



Kim Smith
Purchasing Manager
The City of Lakewood
Division of Purchasing
12650 Detroit Ave
Lakewood, OH 44107

February 14, 2011

Dear Ms. Smith:

Please find enclosed Lakewood Earth and Food (LEAF) Community's proposal in response to RFP No. 11-002. On behalf of the LEAF Community Farmers' Market coordinators and volunteers, I appreciate the consideration for this proposal. Although, I understand that the proposed project is not an exact fit to the request, we hope that some assistance may be available for our market. If funding is not available for our proposal, we are still very interested in receiving in kind support from the City. My personal contact information is listed under my signature. Please feel free to contact me with any questions regarding this proposal. Thank you for the opportunity.

Sincerely,

A handwritten signature in black ink, appearing to read "Ann Stahlheber".

Ann Stahlheber
LEAF Community Board Member
Market Manager
banannie_22@yahoo.com
440-666-8664

Response to RFP 11-002 Lakewood Earth and Food Community

Management/Operation of Lakewood Farmers' Markets

Lakewood Earth and Food (LEAF) Community proposes to operate the Lakewood Earth and Food Community Farmers' Market on Wednesday evenings from 5:00 to 8:00 pm from June through October, 2011 (approximately 20 weeks). The LEAF Community has operated this market since 2007 free of charge to the city, community, and vendors. LEAF Community is requesting \$5000 in assistance from the City to enhance this market, increase vendors, improve food access for limited income residents, increase programming, and improve marketing. None of these funds will pay a staff person, as LEAF is a 100% volunteer run organization. LEAF is also very interested in receiving additional services from the City, such as space and links on the City of Lakewood website, pole banners, signage, and promotional brochures/fliers.

The United States Department of Agriculture Food and Nutrition Service have recently accepted LEAF Community Farmers' Market as an approved vendor to accept Supplemental Nutrition Assistance Program (SNAP) benefits (formerly known as food stamps). This status will allow LEAF Community to accept SNAP benefits from people using their Ohio Direction (also known as food stamps) cards through electronic benefits transfer (EBT). The market requests funding to develop the infrastructure of this program, including purchasing a wireless point of sale device (EBT machine), tokens, office supplies and marketing materials to promote this benefit.

LEAF facilitates the distribution of City Fresh shares in Lakewood at the market. One of the benefits of the City Fresh program is the discount offered to limited income residents to purchase fresh, local produce. In the past, only the City Fresh participants have benefitted from the discount. Having the EBT program with a wireless machine will enable LEAF to offer this method of payment to all vendors (selling approved items) and all qualifying customers at the market. This machine could also be used to accept debit card payments to offer more flexible payment option for additional customers. LEAF Community requires that all vendors provide copies of all necessary licenses and comply with federal, state, county and local health codes.

LEAF will use requested funds to increase the market's presence within the Lakewood community. LEAF plans to do some targeted advertising at the Lakewood Christian Service Center and Trinity Lutheran Community Meals, to increase participation of limited income residents at the market. Additional plans include posting signs during market hours, and pole banners to promote the market throughout the season. Posting advertisements in local newspapers will also be part of the advertising campaign.

LEAF Market History

In 2006, several Lakewood residents got together to find avenues to bring fresh, locally grown produce into Lakewood. It started with a single CSA program delivered to a local coffee shop. In 2007, more volunteers became interested, and the addition of the City Fresh Program was initiated. This program was desirable since it allowed more flexibility than a traditional CSA, with weekly payments and a discount for limited

