

# *Final Report*

## *2006*



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# **Market Final Report 2006**

## **EXECUTIVE SUMMARY**

This report is an evaluation and summary of the 2006 season of the Marché Old Chelsea Market. The market was held on Saturdays in Chelsea, Québec from June 3<sup>rd</sup> to October 28<sup>th</sup> between 10 a.m. and 3 p.m.. The evaluation is based on feedback from vendor and customer surveys, input from individuals, employees and interested parties, committee recommendations, and financial records.

The report concludes that the market continued to build on the achievements of its first year and was again, an overwhelming success. The organizing committee made new partnerships, moved to a new location and implemented new programs. Surveys of our vendors and visitors found that the overwhelming majority had positive experiences and will be returning next year. Despite finding a few important aspects to improve on including better advertising, an increased number of vendors, and site development, the report recommends the market continue into the future as an important part of the community of Chelsea's economic, social and environmental life.

## **INTRODUCTION**

This report summarizes the Marché Old Chelsea Market's second operating year (2006). The report will be used by the working committee to make improvements in the 2007 season. These findings will also be shown to the Municipality of Chelsea, the CLD and made available online to the people of this community.

The report will include a summary of the following:

1. Methodology used to evaluate the 2006 Marché Old Chelsea Market
2. Findings/Conclusions
  - Analysis of the 2006 objectives
  - Analysis of New Programs, Partnerships and Events
  - Vendor Feedback and Reported Earnings
  - Visitor Feedback and Conclusions
  - Committee Input
  - Market Manager Feedback
  - Advertising
  - Financial Summary
3. Recommendations
4. Appendix

# 1. METHODOLOGY

There were a number of different strategies used to evaluate the 2006 market.

## **Finances**

An initial budget was set for the market that provided a guideline for the market finances. Revenue and expenses will be examined and categorized to provide a clear picture of the accounting for 2006.

## **Vendor Surveys**

A year end survey was distributed to vendors in mid-October. A total of 15 surveys were returned for evaluation. See Appendix for a copy of the survey.

## **Visitor Surveys**

Surveys were available to market visitors during the month of July. Patrons were asked to complete a survey (in either English or French) to help the committee better understand its clientele. Visitors were asked about a range of items in a nine-question anonymous survey. 42 surveys were completed in total. See Appendix for a copy of the survey.

## **Committee Feedback**

The committee discussed and produced a 'what worked, what didn't' list.

## **Market Manager Feedback**

The market manager outlined her duties for this past summer and offered feedback and suggestions for the coming season.

## **Other Feedback**

See Appendix for comments from the market manager, letter from Robyn McNeill (Chelsea Foundation), a letter to the editor and a response from one of the co-chairs of the market committee.



## 2. FINDINGS / CONCLUSIONS

### Analysis of 2006 Objectives and Keys to Success

#### *Mission*

*Marché Old Chelsea Market is dedicated to providing an opportunity for consumers in Chelsea, Québec to buy high quality home grown and/or homemade and handmade products directly from their local growers, producers and craftspeople.*

**The mission was upheld with 48% of visitors coming from Chelsea and 36% from the surrounding area, therefore catering to local consumers. Many customers commented on the quality and variety of products and were satisfied with the assurance that they were made within a 100 km radius around Chelsea.**

#### *Objectives*

*Overall objectives were to make the Marché Old Chelsea Market a significant cultural landmark in Chelsea and a central part of the community. The objectives were:*

