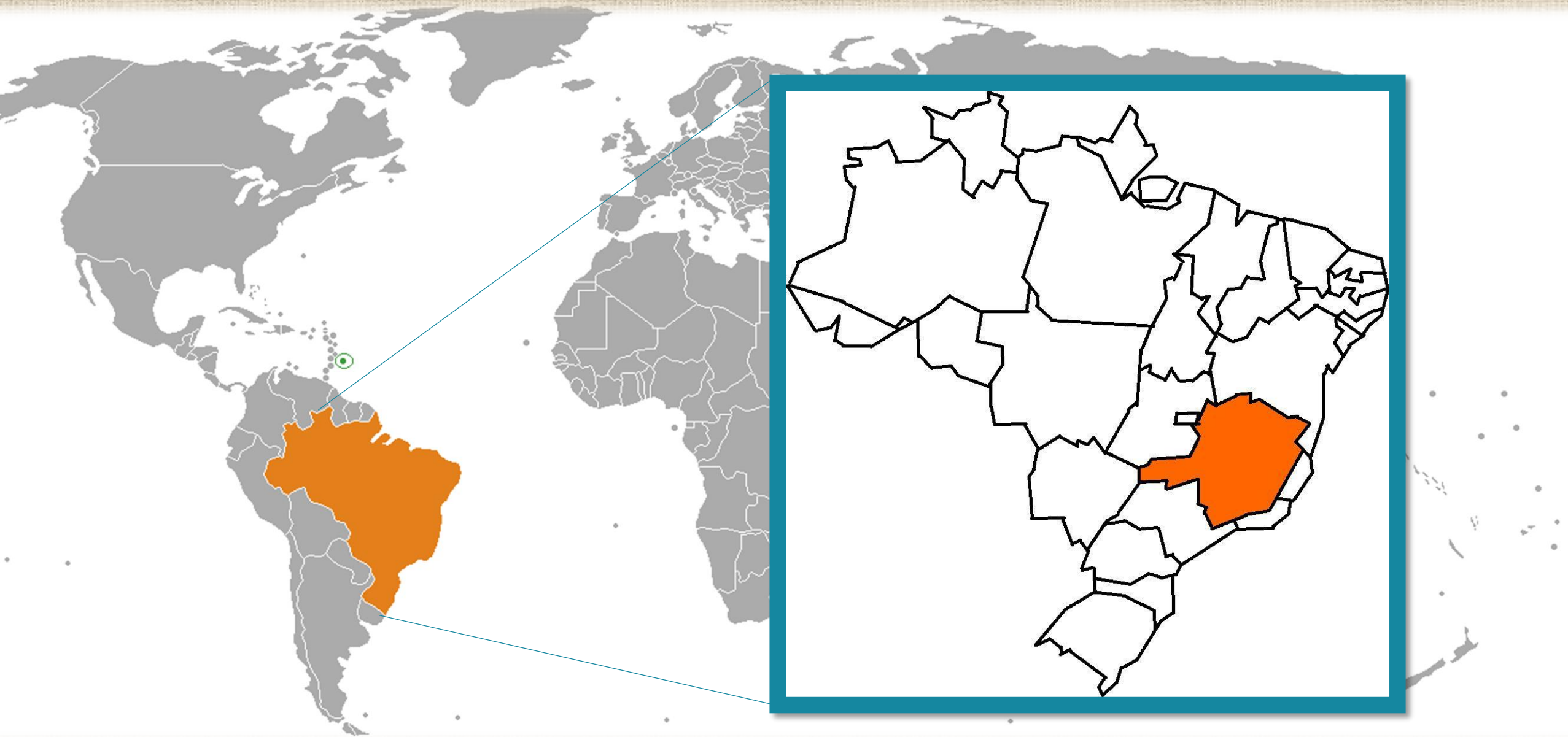




# Engaging Local Partners

Let's explore the possibilities to grow and strengthen markets through partnerships with local organizations and businesses





Minas Gerais, Brazil





**Belo Horizonte**















# Cranbrook, BC

The 18th largest city in BC with a **population of 20,047 people**, our community is home to the Canadian Rockies International Airport, the East Kootenay Regional Hospital, the College of the Rockies, the 600 seat Key City Theatre, and the Western Financial Place.

Cranbrook is the hub for business and for retail shopping for the East Kootenay region, boasting a total population of 56,702.

PS: No DMO until 2018.





## The Cranbrook Farmer's Market Society

Started as an initiative of the Cranbrook Food Action Committee. Thanks to a dedicated team of volunteers, as well as a grant from Columbia Basin Trust, the Cranbrook Farmer's Market Society held its first market on **July 4, 2009**.

