

# 2009 NOFA Vermont FARMERS' MARKET MINI-GRANT

## Planning Worksheet for Existing Markets

This worksheet is being provided to help you assess your market's current situation and strategically envision your market's short and long term goals. This information will help you design a compelling proposal for a farmers' market mini-grant.

### **There are 3 main questions to answer with regards to your market:**

1. Where is your market now?
2. Where do you want to go with your market in the future?
3. What obstacles do you face to get there?

### **1. Where is your market now?**

Enclosed is an evaluation form from Cornell Cooperative Extension, prepared by Monica Roth for your market to use for assessing your market from an objective point of view. The assessment can be done by the board of directors, market members, and/or other community stakeholders.

Using the information obtained from the evaluation, **have a brainstorming session** with your stakeholders and decide how grant funds can help you change some of the “*No's*” and “*Needs Improvement*” to “*Yes's*.” Don't forget to take notes!

In addition, **use gross receipt records from your market to plot the monetary growth** over the past 3 to 5 years if this information is available. (If you do not currently have this information, please use a realistic estimate of your market's earnings).

### **2. Where do you want to go with your market in the future?**

1. **List areas your market needs help** (from the brainstorming session).

**2. Prioritize the list into short term and long term goals.** Short term goals might include: securing funds to hire a manager or promotional person(s) to work on the market's behalf, developing promotional materials such as a banner across the main street in your town or signs to put up on the day of the market, purchasing materials such as a 10x10 pop-up tent for the an EBT/Debit or market manager booth, or investing in a fundraising project such as t-shirts with the market's logo to be sold at the market. Long term goals might include: making enhancements to your property, buying/renting a better facility, increasing size and quality of a paid staff, developing a winter market, doubling the market's gross sales, etc.

**Short Term Goals:**

**Long Term Goals:**

**2. Prioritize your top 5 goals**

- 1.
- 2.
- 3.
- 4.
- 5.

**3. Research the costs to achieve your goals (for the grant application)**

**Goals**

**\$ Costs**

**3. What are your barriers to get there?**

Location? Available vendors? Large enough customer base? Town politics or area's economic conditions? Lack of available funding/working capital? Apathy? Uneducated/unaware population base of the value of local products?

If you have done a thorough job in the first two steps you will have a data to help your market answer the third question.