

December 4th, 2019

Dear Drew,

Over the course of the last five years, funding availability for Farmers Markets has changed significantly. Despite our increase in sponsorship and community donations, we discovered that we simply could not operate the way we had anticipated upon creating the organization.

This year we performed a regional and national study on Farmers Market operations. We used the information gathered in this study to reorganize our operations in a way that would allow us to continue to offer our weekly, vibrant market but stay closer to our more reliable operational budget. Historically, our income consists of vendor fees which add up to approximately \$4,000 a year. We also rely heavily on the \$10,000 town grant which brings our total estimated income to about \$14,000 a year. We cannot operate this year round weekly market and provide the services needed to our community and our vendors without additional financial and in kind support.

We request the ability to use town funding to support covering costs of our overall operations/program management and vendor relations. Our most significant expenses cover the management of the operations and vendor relations, which is roughly 90% of budget. The various tasks required to operate our year-round farmers market are estimated to be 40 hours a week. We have signed an outside agency for the 2020 season who will manage all aspects of operations for the market at less than half the salary as a pro bono action.

This year, we are investing in becoming a 501c3 organization so that we can reduce our operating costs even further and increasing the “face” of the market through increased engagement community collaboration with the town. We are working to continue to make our organization more valuable to the community and streamline operations so that we can continue to grow and thrive.

Thank you for your consideration,

The Apex Farmers Market Board

Lise Zublena
Doug Clark
Eileen Herbst