



Memorandum

To: Sustainability Board
From: Deputy Clerk Kristin Sewall *KA*
Date: 5/12/09
RE: Menasha's Farm Fresh Market

Just a quick update as to where we are in the planning process for this year's farm market. As I reported last time, the location remains on Main St. in front of the Marina, every Thursday from 2:30-6:30 PM. The market starts on June 11 – October 29.

There are 10 solid vendors who have paid in full, one who will be sending payment and one that I have a verbal commitment from (Oakridge Farms). I've attached the listing of our vendors and what they are selling. I have contacted 15 different art vendors and have heard nothing back yet.

The other vendor avenue we are exploring this season is one or two free booths for Menasha Businesses or local non-profits to share throughout the season. I mailed them the application and information and I've heard back from two vendors: Perky's Drive-thru espresso and Saving Paws. Perky's will be selling brewed coffee, coffee beans and a few other goodies. Saving Paws will be holding a brat fry.

On the advertising front, I'm doing all I can as far as free marketing. We are listed on several websites and community event calendars, including the Cable Access channel calendar of events. We are in the Horizon newsletter and the Marina's newsletter. Our flyer will go in downtown store front windows and I'm hopeful that our Menasha businesses will put the postcard flyers on their counters. I am also putting together the market's webpage on our website.

Due to the very high cost of radio and newspaper advertising (attached is the updated budget), I've contacted the following potential sponsors: SCA Tissue, Faith Technologies, Affinity Health Systems and ThedaCare. I have heard nothing back from any of those companies. If anyone knows of any group, business, etc. that would be interested in sponsoring the market on any level, please give them a copy of the Sponsorship Opportunities included with this memo and have them contact me. I really appreciate any assistance in this aspect.

I am also including with this memo the full page flyer and postcard flyer. Please had these out wherever you see fit. Thanks for helping to bring shoppers to the market!!!

Vendor Name	Product	# of Wks.	Total Paid	Notes
Bahr's Kettle Korner	Kettle Korn	9	\$76.50	
Arden Tews-Tews Orchard	Apples/Pears/Berries	9	\$76.50	
Tom Miller	Woodcrafts	6	\$56.00	
Great Harvest Bread Co.	Breads/Sweets	21	\$147.00	
See Moua	Produce	19	\$140.00	
Sid Kroeger Farms	Produce/Gourds/Maple Syrup	21	\$147.00	
Jim's Produce	Produce	21	\$0.00	
Ralph Polasky Farms	produce/chicken & turkey/flowers	21	\$147.00	
Navarino Valley Elk & Bison-Terry	Elk & Bison fresh & processed	21	\$147.00	
Mao Chang	Produce/flowers	21	\$147.00	
Kayeng Yang	produce	4	\$0.00	sending \$ in June
Total revenue for 2009 Vendors			\$1,084.00	

Non Profit/Local Business	Product	# of Wks.
Saving Paws	Brat Fry	2
Perky's Coffee	Brewed and packaged coffee	3

Farm Market Budget

City of Menasha

2009

Revenue	Potential Funds	Actual Funds	Difference (\$)
Vendor Fees collected 2008	\$ 173	\$ 173	\$ -
Vendor Fees 2009	1,084	1,084	-
Media Sponsor			
Potential Sponsorship	500		(500)
Total Revenue	Potential Funds	Actual	Difference (\$)
	\$ 1,757	\$ 1,257	\$ (500)
Marketing/Advertising-Ideas	Potential Expense	Actual Expense	Difference (\$)
Welcome sign at Hwy 441/Racine St.- 2ft x 16 ft sign	\$ 275	\$ -	(275)
Coroplast Sandwich boards- \$38.50/side WG, Inc. (we need 3 sides)	192	115	(77)
Banner on Racine St. (by post office)- 2 sided, outdoor use(15 ft at \$10/sq.ft.)approximate	-	-	-
Newspaper ad- 3"x3" b & w (2 six wk blks @ 628.56 per blk)	1,258		(1,258)
Radio Advertising (104.3 the Breeze willing to work with our budget)	1,000		(1,000)
			-
Other expenditures	Potential Expense	Actual Expense	Difference (\$)
Music and Entertainment			-
			-
Total Expenses	Potential Expense	Actual Expense	Difference (\$)
	\$ 2,725	\$ 115	\$ (2,610)
Potentials	Potential Revenue	Potential Expense	Difference (\$)
Potential Balance	\$ 1,757	\$ 2,725	\$ (968)
Actuals	Actual Revenue	Actual Expense	Difference (\$)
Actual Balance	\$ 1,257	\$ 115	1,142