- *Thirty-five to forty high quality vendors and Marché Old Chelsea Market members for 2006* **There were a total of 24 vendors at the 2006 market.**
- *Freshness, abundance, and quality* **There were fresh vegetables & fruit, meat, beverages, snacks and prepared foods, bedding plants and other quality products, and we will continue to work towards expanding the market with more vendors and greater variety of products.**
- *Serve Chelsea community with fresh local produce, high quality handicrafts and local music.* **There was definitely fresh, local produce and high quality handicrafts with a limited amount of local music.**
- *500 daily visitors to the market* **Over the course of the season, it is estimated that approximately 11,000 visitors enjoyed the market.**
- *Provide an opportunity to showcase local organic and sustainable farmers in a quaint setting.* **Local, organic and sustainable farmers were present at the market. The new location and stall display, along with shaded sitting areas, added to the charm and ambiance of the market. Better drainage and more shade are needed.**
- *Customer satisfaction surveys with 80% positive response.* **Customer surveys were overwhelmingly positive and supportive. 98% of customers were very happy with the products being offered.**
- **Championed and supported and/or administered by a local community group. The Chelsea Foundation became a valued partner to the market, offering a new location and future plans to include the market as part of the forthcoming community centre project.**

***Keys to Success:***

- *Identify a central market location to attract Chelsea residents and visitors, support future growth, adequate parking and safety of customers. **The market found a new location through the generosity of The Chelsea Foundation. The site has ample parking, is located near the community soccer fields and is the future site of the community centre.***
- *Develop a profile to attract funds for start up and development from granting institutions and private donors. **A comprehensive business plan was written for the market.***
- *Gain the support of the Chelsea community through regular daily visits, support from local businesses and the Municipal Government. **The municipality provided picnic tables and umbrellas, as well as heavy equipment and manpower to prepare the site. In addition, opening day of the market was promoted along with Chelsea Days, a municipally run event.***



## **Analysis of New Partnerships, Programs & Events for 2006**

Based on the findings and conclusions of the 2005 final report, the market committee made several important additions and changes to the 2006 market. Each change has brought the market in closer contact with local businesses and organizations, expanded membership, and took steps towards growth and greater community involvement.

### **New Location, New Partner**

The Marché Old Chelsea Market partnered with The Chelsea Foundation with a view to becoming a central figure at the Meredith Centre (community centre) when it is completed in the next few years. In the meantime, the Foundation allowed the market to move to its building site which also offered ample parking and proximity to the community soccer fields. Robyn McNeill from the Foundation joined market representatives and other community leaders for the market's grand opening ceremony on June 10<sup>th</sup>.

### **Municipality of Chelsea**

The market was grateful for the assistance of the municipality on several fronts. In preparing the new location for opening day, the municipality provided manpower and heavy equipment to clear the area for stalls and vehicles and dig a drainage ditch. Five picnic tables with umbrellas were provided for visitors to sit and visit. Finally, the market was included in the list of events during Chelsea Days, a municipally organized, community celebration. Mayor Perras joined market representatives and other community leaders for the market's grand opening ceremony on June 10<sup>th</sup>.

### **Calendars**

A 2006 Season Calendar (bilingual) was produced and mailed to every home in Chelsea, as well as being distributed to visitors via local businesses. The gorgeous fold out calendar included the hours, dates, email and phone contacts of the market. It also included sections that described what the market is all about, the benefits of buying local products, a harvest chart and, local business advertisements and, of course, an events calendar for the entire market season.

### **Mini Marketeers**

Youth under 16 years of age were invited to open a market stall on the last Saturday of each month. Mini Marketeers brought their table, chair and homemade/home crafted goods to sell. Products included baking, jewelry, art, cards, lemonade, toys, live music and much more.

### **Artists Days**

For two Saturdays at the end of September, the market played host to local artists during Artist Days. Included were photography, paintings, sculpture and masks. Customer and artist response alike was very positive!

### **Partnerships, Programs and Event Conclusions**

The market is fortunate to part of such an active, supportive and lively community. Each new venture helped to further establish the market as an integral part of the local scene and create a sense of kinship with organizations and individuals. The committee intends to build on the success of these partnerships and events as it continues to grow.

## Vendor Feedback

The following chart shows the breakdown of vendors by category:

Stall	# Full Season	# Seasonal (4 weekends)	Casual	Total
Farmer	7	1		11
Artisan	1	3	3	7
Other (coffee, baked goods or a combo)	6	1		7

### Surveys:

Question 1: Number of days at market

7 full-time vendors (22 days) and 8 part-time vendors (ranging from 4 to 16 days).