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income participants. Advertising consisted of word of mouth promotion, and a few flyers posted in local businesses. This program relied heavily on volunteers, so many people rallied together to get it started. In the first year, the City Fresh staff forced LEAF to have a waiting list for Lakewood, since so many people were interested and other communities were not getting their fair share of the produce. In 2009 LEAF changed their delivery night in Lakewood to another night so that there was more room on the delivery truck for a larger number of participants. Even with the entire truck dedicated to Lakewood, Lakewood's enthusiasm forced City Fresh again to impose a waiting list! The City Fresh staff were worried that their farmer network would not be able to keep up the demand that LEAF Community's network of shareholders was creating. In 2010, the program grew again, with an average of over 220 weekly participants. This market is 100% volunteer run, with over 60 volunteers helping out throughout the season. In 2010, volunteers logged over 1400 hours for the 20-week season. In 2009, LEAF's Fresh Stop had 15% limited income participants. In 2010, that number grew to 19.9% (850 shares throughout the 2010 season).

LEAF relies on donations from farmer vendors, it's annual Rutabaga Nights and Harvest Festival events, and other small fundraising events throughout the year. LEAF Community would like a stronger presence within the community. In order to sustain this market, some additional funding will be required. With this funding, farmer fees can be kept low, and therefore farmers can keep their produce affordable to Lakewood residents. This model will promote the sustainability of the market and LEAF Community as an organization. Additional funds will assist LEAF Community to reach more of the over 8000 residents using Ohio Direction cards (Oct 2010, NEO CANDO) and the rest of the community.

LEAF Community has a great reputation with the local community. Throughout the season in 2010, over 600 people signed up for at least one week of City Fresh. Throughout the season, almost 4300 shares were purchased in Lakewood (only including the City Fresh program), which totaled over 44 tons of Ohio grown fruits and vegetables. Since the City Fresh program is a pre-paid program, there was inevitably extra produce at the end of the market day. LEAF donates the extra produce to the Lakewood Christian Service Center and Trinity Lutheran Third Saturday Community Meal. During 2010, LEAF Community donated over 3000 pounds of produce to these Lakewood organizations. At markets, LEAF hosted two additional Community Supported Agriculture programs: the Geauga Family Farms CSA and the Covered Bridge Gardens and Peters Creek Farm CSA's. Each week, additional local vendors were also hosted for the market, selling local produce, cheese, poultry, honey, baked products, and fresh herbs. Several of the vendors, including two farmers that LEAF Community Farmers' Market hosted are located in Lakewood.

Much of LEAF's outreach infrastructure for expansion is in place. LEAF Community Farmers' Market will print brochures, utilize its email list of over 1200 names, and host it's annual Open House in March. The cost of the wireless EBT machine, offering discounted vendor fees, and promotional materials are the major current needs of this market. LEAF Community Farmers' Market managers have already selected a vendor for

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the third party processor for the wireless machine. This vendor is very competitive, with lower fees and good customer service, along with extensive experience working with farmers' markets.

LEAF Community is a non-profit corporation. LEAF Community will work with the city if awarded to ensure that LEAF holds all insurances necessary for this contract. Thank you for the opportunity for this proposal.

Budget Request: \$5000

EBT program = \$1760

EBT Machine, \$1200 (quote from FIS includes 1 VeriFone Vx610 POS terminal, 3 year warranty, carrying case, AC power cord, extra battery, shipping, training, and activation)

Monthly wireless/service charges, \$270 (includes \$45 per month fee for 6 months)

Transaction fees, approx \$60 (20 EBT transactions per week for 20 weeks)

Supplies

Tokens, \$150 (for 1000 tokens, custom design fee, and shipping)

Receipts, \$80 (10, 80 count receipt books at \$8 each)

Advertising = \$2000

Ads in local newspapers, websites

Printing = \$1240

Banners, \$200 (full color, 8 feet long, weatherproof vinyl)

Fliers, \$500 (full color, no larger than 8 ½" by 11")

Signs, \$540 (including sign stand for sidewalk)

In Kind Request:

Pole Banners near the Drug Mart Plaza, Library area to be posted during the summer

Brochures printed

Inclusion/promotion in Lakewood groups and organizations listings and newsletters for residents

Invitations to participate in health events, community events, and festivals

Web listing on city of Lakewood website