**DOWNTOWN MENASHA
THURSDAYS 2:30—6:30 PM
JUNE 11 – OCTOBER 29**

2009 Sponsorship Opportunities

All proceeds benefit the Menasha Farm Fresh Market

The Menasha Farm Fresh Market invites you to become a sponsor of this wonderful community event. This is a great way to promote your business as a supporter of local farmers and crafts people, as well as a supporter of sustainability. As a well respected pillar of this community, we ask you to consider sponsoring the Farm Fresh Market in any capacity that you can.

Gold Level Sponsor.....\$500

- Name on 2'x16' welcome sign at Hwy 441/Racine St. Exit (sign will be out for most of market season)
- Name on sandwich boards advertising market (signs will be out every Thursday)
- Logo/name in seasonal flyer which is widely distributed to local area businesses
- Logo/name listed as a market sponsor on Menasha's Farm Fresh Market webpage
- Name on all newspaper and other printed advertising (monthly advertisements throughout season)
- Name listed as sponsor on all radio advertising (advertisements throughout season)
- Opportunity to host a booth at the market for the entire season (sale of any products not allowed)

Silver Level Sponsor.....\$250

- Name on all newspaper and other printed advertising (monthly advertisements throughout season)
- Logo/name in seasonal poster which is widely distributed to local area businesses
- Logo/name listed as a market sponsor on Menasha's Farm Fresh Market webpage
- Opportunity to host a booth at the market for 5 Thursdays

Bronze Level Sponsor.....\$100

- Logo/name in seasonal poster which is widely distributed to local area businesses
- Logo/name listed as a market sponsor on Menasha's Farm Fresh Market webpage
- Opportunity to host a booth at the market for 1 Thursday

Friend of the Market Sponsor.....\$10-\$99

- Logo/name listed as a market sponsor on Menasha's Farm Fresh Market webpage

THANK YOUR FOR SUPPORTING YOUR LOCAL FARMERS AND CRAFTERS!

Menasha's

Farm Fresh Market

At the Market:

Fresh vegetables, fruits, and flowers, poultry, elk & bison meat, breads, cookies & more!

Also downtown:

bakery, milk, wine & spirits, dining & entertainment, Lawn & Garden décor, fine art, & more!

Downtown Menasha (by the Marina)

Thursdays 2:30-6:30 PM

June 11—October 29



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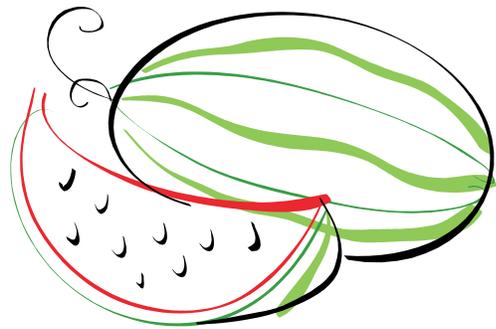
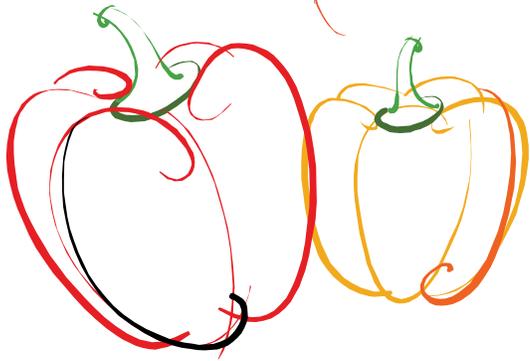
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