Question 2: Advertising

60% of vendors thought that market advertising was very good/excellent.

Question 3: Stall Fees

87% of vendors thought that stall fees were appropriate.

Question 4: Hours

73% of vendors did *not* think that current market hours were appropriate.

\*greatest percent of vendors (47%) want the market to open at 9 a.m. and close at 2 p.m.)

Question 5: Season

67% of vendors did *not* think that the current market season was appropriate.

\*open – highest percent (73%) want the market to open at the beginning of June

\*close – highest percent (53%) want the market to close at Thanksgiving.

Question 6: Location

67% of vendors think the market location is very good/excellent.

Question 7: Rules and Regulations (clarity)

93% of vendors think the R & R's are clear.

Question 8: Rules and Regulations (appropriate)

93% of vendors think the R & R's are appropriate.

## Vendor Earnings

Each Saturday during the market season the vendors were asked to submit an anonymous record of their earnings. This vendor income information was categorized depending on the type of product being sold. The information collected is shown below:

<b>Product Category</b>	<b>Reported Vendor Earnings</b>
Agricultural Products	\$48,187.60
Ready-to-Eat	\$39,613.70
Arts and Crafts	\$5,103.75
<b>TOTAL</b>	<b>\$92,905.05</b>

Taking into account that not all earnings were reported for every week, it is estimated that approximately \$ 100,000.00 was kept in the hands of local producers.

## Vendor Feedback Conclusion

After examining the survey answers and additional comments, it is clear that vendors were happy with advertising, stall fees, location and the current rules and regulations. They were less happy with the hours of operation and season dates. 87% said they plan to return for the 2007 market season and 13% said they may return. Based on reported vendor earnings, the market is clearly a significant contributor to the local economy and a valued organization in the community.

VENDORS/DATES	Jn 3	Jn 10	Jn 17	Jn 24	J 1	J 8	J 15	J 22	J 29	A 5	A 12	A 19	A 26	S 2	S 9	S 16	S 23	S 30	O 7	O 14	O 21	O 28
1. Bramada Farm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
2. Sempels Honey	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3. Bristol Heritage Farm	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
4. Eternal Seed	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
5. Songberry Organic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
6. Juniper Farm		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
7. Pipolinka Bakery	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
8. Heidi	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
9. Isabel - Bread Lady	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
10. Les Cerfs du Bonnet Rouge (deer meat)	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
11. Christine Leger		•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•
12. Lucie Matel (preserves)					•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
13. Johanna & Tanya (jewellery)		•			•	•	•	•														
14. Brighid's Bard Soap		•				•	•	•	•					•	•	•	•					
15. Brigitte (non-profit candles)	•	•	•	•	•	•	•	•	•													
16. Jun Nagaoka										•	•	•	•									
17. Belle Terre Gardens	•	•	•	•																		
18. Lyne Leduc (Cranberries) *casual							•	•		•	•	•	•	•	•	•	•	•	•	•	•	•
19. Cara Griffin (clothing & art) * casual		•																				
20. Céline Tremblay		•		•		•		•		•		•		•		•		•		•		•
21. Jean-Yves Guinette			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
22. Sally Sheeks (pasta)		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
23. Ferme Mafa		•		•		•		•		•		•		•		•		•		•		•
24. Therese (blueberries)						•	•	•	•	•	•	•	•									

## **Visitor Feedback**

In order to gain a better understanding of who the market customers are, The Table de Concertation de l'Outaouais (TCAO) produced a survey based on the Marché Old Chelsea Market's 2005 survey. Surveys were available to market visitors during the month of July. Patrons were asked to complete the survey (in either English or French) to help the committee better understand the habits, needs and desires of its clientele. Visitors were asked about a range of items in a nine-question anonymous survey. 42 surveys were completed in total. See Appendix for a copy of the survey.

### **Place of Origin**

Survey results showed that the overwhelming percentage of visitors were local.

- 48 % from Chelsea
- 36 % from Gatineau and Ottawa
- 16% from elsewhere

### **How Visitors Heard About the Market**

The vast majority of customers heard about the market from family, friends, vendors and market organizers.

- 67 % word of mouth

Customers also identified other (sometimes multiple) sources of information as:

- 29 % signs
- 19% newspapers
- 2% tourist information

### **Money Spent**

Most customers spent between \$25-\$35 or more than \$55 at each visit to the market.

- 22 % spent \$25 to \$35
- 22 % spent more than \$55
- 19 % spent \$15-25
- 17 % spent \$35-45
- 13 % spent less than \$15
- 7 % spent \$45-55;

### **Pricing**

Most visitors to the market found the prices reasonable

- 88 % found the price to be reasonable

Some customers (12%) indicated that the prices were high, however, most also said that it was acceptable to pay more considering the quality and availability of unusual and organic products.

### **Number of Visits**

The survey results indicated that the market has a loyal customer base with most of the customers coming weekly.

- 38 % visited the market every week
- 29 % once a month
- 24 % occasionally
- 9 % visited once

### **What Was Purchased**

Most customers were purchasing fresh fruits and vegetables.

86 % bought agricultural products

83 % baking and preserves

52 % ready-to-eat

17 % artisans' products

### **What Customers Liked**

Survey results showed that customers enjoyed multiple positive aspects about the market.

- 98% - quality of products (very good)
- 81% - regional products
- 67% - freshness of products
- 67% - direct contact with producers
- 55% - ambiance

### **Suggested Improvements**

Customers made several suggestions for improvements at the market. The most common were:

- 11% - better and more signage
- less than 1% - better landscaping (plant trees and flowers, drainage), earlier start (around 9 am), more shade, a place to sit and relax, additional vendors and choices

## **Visitor Feedback Conclusions**

The surveys indicate that the majority of market visitors were very happy with the freshness and quality of products, the direct contact with producers, and the market atmosphere.

The majority of customers are from Chelsea and the surrounding area and are frequent visitors to the market and loyal to the local producers and artisans. As a result, a great deal of money that would otherwise go to grocery stores and other businesses in and around Chelsea is kept in the community and given directly to the producers.

The suggestions for improvement from customers are largely shared with the committee and will be a guide to increasing the market's positive presence in the community.

## Committee Feedback

According to the market committee, the following things worked and were a success for the 2006 market season:

- Mini marketeers – youth from the community were welcomed once a month to sell food and crafts that they made
- Picnic tables and umbrellas – a place for people to visit and sample market goodies
- New location – close to soccer fields, ample parking, future site of Chelsea Foundation community centre
- Calendar – information about the market, schedule of events, contact information for vendors and local merchants
- Music – when it happened it was a hit
- Artists day
- Collaborating with community events e.g. Chelsea Days sponsored by the municipality
- New vendors – more variety
- Committed, loyal customers

The following aspects of the market and its organization require some attention according to the committee in 2006:

- Signage – require more
- Drainage at site – municipality unable to help
- Very little shade
- Landscaping – need trees, gardens etc
- Events that didn't happen
- Advertising plan was not carried through as well as it should have been
- Wind – difficult and dangerous for vendors to keep tents erect
- Hours were too long
- Lack of bike racks
- Committee structure – need to adopt a constitution, job descriptions etc
- Accounting/banking
- Vandalism



## Market Manager Feedback

The Market Manager's responsibilities included market day activities as well as duties throughout the week. During operation hours, responsibilities included distribution of market calendars and customer surveys, selling market grocery bags, on-site clean-up, umbrella and road sign set-up/take down, garbage and recycling clean-up, vendor/stall placement, addressing vendor concerns, and collecting goods for market gift baskets. Outside regular market hours, responsibilities included writing thank you cards and letters, writing and printing vendor newsletters, newspaper ad coordination, purchasing permits, emailing and calling vendors, completing police reports, and collecting information for and preparation of the year end report.

The Market Manager found that her duties brought her in close connection with local producers and craftspeople, the Chelsea community, visitors to the area, and the surrounding beauty of the Gatineau Hills. Being in the thick of the hustle and bustle on market day was a wonderful way to spend one day a week giving back to the community. The Market Manager was very pleased with her overall experience and feels that for a growing market in only its second year, the Marché Old Chelsea Market was most successful.

The following are the Market Manager's recommendations for the 2007 season:

- On-site, Saturday manager – having the manager present for the entire market day will bring continuity, increased organization, and a greater professional image to the market.
- Vendor Relations - work with vendor liaison to address vendor concerns and act as an objective third party to implement ideas, settle disputes etc
- Information table – “home base” for the market manager, a place to sell bags, distribute surveys, greet customers, offer information etc.
- Dogs – committee should discuss and establish a policy about allowing dogs at the market
- Community Notice Board – a permanent structure for the sharing of information and announcements is a natural addition to this community gathering place

## Advertising

Below is the advertising record of the Marché Old Chelsea Market for 2006:

<b>Description</b>	<b>Invoice Date</b>	<b>Cost</b>
Ad in Eternal Seed Catalogue	Winter	\$150 (In-Kind)
Canadian Organic Growers Publications/Newsletters	Year round	\$100
Website	Year round	\$139.04
Ad in Chelsea Municipality Newsletter	Spring	\$50 (In-Kind)
Carrot Poster Printing	Spring	\$147.20
Calendar Design	Spring	\$1000.00 (In-Kind)
Calendar – designer gratuity	May	\$100.00
Calendar Printing	May 26	\$575.43
Calendar Direct Mail postage	May 30	\$284.34
Low Down	February 28	\$75.92
Low Down	March 15	\$75.92
Low Down	May 17	\$39.10
Low Down	June 8	\$17.25
Low Down	September 30	\$75.21
Low Down	October 5	\$75.92
Low Down	October 5	\$43.61
Low Down	November 30	\$303.11
Aylmer Bulletin	July 12	\$119.08
West Quebec Post	June 10	\$165.23
Studio tour Ad	June	\$225.00
<b>Total In-Kind</b>		<b>\$1200.00</b>
<b>Total Expenses</b>		<b>\$2561.36</b>
<b>TOTAL</b>		<b>\$3761.36</b>

## Advertising Conclusions

The Low Down to Hull and Back was once again the main source of advertising for the market in 2006.

The Calendar was new this year and was a big undertaking, but very worthwhile. It was sent to every home in Chelsea and placed around town in local businesses. The calendar will be a yearly publication because now there is a template that can be changed and updated relatively easily.

Graphic Design is a very costly part of advertising and the market has been fortunate to have much of this done on an in-kind basis. This significantly reduces the total advertising costs.

Unlike 2005, the majority of the advertising budget in 2006 was spent on advertising the market to potential customers.

# Financial Summary

## RECEIPTS

<b>Item</b>	<b>Amount Spent</b>
Human Resources	\$4845.96
Signs	\$270.52
Liability Insurance	\$1092.18
Advertising	\$2561.36
Power Packs	\$460.00
Generator	\$150.00
Site Supplies	\$100.67
Name Tags	\$29.85
Translation	\$271.24
Business Promotion	\$1000.00
Municipal Permit	\$250.00
Sign Permit	\$100.00
Arch	\$434.93
Shed	\$322.06
Photocopying	\$63.03
Office Supplies	\$94.79
Bank Account Fees 2005	\$170.00
Interest Charge	\$33.00
Portable Toilet	\$132.28
Membership Fees	\$100.00
Post Office Box	\$92.02
Misc.	\$39.15
<b>TOTAL RECEIPTS</b>	<b>\$ 12613.04</b>
<b>TOTAL REVENUE</b>	<b>\$11072.00</b>

