank account to the Farmers Market Manager directly and avoid having to involve or temporarily deplete the Village's petty cash.

The Farmers market vendors also take Senior Fresh Coupons. The Farmers Market Manger reimburses the vendors for the redeemed coupons and submits a year-end report to the State Commission on Aging for reimbursement.

The Parks and Recreation General Ledger accounts track the SNAP, DUFb, and Senior Fresh deposits and reimbursements through account codes that were set up for that purpose. These are effectively pass-thru accounts that are intended to net out to zero at the end of each year.

As of this writing, the Farmers Market Manager has submitted the year's totals to the State of Michigan and the Fair Food Network and is awaiting confirmation/acceptance of the values. The Village is expecting \$188 to be reimbursed to the Parks and Recreation Account for Senior Fresh coupons redeemed at the market during 2014. The village expects to return \$426 of the \$1000 DUFb grant to the Fair Food Network. Records show that \$99 worth of SNAP tokens were "sold" via card swipe, but not redeemed at the Elberta Farmers Market in 2014. This means that the Parks and Recreation Bank Account received \$99 more than the Manager reimbursed to vendors for the SNAP tokens. This extra \$99 will be withdrawn from the Parks and Recreation bank account and maintained as cash in the Village safe for reimbursing vendors in the 2015 Farmers Market season.

### **Attendance Records**

The attendance records are complete for the year. The summer of 2014 was short, with unseasonably cool and wet weather in May, September, and October, reducing both the vendor and public attendance and produce available. Even with the uncooperative weather, attendance was up from previous years.

| Date      | Attendance | Date      | Attendance |
|-----------|------------|-----------|------------|
| 12-Jun-14 | 98         | 21-Aug-14 | 167        |
| 19-Jun-14 | 122        | 28-Aug-14 | 210        |
| 26-Jun-14 | 158        | 4-Sep-14  | 127        |
| 3-Jul-14  | 257        | 11-Sep-14 | 72         |
| 10-Jul-14 | 330        | 18-Sep-14 | 65         |
| 17-Jul-14 | 265        | 25-Sep-14 | 53         |
| 24-Jul-14 | 241        | 2-Oct-14  | 21         |
| 31-Jul-14 | 266        | 9-Oct-14  | 43         |
| 7-Aug-14  | 247        | 16-Oct-14 | 48         |
| 14-Aug-14 | 231        |           |            |

### Comments from the Market Manager

Thank you to Elberta Parks and Recreation Commission for continued support to the Market.

Thank you to Mary Kalbach, and all the other Elberta Village Office Staff for assisting in paperwork and monies exchanged this year.

Thank you to Ken Bonney for arranging the port-a-johns to be set up and maintained for the season.

Vendor talks were not as successful as anticipated, so a mid-season change was made by the Market Manger to have a “featured vendor” each week. The featured vendor was posted the day before on the Elberta Farmers Market Facebook page and the Elberta Alert.

### Recommendations

1. Market Manager should consider working with local businesses to provide a marketing exchange, for example, a display of fliers, take-out menus, etc from local businesses can be provided at the Farmers Market in exchange for their support.
2. Elberta Farmers Market should become a member of the Michigan Farmers Market Association (MIFMA). MIFMA advances farmers markets to create a thriving marketplace for local food and farm products and is the organization responsible for the administration of the SNAP (Bridge Card) Program. Through them Elberta Farmers Market has received a free EBT machine (a \$600 value), and MIFMA currently covers the Bridge card transaction fees. MIFMA also offers networking support benefits to the Market Manager to improve the Farmers Market.
3. A fundraising campaign should be started to raise monies to prevent the potential sale of Penfold Park by the Village. The Farmers Market is able to thrive, in no small part because of its location in Penfold Park. The Park is used for other activities, but can be improved in small ways to make it a great multi-use resource including a small boat house to support the boat launch, fishing docks, and on-site bathroom/changing room to name a few.
4. The Market Manger should begin submitting an invoice to the Village Office to be paid. This would help the Village with its auditing, and serve as a reminder to the office staff to issue the Manger’s check. A sample invoice is shown:

