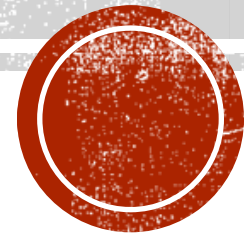


# DEVELOPING AND BUILDING PARTNERS AND PROGRAMS

That Maximize Your Farmer Market  
Farmers Market Managers



SHAPING  
NORTHEAST  
IOWA



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# FOR YOUR CONSIDERATION

- ***Strategic Engagement and Planning***
  - Developing a Strong Farmers Market Team
  - Understanding Partner Interests
    - Vendors
    - Economic Development Partners
    - Enrichment Partners
    - Maximizers
- ***Functional Strategies and Partnerships***
  - Expenses & Income
  - Grant Basics – Things to Consider
  - Good Strategies
  - Great Partnerships



# STRATEGIC ENGAGEMENT – DEVELOPING A STRONG FARMERS MARKET TEAM



- Local Food FM Producers
- Value Added FM Producers
- Other FM Vendors
- City Council and Personnel
- Downtown Businesses
- Chamber of Commerce
- City and/or County Economic Development
- Tourism
- Local Musicians
- Local Chef, Restaurants and/or Food Vendors
- Private/Public State Certified Kitchens
- Local Nonprofits
- Artist & Art Collaborative
- Historical Society
- Retired Senior Volunteer Program
- Downtown Betterment Association
- 4-H, Eagle Scouts, & other Youth Partners
- Schools
- Park and Recreation Departments
- Local Food Pantry
- Grocery Stores
- Main Street Organizations
- Volunteers
- ISU Extension
- Local, State and Federal Programs
- Grantors
- City Event Planners and Organizers
- Buy Fresh Buy Local
- Regional Farmer Market Collaborative
- Other Farmers Markets
- State and Federal Producer and Farm Organizations



# STRATEGIC ENGAGEMENT — ONE STEP AT A TIME

- Understand what your FM, your community and each potential Partner has to gain from involvement in your market
- Be able to dialog about the value of each Partner's involvement - for the Vendors, the FM, the Partner and your community
- Present the information to your Vendors and/or FM Board
- Work with your Vendors/FM Board to determine which partners best align with your overall vision
- Meet with and Recruit Potential Partners
- Involve Partners in decision making – Board, Advisory Board or “Market Friend”, which ever is comfortable for them



# STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS



***FM Vendors:*** Business Owners who Partner with other Businesses in a Public Setting

- Local Food Producers
  - Vegetables, Fruit, Herbs, Meat, Eggs
- Value Added Producers
  - Maple Syrup, Canned Food, Baked Goods, Cheese, Yogurt, Wine, Tea, Soup Mix, Jams/Jellies, Dehydrated Foods
- Other “Local” FM Vendors
  - Photographer, Jeweler, Knitter, Writer, Purveyor of Wool and/or Yarn, Basket Maker, Wood Worker, Potter, Prepared Food Vendor, Florist



# STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS



## ■ *Vendor Considerations*

- Provide Opportunities for Small Business Owners to Introduce Themselves and Their Product to the Public in Highly Visible Locations
- Provide Opportunities for Vendors (and Consumers) to "Test" Products
- Provide an Opportunity for New Businesses to Reduce Overhead
- Foster "Idea Exchange" and are a Natural Learning Environment
- Provide Joint Advertising and Marketing
- Build Loyal Customers
- Help Small Businesses Become Big Businesses



# STRATEGIC ENGAGEMENT – UNDERSTANDING PARTNER INTERESTS



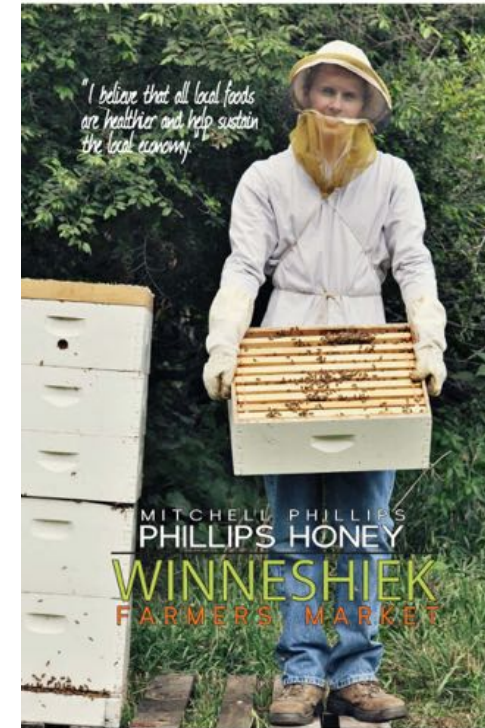
## *Economic Development Partners*

- City Council and City Personnel
- Downtown Businesses
- Chamber of Commerce
- Downtown Betterment Association
- Main Street Organizations
- City and/or County Economic Development
- City and/or County Tourism
- City Event Planners/Organizers
- State and Federal Producer and Farm Org



# STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS

- ***Economic Development Considerations***
  - FM Vendors Increase the Number of Businesses in a Downtown but Rarely Duplicate Existing Services
  - Increase Services and/or Fill in Service Gaps
  - FM in Grocery Store Parking Lots Increase Sales for that Grocery Store
  - FM Are A Scheduled Event That Draw People to Specific Areas of a Community at a Specific Time
  - FM Create/add a Destination “Gathering Place” for Community Members and Visitors
  - FM Vendors are the “Front Line Employees” for Downtown Businesses
  - FM Provide “Local” Experiences for Visitors
  - Provide Opportunities for Existing Businesses to Improve Their Inventory and/or expand “Local” merchandise
  - Can help downtown businesses extend hours
  - Are charged with and interested in helping you/your local producers





# STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS

## *Enrichment Partners*

- Local Chefs and/or Restaurants
- Local Musicians
- Artist & Art Collaborative
- Historical Society
- 4-H, Eagle Scouts & other Youth Partners/Orgs
- Schools and/or Youth Programs
- Park and Recreation Departments
- Retired Senior Volunteer Program
- Event Planners/Organizers



# STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS



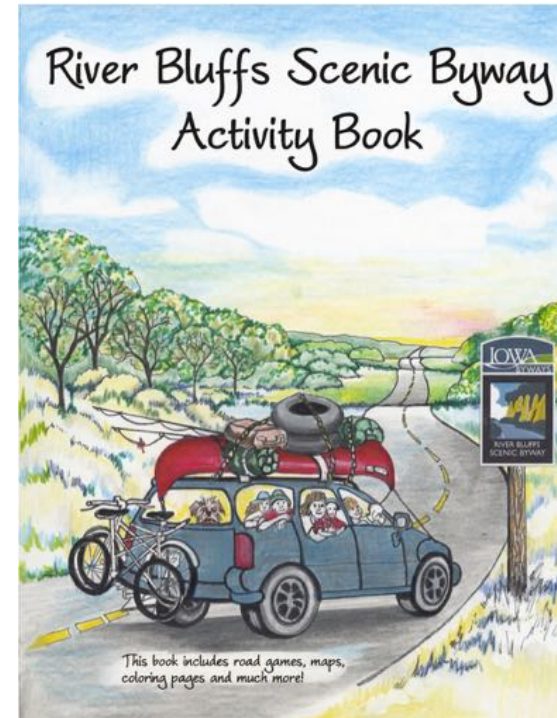
- ***Considerations for Enrichment Partners***
  - Increase opportunities for Musicians to introduce themselves and their music in a nonthreatening way
  - Increase opportunities for Artists to introduce themselves to potential clients and gauge interest
  - Create interest in Historic Structures and Downtowns
  - Provide a Great Learning Environment for Youth Business Entrepreneurs
  - Provide Volunteers with *Meaningful Experiences*
  - Provide an introduction point for local chefs to the public
  - Provide opportunities for restaurants to engage local producers, see and test product
  - Maximize Synergy at “Local” Events



# STRATEGIC ENGAGEMENT – UNDERSTANDING PARTNER INTERESTS

## *Maximizers*

- Local Nonprofits
- Private/Public State Certified Kitchens
- Food Pantries
- Grocery Stores
- Volunteers
- Local, State and Federal Programs
- ISU Extension
- Grantors
- Public Health
- Fair Board or Community Center
- Regional FM Collaborative
- Other FM Markets
- Tourism and Economic Development



# STRATEGIC ENGAGEMENT — UNDERSTANDING PARTNER INTERESTS



## ▪ ***Considerations***

- Can allow you access to private spaces/locations that will maximize FM benefits
- Can extend the FM season by providing indoor space
- Can help producers minimize waste
- Will advertise/market and inform for you or increase collective advertising
- Help you understand and reach new and existing customers through surveys, vendor and entertainment recruitment, etc.
- Can help you implement more complex programs like SNAP etc.
- Can write and apply for grants for which you don't qualify – be a fiscal agent or apply as a partner
- Coordinate times to avoid conflict
- Qualify you for programs and grants for which you otherwise would not be able to access



# FUNCTIONAL STRATEGIES & PARTNERSHIPS



## ***Expenses:***

*Primary:* Market Manager, Advertising, Rental Fees, Insurance, Facilities

*Secondary:* Music, Demonstration Food and Equipment, Signage, Photography

## ***Income Opportunities***

- Vendor Fee or Booth Rental
- Sponsorship – Partner Contributions
  - Banks, Chamber of Commerce, Grocery Stores, Community Minded Corporate Sponsors, Local Publishers, City, Nonprofits
- FM Product Sales
- In-Kind and Cash Donations
- ***Grants***



# FUNCTIONAL STRATEGIES & PARTNERSHIPS



## ***Grant Basics – Things to Consider***

- Are you an Eligible Applicant?
- Do you have the capacity to write, manage and report?
- Can you or should you partner with a Fiscal Agent?
- Can a partnering organization or the city apply as a project partner?
- Are you looking for *Ongoing Expenses* or *One Time Expenditures*?
- Do you want to implement a New Programs or Activity?
- Are you *Aligning Your Ideas* with what the funder wants?
- Can you/do you want to implement a pilot project?



# FUNCTIONAL STRATEGIES & PARTNERSHIPS

## *Grant Basics – Good Strategies*

- Read and Follow all instructions
- Create a checklist of required items
- Create an artificial deadline for yourself
- Don't wait for the next announcement
- Think like a funder/grantor
- Answer the grantors questions
- Make it easy for the funder to find the answers
- Don't over embellish
- Try to find out why you didn't get the grant
- Thank the funder



# FUNCTIONAL STRATEGIES & PARTNERSHIPS



## ***Grant Basics - Great Partnership***

- Community Foundation
- Small Local Non Profits
- Local and State Corporations and Interests Groups
- State Grants
  - Informed Local and Regional Partners
  - State Announcements
  - State and Departmental Websites
- Federal Grants
  - Local Offices
  - Regional Offices
  - National Announcements and Websites





**QUESTIONS?**

