

Mini-Grant Application 2016

Make Your Farmers' Market a MULTI-PURPOSE Community Space

APPLICATION DEADLINE: APRIL 15

Please email application as an attachment to christina@farmersmarketsnm.org



NOTES:

1. See Mini-Grant brochure for complete program details.
- 2. See Sample application on back.**
3. Maximum grant amount is \$1,000.
4. Grant funds must be spent during the 2016 market season.
5. Awards will be made by May 1. Priority will be given to those who did NOT receive a grant in 2015.
6. Funds will be provided on a reimbursement basis. If funds are needed upfront, please let the NMFMA know upon award notification and arrangements will be made.

1. Market Name /Location
2. Primary market contact (name/phone/email)
3. Who will be responsible for executing the project (if different than above-- name/ phone/email)
4. Project title (15 words max)
5. What is the need for the grant? What challenges or opportunities does your market face?
6. (5 pts.) What are your goals for the grant? –Goal(s) should be a broad statement that describes what you hope to accomplish. (See Example, Maximum 50 words)
7. (10 pts.) List three measurable objectives of the grant, and how you will measure. (Objectives are SMART- **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**ime-specific.)
8. (5 pts.) Who is the target audience for the activities and why? (Max. 75 words)
9. (10 pts.) List your specific activities for achieving your objectives and goals. What will you do, who will do each activity, and when will each activity be done?
10. (5 pts.) Describe how your plans to make your market a multi-purpose space fit into your market's mission and vision. (Max. 200 words)
11. (5 points) Describe how your plan fits into your overall marketing plans for 2016. (Maximum 100 words)
12. (10 points) List partners you will collaborate with, and what their roles are.
13. Please provide a project budget.

Item	Cost	Grant Request	Other Funds

SAMPLE APPLICATION: Mini-Grant 2016 (ABBREVIATED)

1. NM Market, ABC Location
2. Suzie Q, 123 Home Street, suzieq@gmail.com, 505-123-4567
3. Same as above
4. **Project Title:** Family Market Time
5. **Need:** Our community only has a few family-friendly public events and gathering spaces. Also, we have been meaning to connect with the local Head Start, but haven't had a clear idea for how to get more of their families to attend the market.
6. **Goals:** To bring more neighborhood families to the Saturday morning market
7. **Objectives & how success will be measured**

Objectives	Measurement
1. To increase then number of new family customers	Dot surveys, observation
2. To increase market sales by 10% among families	a) coupon redemption; b) anecdotal evidence
3. To increase the number of family-friendly activities from 0 to 4.	The number of activities executed.

8. Target audience: Families with young children

9. Specific activities:

What	Who is Responsible	When Activities Take Place
Create 4 family-friendly events: Farm Day, Bike Parade, Apple Fest, and Pumpkin Fest.	Suzie Q and two volunteers	Activities to take place in July, August, September, & October
Purchase food from the vendors for sampling	Suzie Q	On monthly market event dates
Create activities and food sampling opportunities for customers	Suzie Q	Plan will be complete by June 1
Connect with local Head Start, music center, and childrens' museum	Volunteers Bob and Cindy	Partnerships will be in place by June 15. We will check back with our contact monthly for outreach
Advertise special family coupons for fresh food	Suzie Q & volunteer	We will advertise coupons via facebook so we can see how well fb does among target audience.

10. How this fits in to our market's mission and vision

ABC-NM Market's vision is to provide a profitable sales outlet for area farmers and to create healthy food access. Our mission is to do this by creating a vital retail environment that invites people to feel welcome at the market. This project will help us achieve our mission by trying to attract families we know live in the area, and once they are at market, offer food tastings that will promote food purchases. The tastings will also promote purchasing among current customers.

11. Fitting into your overall marketing plan. These activities will be promoted through our regular marketing including Facebook, local calendar listings, press releases.

12. Partners: We will be working with the Head Start, local children's museum, and the local music center. They will help us do outreach to their families and clientele.

13. Budget

Item	Cost	Grant Request	Other Funds
Signage, etc. for each event (\$50/market event)	\$200	\$200	--
Food for tastings \$50/week x 4 weeks	\$200	\$200	--
Market mgr. time (10 hours x \$15)	\$150	\$150	
Coupons (\$5 per family for apples or pumpkins or or whatever the tasting food of the week is to the first 25 families who come to Info table and mention they saw the post on facebook special) x 4 weeks	\$500	\$450	\$50 (out of market vendor fees)
Totals		\$1,000	\$50