



Lakewood Farmers Market
2083 Belle Ave
Lakewood, Ohio 44107
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2011 Lakewood Farmers Market Proposal

Summary

The 2010 Lakewood Farmers Market (LFM) was open on Saturdays, June through October from 10 a.m. to 1 p.m. in the parking lot adjacent to City Center Park. There were (15) fifteen booth spots available and filled at each market, many by Lakewood residents. Our first season was very successful, with both vendors and community residents extremely pleased with the market. We anticipate a full vendor return in 2011 and plan to expand to include a second market on Wednesdays at the same time and in the same location. We will remain focused on our 'We're Local, We're Lakewood' concept, continuing to provide a 'hyper-local food' business incubator for Lakewood residents.

History

The Lakewood Farmers Market started in 2010 with a small group of neighborhood volunteers wanting to bring local foods and locally produced goods to the citizens of Lakewood. We strived to create a venue, not only for established vendors to peddle their produce and products, but also an opportunity for small-scale backyard growers and cottage industries to come and sell for the first time. We sought to provide new vendors with the resources and materials to begin a direct marketing operation.

Mission

We encourage entrepreneurship, believe in unifying the community through sustainable endeavors and strive to foster the growth of healthy food, healthy people, healthy connections and a healthy local economy. We require all vendors to grow their produce and sell only what they grow. We seek out and encourage Lakewood residents to vend at our market, creating a hyper-local twist on the local food movement - neighbors growing, producing, selling and purchasing food within their own community.

The Lakewood Farmers Market is the vehicle through which we seek to promote:

- Local Food
- Entrepreneurship
- Economic success for the vendors, sponsors, and other local businesses
- Community interaction
- Health and wellness
- Environmental sustainability

Contributors

The Lakewood Farmers Market was created by community residents, Whitney Gersak, Jennifer Kelley and Angela Hammersmith, with the encouragement of Ward 1 Councilman, Tom Bullock and Councilwoman at large, Monique Smith along with the sponsorship of the City of Lakewood Planning and Development Department and utilizing The Lakewood Foundation as fiscal agent. Many Lakewood businesses sponsored the LFM in its inaugural year and the Downtown Business Alliance and Lakewood Alive were very helpful as well.

In the spirit of collaboration LFM also teamed up with the Kamm's Corners, Gordon Square, Tremont, Downtown, and Coit Road Farmers Markets and Growhio in a joint application for a grant from The Ohio Department of Agriculture. The funds awarded will provide a mass marketing campaign for 'Ohio Specialty Crops', a Community Vendor Assistance Package, i.e. tables, chairs and a tent, for an additional produce vendor incubator space as well as provide the Market Manger with the resources to hold hands on nutritional cooking demonstrations within the community.

Population Served

The Lakewood Farmers Market is easily accessible to members of the community. Centrally located in the downtown area, we are within walking distance for many residents and are located right off the RTA bus route. LFM worked with the Women Infants and Nutrition Program as well as the Senior Farmers Market Nutrition Program to provide produce to those in need*. We plan to accept the Ohio Direction Card (food stamps) in 2011 as well as work with Gund Foundation to offer a \$5 incentive to recipients in conjunction with other North East Ohio Farmers Market Guild Members.

Additionally, area establishments benefit from the LFM being located in the central business district, which helps to encourage and enhance foot traffic and exposure for businesses and restaurants around the Market. By sponsoring the market, they receive added promotion through our marketing campaign. It is our goal to work collaboratively with local area businesses to support the overall 'buy local' efforts of Lakewood businesses and non-profits alike.

**The Cuyahoga County Women, Infants and Children (WIC) program set up a tent on a monthly basis at the market to distribute Farmers Market Nutrition Program coupons. The Western Reserve Area Agency on Aging provided local senior citizens with Senior Farmers Market Nutrition Program (SFMNP) certificates, which could be redeemed with approved market vendors.*

Letters Of Support and Recommendation

“This Saturday morning market in the heart of Lakewood’s downtown is one of the most constructive initiatives we can undertake to revitalize our downtown, attract customers to local businesses, and reinvigorate our City as a walking district. Among other benefits, the Lakewood Farmers Market:

- provides a local food venue for growers and cottage industries in Lakewood;*
- provides fresh, healthy, local food;*
- enriches the vitality of Lakewood’s downtown;*
- develops neighborliness and community ties; and*
- gets residents into the habit of walking.*

We believe support of new market to be consistent with The Lakewood Foundation’s mission of “supporting programs and activities that enhance the lives of Lakewood residents.” In addition, the Lakewood Farmers Market is well-organized and is run by local residents who have exhibited a high degree of commitment, thoughtful planning, and professional experience. We are therefore confident this effort will be thoroughly organized and will have the maximum chance of succeeding.”

-Tom Bullock, Lakewood City Council, Ward 1

-Monique Smith, Member of Council, At-Large

“We only missed the market twice while it was open. Both times we were out of town. For me it was a chance to show my kids about open-air markets and the unique shopping experience it involves. I work during the week so, while I may buzz over to another market, this one is a family event we can walk to and enjoy the experience together. Each week we picked up veggies, homemade tasty treats, fresh meats and cheeses, and even a treat for our dog. My kids would pick out their items, hand the money over, and carry the bags off. It was such a lovely community experience for us each and every Saturday. I am so happy for it to grow and expand in our neighborhood.”