## Vendor Revenue

<b>Description</b>	<b># Packages</b>	<b># Vendors</b>	<b>Revenue</b>
<b>Full season</b> \$350/season	14	14	\$4900.00
<b>Seasonal</b> \$89 (package of 4 weekends)	8	6	\$712.00
<i>Plus 10% of daily earnings</i>			\$280.00
<b>Half-Season</b>	1	1	\$250.00
<b>Casual</b> \$30/day	5	3	\$150.00
<b>Artist Days</b> \$35 for 2 days	3	3	\$105.00
<b>Membership fee</b> \$25	24		\$600.00
<b>TOTAL VENDOR REVENUE</b>			<b>\$6997.00</b>

## Grants

<b>Description</b>	<b>Amount</b>
CLD – initial amount	\$3000.00
<b>TOTAL GRANTS</b>	<b>\$3000.00</b>

## Fundraising

<b>Description</b>	<b>Amount</b>
Calendar Advertising	\$775.00
Cloth Bags	\$300.00
<b>TOTAL FUNDRAISING</b>	<b>\$1075.00</b>

## Total Market Revenue (Cash)

<b>Description</b>	<b>Amount</b>
Vendor Revenue	\$6997.00
Grants	\$3000.00
Fundraising	\$1075.00
<b>Total</b>	<b>\$11072.00</b>

## Financial Conclusions

Although the market didn't have as many capital costs in 2006, there is still a need to have grant money to supplement our vendor and fundraising efforts. The grant from the CLD has been instrumental in providing an opportunity to write the business plan and hire a market manager to do some important advertising work during the winter season and on-site work during the market season.

Pending acceptance and approval of the 2006 final report and the business plan, there will be an additional \$11 500.00 available to the market.

## TCAO Overview

Public markets are gaining popularity with 40 in Québec. In the Outaouais, there are 7 markets located in Shawville, Wakefield, Old Chelsea, Maniwaki, Gracefield, Petite-Nation (Lac Simon) and Hull. This last one is part of a revitalization project.

The Table de Concertation de l'Outaouais (TCAO) is trying to help these markets to start up and to flourish. In January 2006, a conference was given by M. André Filteau, president of the Quebec Association of Public Markets and general director of the Vieux-Port market in Québec City. He talked about the Vieux-Port Market and general conditions for a market to be viable. M. Filteau's experience and various studies show that:

- The majority of customers are women, well-educated, with a family revenue over \$60,000 and residing within 20 km of the market;
- The main target of a market should be these people as opposed to tourists who generally are not repeat customers;
- The presence of vegetable producers and the support of the municipality and its residents are essential to the survival of the market;
- It is important to remember that a market is foremost a place of business, where producers earn their living. The emphasis should not be on entertaining the public or being a tourist attraction; and,
- A good way to receive publicity is to announce the arrival of each produce (e.g. Strawberries) organising 'tastings' and inviting the press to these special events.

In April 2006, the TCAO and the market representatives got together to discuss problems faced by markets and ways of resolving them. Attracting a wide variety of vendors, their interaction with customers, and attracting customers were the main issues. The TCAO produced a flier "Discover the Outaouais Farmer's Markets" listing the 7 markets, their location, hours of business and products available. Each market received 200 copies, which were distributed to customers, community businesses and tourist information centres. The TCAO also offered a grant to the markets for part of their advertising.