Ever since that day, the Cranbrook Farmer's Market Society' has been moving forward its mission to **support local food and craft producers**, promote East Kootenay agriculture, and provide a place for the community to gather.







May, 2016



September, 2016



March, 2018





## Our market in 2016:

- 16 Outdoor Dates – average 45 vendors/market
- 11 Indoor Dates – average 24 vendors/market
- 2 Special Dates – average 65 vendors/market





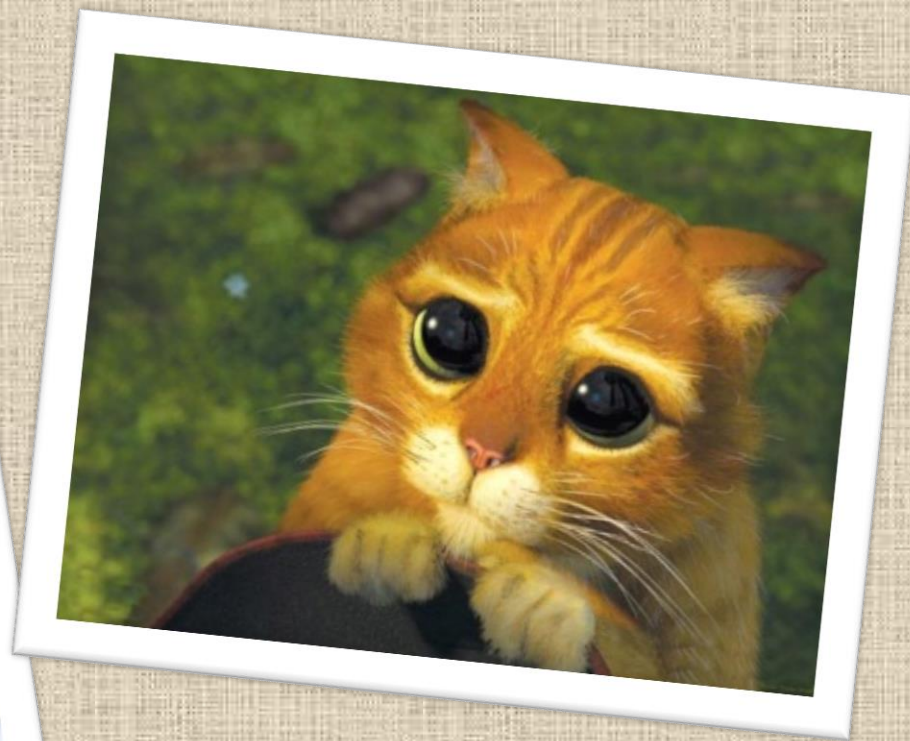
**Outdoor Market Attendance:**  
**2017: average 2,220/market**  
**11% local population**





Consider the variables





**Collaborate!**

**...Please**





**"Start where you are.  
Use what you have.  
Do what you can."**

Arthur Ashe



Let's explore  
some  
**groundwork**  
first







# Don't be afraid of **Politics**

"the art or science of government\*"

\*Government = direction; control; management; rule.

"the total complex of **relations** between people living in society"

"Politics deals with the man's **collective life**. As said by Aristotle that "man is a social animal"; a human being cannot lead an isolated life. "



# Lobbying

"is the act of attempting to **influence** the actions, policies, or decisions"



You will be  
lobbying for  
your market!



**“There is no impartiality. We are all oriented on an ideological basis. The question is: Is your ideological basis inclusive or excluding?”**

**Paulo Freire**

Open your mind  
and heart for new  
ideas and criticism.





# Get involved!

Attend to local groups' meetings, as much as possible (e.g: Chamber of Commerce, Committees, City Council, Fundraising events and etc.)





# Get to know people!



Your MLA, City counselors, MP, and other  
leaders/influencers in your community



and again...

**“Start where you are.  
Use what you have.  
Do what you can.”**

Arthur Ashe





This is where we were:



C R A N B R O O K  
**F A R M E R ' S**  
**M A R K E T**

2017: 16 Outdoor Dates – average 45 vendors/market

Public attendance: average 2,220/market – representing 11% local population



Where to go  
from here?

What can we do  
better?

What opportunities  
are we missing?





**We are celebrating! It's our 10<sup>th</sup> Season!**

It needs to be special!

It needs to be festive!





We started with something special:



CRANBROOK  
**FARMER'S  
MARKET**

**10th Season** *Grow with us!*





## **Market Assessment: August, 2017.**

6 questions



## Highlights:

How did you find out about the market?

49% Word of mouth

13% Social media

What draws you most to the market?

39% Fresh produce

31% Supporting local producers

14% Community and cultural experience

Average expenditure: \$25.24

Was the farmer's market your  
primary reason for coming  
downtown this morning?

87% YES!!