-Allison Norris, Lakewood resident, business owner and LFM sponsor

*“WHEREAS, farmers markets are amenities that enhance property values and the attractiveness of our community, feed families in healthy and sustainable way, and promote walk-ability and neighborhood vitality; and
WHEREAS, add farmers markets add activity during daytime hours on the western edge of downtown, a priority area within the City for development; and
WHEREAS, farmers markets are compatible with and strengthen Lakewood’s “brand””*

-Tom Bullock, Lakewood City Council, Ward 1

Vendors

Bay Branch Farms

Eric Stoffer and Annabel Khouri
1599 Belle ave
Lakewood, Ohio 44107
216-970-5718

Basil and Beyond

Cindy Bishop
1216 Belle Ave
Lakewood, Ohio 44107
216-529-9847

Ohio City Pasta

Gary Thomas
3117 Detroit Ave
Cleveland, Ohio 44113
216-696-3388

Hickory Acres Meat

Steve and Bettie Walter
46987 W.Hamilton
Oberlin Ohio 44074
440-775-7337

Hooper Farm

Erich Hooper
2835 West 11th Street
Cleveland, Ohio 44113
(216) 861- 5224

Earth 7 Farms

Lee Ferguson Kasputis
24545 Nobottom Road
Olmsted Township, Ohio 44138
440-212-9793

Rosy Girl Baked Goods

Rocio Flor-Surovec
1574 Clarence Ave
Lakewood, Ohio 44107
216-496-1782

The Dog Spot

Zachary Blau
1429 Lincoln Ave
Lakewood, Ohio 44107
440-554-4918

Kaskey Farms

Tom and Pat Kaskey
8170 Brookside Dr
Olmsted Falls, Ohio 44138
440-823-7312

Hammersmith Bakery

Evan Hammersmith
1291 Bunts Rd
Lakewood, Ohio 44107
216-228-3439

Jerry Hubelman

28656 Hawley Rd
Sullivan Ohio 44880
440-865-8118

Morningside Farms

George Remington
1075 State Rd
Hinckley, Ohio 44233
216-406-6621

t by Sarah

Sarah Hurt
1207 North Ave
Parma, Ohio 44134
440-506-0781

Geri's Chair Massage

Gari Kody
1286 Marlowe Ave
Lakewood, Ohio 44107
216-973-3322

Lakewood Garden Center

13230 Detroit Ave
Lakewood, Ohio 44107
216-221-0200

Troubadour Coffee Roasting Co/ The

Biscotti Factory
Tony DiCorpo
1314 Marlowe Ave
Lakewood, Ohio 44107
216-370-3262

Lakewood Farmers Market
 Profit and Loss Budget vs. Actual
 July 2010 - June 2011

		July 2010 - June 2011	Season Budget	Over (Under) Budget
Income				
Farmers Market				
Sponsorships				
City of Lakewood	-	5,000.00	5,000.00	-
Business Sponsorships	-	1,600.00	1,600.00	-
Total Sponsorships	-	6,600.00	6,600.00	-
Grants				
EBT Infrastructure	-	1,000.00	1,000.00	-
ODA Cost Share Advertising	-	1,500.00	1,500.00	-
ODA Specialty Crop Block Grant	-	3,749.94	3,749.94	-
In-Kind Personnel	*	10,000.00		-
Total Grants	-	16,249.94	6,249.94	-
Vendor Fees				
Annual Fees	-	300.00	300.00	-
Booth Fees	-	1,500.00	1,500.00	-
Total Vendor Fees	-	1,800.00	1,800.00	-
Merchandise				
T-Shirts		500.00	500.00	-
Bags	-	175.00	175.00	-
Total Merchandise	-	675.00	675.00	-
Credit Cards				
Tokens - Service Fee		150.00	150.00	-
Total Credit Cards	-	150.00	150.00	-
Donations				
Other	-			-
Total Donations	-	-	-	-
Fundraisers				
	-			-
Total Fundraisers	-	-	-	-
Total Farmer's Market Income	-	25,474.94	15,474.94	-
Income - Net June 2010 Income	-			-
Total Income	-	25,474.94	15,474.94	-

Expenses

Farmers Market				
Personnel				
ODA Grant		3,749.94	3,749.94	-
Salary	-	6,250.06	1,250.06	5,000.00
Salary		8,333.33	3,333.33	5,000.00
Total Personnel	-	18,333.33	8,333.33	10,000.00
Permits & Fees				
Parking Lot License	-			-
Total Permits & Fees	-	-	-	-
Marketing				
Cross Promos	-	500.00	500.00	-

Sponsorships				-
Building Billboard				-
Website	-	500.00	500.00	-
Total Advertising	-	1,000.00	1,000.00	-
Printing				
Graphic Design		200.00	200.00	
Phil Vedda and Sons	-	750.00	750.00	-
Signs	-	750.00	750.00	-
Total Printing	-	1,700.00	1,700.00	-
Music & Entertainment	-			-
Food	-			-
Merchandise				
T-Shirts		400.00	400.00	-
Tank Tops	-	-	-	-
Sweatshirts	-			-
Bags	-	150.00	150.00	-
Total Merchandise	-	550.00	550.00	-
Permanent Supplies				
Permanent Supplies	-	150.00	150.00	-
Total Permanent Supplies	-	150.00	150.00	-
Temporary Supplies				
Temporary Supplies		100.00	100.00	-
Total Temporary Supplies	-	100.00	100.00	-
Credit Card Processing				
Tokens -	-	750.00	750.00	-
Tokens - Machine Rental	-	850.00	850.00	-
Tokens - Cable Modem		900.00	900.00	-
Total Credit Card Processing	-	2,500.00	2,500.00	-
Other				
Donations	-			-
Cash (Over) Short	-			-
Misc.	-	300.00	300.00	-
Total Other	-	300.00	300.00	-
Total Farmers Market Expenses	-	24,633.33	14,633.33	10,000.00
Net Income	-	841.61	841.61	(10,000.00)

*Please note any additional income will be allocated to offset In-Kind Personnel