In order to know whom the present market customers are, the TCAO produced a survey (based on the Marché Old Chelsea Market's 2005 survey) and offered a \$100 gift basket to each market participating in the survey. At the Old Chelsea Market, 42 customers filled in the survey which revealed that:

- 48 % of customers were from Chelsea, 26 % from Ottawa, 14 % Gatineau, 10 % elsewhere in Ontario, and 2 % outside Canada;
- 67 % heard about the market by word of mouth, 29 % from the signs, 19 % newspapers, 2 % tourist information, and 10 % other;
- 22 % spent \$25 to \$35 at each visit, 22 % more than \$55, 19 % \$15-25, 17 % \$35-45, 13 % less than \$15, and 7 % \$45-55;
- 88 % of customers found the price to be reasonable, 12 % high - but most of these indicated that it was acceptable to pay more considering the quality, and the availability of unusual and organic products;
- 38 % visited the market every week, 29 % once a month, 24 % occasionally, and 9 % once;
- 81 % were attracted by regional products, 67 % by the freshness of products and 67 % by the direct contact with the producers, 55 % by the ambiance, and 19 % other reasons;
- 98 % thought the quality of the products were very good, 2 % good;

- 86 % bought agricultural products, 83 % baking and preserves, 52 % ready-to-eat, and 17 % artisans' products; and,
- 90 % were English speaking, 10 % French.
- Some of the suggestions to improve the market were:
  1. Better and more signage (5);
  2. Landscaping – plant trees and flowers, drainage (3);
  3. Change hour to start earlier – around 9 am (3);
  4. Be open twice a week (2);
  5. Shade – a place to sit and relax (2);
  6. Additional vendors and choices (2); and,
  7. Keep it open in winter (building somewhere in Chelsea).

Since the interaction of the vendors with the customers is very important, the TCAO (via the Collectif régional en formation agricole de l'Outaouais) is scheduling training activities to help with better selling, and various techniques of merchandising and customer interaction. Two French sessions are available and one in English will be scheduled if there is enough demand.

### **3. RECOMMENDATIONS**

#### **Advertising**

- Develop a comprehensive advertising plan that focuses on the areas from which the market drew its main visitors in 2006: Chelsea, Gatineau/Hull & Ottawa in that order of allocated funds
- Allocate the majority of the advertising budget toward drawing the public and potential customers instead of vendors now that the market has some committed vendors
- Continue to advertise in the Low Down Newspaper because many customers heard about the market through this means
- Solicit local businesses and vendors for opportunities to partner in advertising, but maintain a separate identity for the market

#### **Committee**

- Reorganize the committee into a smaller group (5 people maximum) with clearly defined roles, who will meet monthly to discuss ideas and policy, and vote on issues. Maintain an outside group of volunteers with specific responsibilities, but who are not required at meetings for decision making
- Establish a clear accounting plan that records all expenses and revenue and keeps it up to date
- Have a vendor liaison who meets regularly with the vendors to discuss ideas and address concerns.
- Maintain a balance on the working committee of both vendors and non-vendors to represent the views of both buyers and sellers
- Find a bilingual individual who is committed to taking on both written and oral tasks in French related to market communication

#### **Market Manager**

- Redefine the position to have an on-site, Saturday manager who is present throughout the market day to set-up/take down, distribute materials, organize vendors/stalls and address conflicts that may arise

#### **Youth**

- Continue the mini marketeer program and encourage as many young people as possible to participate
- Reconsider the youth mentoring program and designate one committee member to spearhead this initiative

#### **Market Hours/Season**

- Change market hours to 9 a.m. to 2 p.m.
- Change season to finish before the very end of October
- Try to partner with community events again e.g. Chelsea Days, at the beginning of the season to attract customers and kick-off the season

## Site

- Address issues identified as problem areas during the summer and in vendor/customer surveys i.e. lack of shade, better drainage, permanent stalls (eventually)
- Provide a tent for artist collective to display their work while protecting it from the elements
- Improve landscaping e.g. trees, flowers, gardens
- Add bicycle racks to encourage people to cycle instead of drive to the market
- Address problem of vandalism (shed)

## General

- Look at specific ways to increase the number of vendors while staying within the budget, vision and working capacity of the market.
- Continue to work with Chelsea Foundation on short and long-term plans
- Work with Municipality of Chelsea to increase support for the market
- Develop stronger ties to artisan community through a designated artist liaison
- Continue working to increase the presence of music at the market
- Prepare a list of products that are not already being sold (e.g. rhubarb in the spring) and work with vendors to increase the variety of local products offered throughout the season.