If you plan to do some  
additional shopping/eating  
while in downtown, how  
much do you plan to spend?

78% YES!!

Average expenditure: \$18.65



Show me the  
numbers!

Over 400 market  
patrons participated in  
the study, representing  
18% of total attendance.



**"Gaining **trust** and  
**cooperation** is  
imperative for success."**

TechRepublic



Highlight the positive impacts  
the market has in your  
community to increase buy-in.



# Preparing the **Project Outline:**

## Main points





# Project Outline:



1. Background information about the market;
2. Market benefits/impact: Why to invest in the our market?;
3. Intentions of the project – Objective:  
To establish an entertainment and seating area at me market and to host local musicians throughout summer/fall to celebrate our 10<sup>th</sup> Season in the community;



# Project Outline:

4. Benefits of the project. Project expected outcomes:

- a) Increase market attendance,
- b) Increase number of vendors leading to our financial sustainability,
- c) Showcase talents in our community,
- d) Increase downtown area attractiveness... and goes.

5. Issues and Opportunities to be addressed:

Issue: we need to grow and move forward.

Opportunity: our 10<sup>th</sup> Season Celebration;

6. Project timeline: Where, Who, When and How;



# Project Outline:

## 7. Project Budget;

- a) Tables, chairs, tent, cones, signage;
- b) Musicians Honorarium;
- c) Extra marketing material/promotion;
- d) Temporary Market assistant wages.

## 8. Project Evaluation; and

## 9. Projection for the future. Can it be sustained?





Then, we started writing:  
Proposals/Presentations;  
Grant Applications;  
Sponsorship Requests;  
Press Releases;  
Radio ads;  
Paper articles;  
and etc...

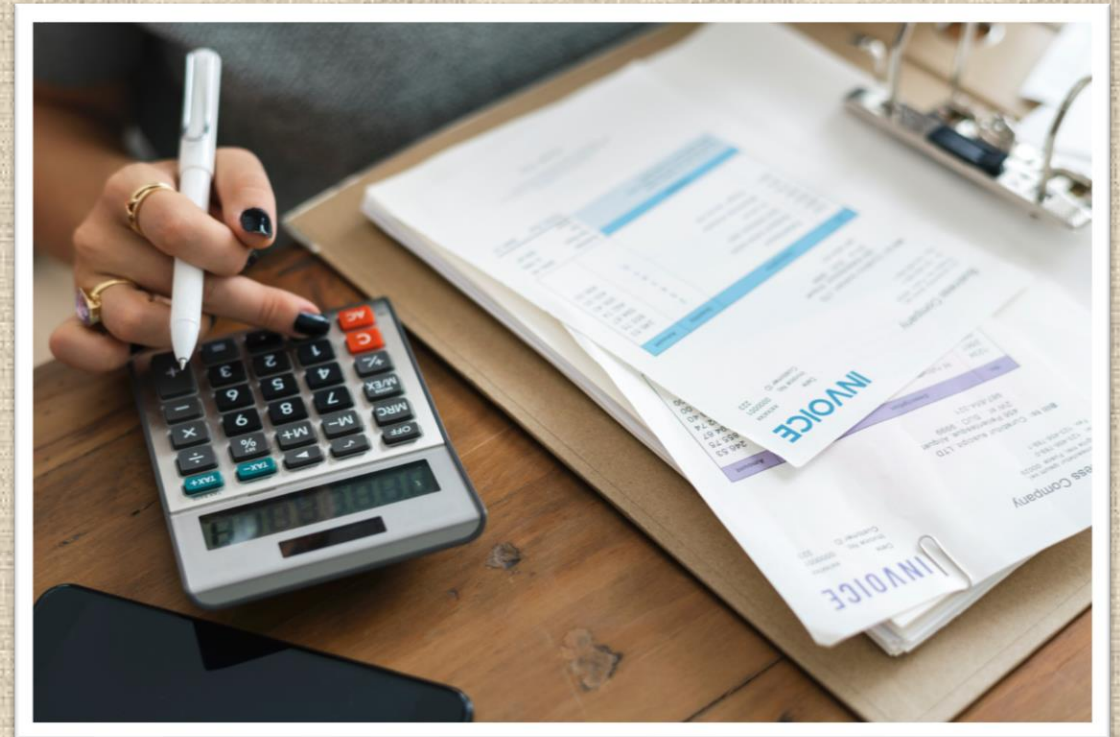


Remember to be consistent!



