

Market Manager Report
Presented February 27, 2014

Market Updates

Marketing

- See Nashville Farmers Market Idea Handout

Operations

- Grant Information Gathering: MIFMA Webinar, grant-making organization identification; grant wish list.
- Inspection Update: the market will be phasing in 2 additional market inspectors over the next six months.

Events

- The Ann Arbor Symphony Orchestra will partner with our County WIC Project Fresh program to bring music to the Wednesday Evening Market on July 11. WIC participants will receive their educational training for the WIC Project Fresh coupons and have access to the Orchestra's instrument petting zoo and free concert. The orchestra will also host the instrument petting zoo and perform at a Saturday market; date to be determined.
- On Sunday February 23, the Wednesday Evening Market was a finalist for a micro-grant given by Ann Arbor SOUP. The donations from dinner go toward the micro-grant and attendees would vote for their favorite community organization pitch. Although the market did not win the grant, we will be partnering with the winner, Grange Junior Makers, for one of our Wednesday Evening Kids Nights. The event was a great way to get the word out about the Evening Market and to find potential community partners.