

Roslindale Village Main Street Farmers Market Committee 2011			
Last Name	First Name		Email
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2011 Farmers' Market Budget						
Income	2008	2009	2010	2011		2011 w/NEGEF Grant
	Actual	Actual	Actual	Budget	Notes	
Vendor Fees	\$2,773	\$4,237	\$8,948	\$15,235	increased vender fees	\$15,235
Advertisers	\$360	\$1,290	\$1,398	\$0		\$0
Grants (MA Dept of Ag)	\$2,250		\$3,849	\$1,000	capped at 1,000 for previous grantees	\$9,000
Raffle	\$309	\$357	\$473	\$500		\$500
Pass the can around for cultural activities		\$215	\$891	\$0	eliminate can, more effort into "friends" eve	\$0
Special earmark from a few contributors		\$500	\$750	\$750		\$750
Merchandise: posters, T-shirts, cloth bags (misc)				\$1,300		\$1,210
Partnership with G&C (50% of Adams Park)				\$2,000	Green & Clean contribution to Organic Land	\$2,000
Friends of FM Fundraising Events			\$1,217	\$2,500		\$2,500
Total Income	\$6,132	\$6,599	\$17,526	\$23,285		\$31,195
Expenses						
Contract Labor	\$3,879	\$1,977	\$4,574	\$7,280	Added 12 more wks in 2011	\$11,648
Signage	\$1,552	\$413	\$610	\$750		\$1,500
Translation of flyers/posters/webpage			\$0	\$0		\$1,000
Printing (flyers, posters and postcards)	\$1,481	\$1,856	\$3,291	\$1,300	Only two distributions, door to door	\$1,300
Supplies	\$444	\$314	\$394	\$400		\$400
Promotional Activities (music, contests, recipes)	\$993	\$2,527	\$6,290	\$5,800		\$6,800
Insurance	\$470	\$435	\$410	\$450		\$450
Raffle expense -- SNAP/EBT Recipients		\$300	\$272	\$0		\$800
Raffle -- RV Business Tie-In			\$500	\$0		\$0
Sound System Upgrade			\$170	\$0		\$0
Misc. Expenses			\$380	\$500		\$500
Parking			\$0	\$3,102	New expense, lease lot	\$3,102
Maintenance of Adams Park			\$0	\$4,000	New expense, organic landscaping/mainte	\$4,000
Total Expenses	\$8,819	\$7,822	\$16,890	\$23,582		\$31,500
General RVMS Income Generated by FM						
Memberships	\$250	\$840	\$1,575	\$1,100		\$0
Poster Sales + tote bags	\$644	\$1,260	\$2,415	\$0	CHANGE -- Eliminated (see Merch)	\$0
Taste of Roslindale tickets		\$2,205	\$1,350	\$1,000		\$1,000
Total Additional Income	\$894	\$4,305	\$5,340	\$2,100		\$1,000
Net Surplus/Cost to RVMS	-\$1,793	\$5,528	\$5,976	\$1,803		\$695

Date Printed: 6/15/2011

Intern (from City of Boston)			10		10						
4. Signs			\$750					750.00	750.00	As of 5/24 - \$100 parking, \$216 2 banners, \$40 repairs	
5. Promotional activies breakdown	# of weeks		Cost/week	# of weeks			# of weeks				
Music	22		200	18			18	0.00	3,600.00		No music last 2 weeks, 7/4 or Labor Day WE
Children's entertainment	22		100	22			22	0.00	2,200.00		
Other promotional -- Misc								0.00	0.00		
6. Memberships	# of weeks		Per week	# of weeks	Net per item		# of weeks				
	22		2	22	\$25		22	0.00	1,100.00		
7. Merchandise	22			22			22	0.00	1,210.00	Total	
Posters			2	22	\$7		22	0.00	308.00		
T-Shirts			3	11	\$10		11	0.00	330.00		
Bags			2	22	\$1		22	0.00	44.00		
Cups			2	22	\$7		22	0.00	308.00		
Recipe Cards			10	22	\$1		22	0.00	220.00		
8. Pass the can around	per week			22	\$0		22	0.00	0.00		
9. Number of FMs					22						
10. Grants								####	2,000.00	???	
11. Printing	Runs		Flyers	Runs	Cost/copy		Runs				
Neighborhood Flyers	7										
EBT Flyers	1							####	1,000.00	Committed to \$300 remaining dependent upon grant	
Postcards and Posters								300.00	300.00		Opening Day
12. Parking			Spaces	# of weeks	Cost/space		# of weeks				
			47	22	\$ 3		22	0.00	3,102.00		
13. Maintenance of Adams Park								####	4,000.00		
14. Misc.								500.00	500.00	Purchase 1 tent \$110	