# For funding, we had to go with a Plan B...

Expenses	Proposed	Realized
Market Assitant (summer/fall)	18%	19%
Folding chairs and tables	4%	3%
Folding benches	4%	3%
Banner on Baker Street	13%	13%
Banners for light posts	14%	18%
Printed hand-outs/posters	1%	2%
Extra market promotion	10%	10%
Tent for musician	3%	0%
Musicians/Performers honorarium	23%	27%
Extension cords	1%	1%
Rubber cabble protectors	5%	1%
Cones/Signs	3%	2%
<b>Total</b>	<b>\$ 13,800.00</b>	<b>\$ 12,734.21</b>
Revenue	Proposed	Realized
Private donations	4%	4%
Sponsorships	4%	18%
Grants	92%	77%
<b>Total</b>	<b>\$ 13,800.00</b>	<b>\$ 12,625.00</b>
<b>Project Finacial Result</b>	<b>\$</b>	<b>(109.21)</b>







We reached out to the community for engagement. We invited them to participate and celebrate with us!





Examples: College of the Rockies International Office,  
Cranbrook Multi-Cultural Society, Spring Honda...





Schools District, City of Cranbrook, Silverado, Avalanche Athletics and many local non-profits. Some successful, others, a work-in-progress.  
EX: Fisher Peak Performing Artists, Community Theater, Kootenay Dance Academy...





**What we could have  
done differently?**

**Who else should we have  
reached out?**

**...**

**And your market?**



# Entertainment Schedule

Highlighting musicians:  
Photos, videos and  
short bios.



**JUNE 23: 10th Season Kick-off**

Bouncy Castle sponsored by  BAKER HILL DENTAL featuring **The Testers** sponsored by  SPRING HONDA

This event made possible with funding from:  CRANBROOK  East Kootenay  Columbia Basin trust



CRANBROOK FARMER'S MARKET

SATURDAY, SEPT. 1  
9am to 1pm

**Wild Honey**

at 10th Ave S. by Rotary Park (Downtown)



# Social Media

Informing followers about the schedule and inviting them to celebrate with us!



**THIS SATURDAY: 10th Season Kick-off**

featuring **Bouncy Castle** and **The Testers**

sponsored by **BAKER HILL DENTAL** and **SPRING HONDA**

+ More than 50 vendors



**SUMMER HOURS: 9am to 1pm** from June 23 to Sept. 1.

at 10th Ave S. by Rotary Park - Downtown Cranbrook.



**CRANBROOK FARMER'S MARKET**

**SATURDAY, AUGUST 11**  
9am to 1pm

featuring **Dylan Bohmer** and **Pyper Standing**

This initiative is made possible with funding from:

**CRANBROOK** **East Kootenay** **Columbia Basin trust**



**CRANBROOK FARMER'S MARKET**  
10th Season Grow with us

**SATURDAYS ENTERTAINMENT SCHEDULE**  
June 30 to September 1.

**SUMMER HOURS: 9AM - 1PM** June 23 to September 1

**JUNE 30:** Keith Larsen 

**JULY 7:** Trevor Crawley

**JULY 14:** Mismatched Socks  
sponsored by **Bedroom FURNITURE GALLERIES** 

**JULY 21:** Heather Gemmell 

**JULY 28:** Note-able Folk 

**AUGUST 4:** Dawson Rutledge  
sponsored by **EKC East Kootenay COMMUNITY CREDIT UNION** 

**AUGUST 11:** Local Youth Talents

**SEPTEMBER 1:** Wild Honey 

**AUGUST 18:** Multicultural Festival

**AUGUST 25:** Deep Cedar

This schedule is subjected to changes

at 10th Ave S. by Rotary Park - Downtown Cranbrook.

These initiatives made possible with funding from: **Columbia Basin trust** **CRANBROOK** **East Kootenay**



# Social Media

Acknowledge partners,  
Tag sponsors and  
partners on posts.  
Don't forget to  
demonstrate  
appreciation.



**SATURDAY, JULY 14: 9am to 1pm**

featuring **Mismatched Socks**

Sponsored by:

**Bedroom**  
est. 1977  
FURNITURE GALLERIES

**SATURDAY, JULY 28**

featuring **Note-able Folk**

Busking for SPCA

This event made possible  
with funding from:

**CRANBROOK** **East Kootenay** **Columbia Basin trust**



# At the market

Vinyl signs to  
acknowledge  
sponsors/partners.

Invite them to set up  
a table or a booth.







# Measuring Results

Recruiting volunteers for a crowd count.

Reaching out to Downtown businesses for feedback.



# Reaching out to Partners and Sponsors

Timely, providing feedback and getting feedback







# Submitting Reports

It's important to set-up reminders for report deadlines.

Be accurate.



# Project Results

Positive feedback from both partners/sponsors and Downtown Business

Average number of vendors/market		
2017	2018	Growth
45	56	24%

Market attendance		
2017	2018	Growth
2,220	2,740	23%





# Positive growth?

## Why not keep it going?







Thank  
You