## Constitution

- Develop a constitution and clearly defined job descriptions for committee members



## 4. APPENDIX



### Vendor Survey

To our valued vendors,

October 2006

This survey is your opportunity to provide us with feedback on how you feel the market went this year. You are a key part of the market and your opinion is very important to us. We will use the results of this and other surveys to make changes and improvements for the 2007 market season.

Please feel free to use the back of the survey to make additional comments. Thank you for your participation!

Marché Old Chelsea Market Committee

**1. I have sold at the market \_\_\_\_ times (or circle *full season*).**

2. *What did you think of the market advertising?*

Poor

Adequate

Very Good

Excellent

Comments \_\_\_\_\_

**3. The current stall fees are appropriate.** Yes or No

If not, my suggested fee is \$ \_\_\_\_\_

Comments \_\_\_\_\_

**4. The current hours of operation (10 a.m. to 3 p.m.) are appropriate.** Yes or No

In not, my suggested hours of operation are \_\_\_\_\_

Comments \_\_\_\_\_

**5. The current season (beginning of June to end of October) is appropriate.**

Yes or No                      If not, my suggested dates are \_\_\_\_\_

Comments \_\_\_\_\_

**6. What do you think about the location of the market?**

Poor                      Adequate                      Very Good                      Excellent

Comments \_\_\_\_\_

**7. Did you find the Rules & Regulations clear and easy to understand? Yes or No**

Comments \_\_\_\_\_

**8. Did you find the Rules & Regulations appropriate? Yes or No**

Comments \_\_\_\_\_

*9. How should the market committee deal with issues of vendors who arrive late, depart early or who withdraw before the end of the season?*

Comments \_\_\_\_\_

**10. Thing(s) I like best about the market:** \_\_\_\_\_

\_\_\_\_\_

**11. Thing(s) I would like to see improved:** \_\_\_\_\_

\_\_\_\_\_

**12. I would like to return to the market next year. Yes or No**

**13. Additional suggestions or comments (please use back of survey).**



Dear Vendors,

July 2006

We are well into our market season and everything looks terrific! Our new location has been a hit with visitors and vendors alike. The market has seen some of its biggest days so far (20 vendors!) and feedback from the community has been very positive!

Please take a moment to read the following reminders.

1. Vendors need to have their stalls and products set up and be ready to serve customers by 10 a.m. This promotes a professional image and means we are ready for early bird customers. Stalls should remain open for business until 3 p.m. While market hours may be reconsidered for next season, our present hours (10 a.m. to 3 p.m.) have been widely publicized and we will honour this commitment. Vendors will have the opportunity to provide feedback on business hours at the end of the season.
2. Please deliver any stall fees to Ellen De Casmaker of Ferme Notre Héritage/Heritage Seed.
3. All vendor vehicles should be parked on the ring road behind the stalls to leave parking space available for customers.
4. Please be responsible for picking up all garbage and litter on the site at the end of the market day.
5. If you are unable to attend the market, please contact us *as early as possible* by phone 613-296-1916 or 819-458-1776 rather than by email.

**Our market is something we can all be proud of !**  
Marché Old Chelsea Market Committee



Dear Vendors,

September 2006

We are experiencing a bumper crop of fresh produce, fine products and enthusiastic customers! Vendors of the Marché Old Chelsea Market have reported a grand total of \$60,001.15 in sales to date! And there is a lot more to come! Congratulations to all on creating a vibrant and profitable community based market.

*Please take a moment to read the following updates:*

1. In order to assign full season vendors a permanent location and to simplify stall space assignment for committee members, we now have a new system for lining the market! Stalls will be identified by spray paint on the ground. By getting rid of other markers, we also hope to reduce the incidents of vandalism that have been increasing each week. Please see Ellen de Casmaker of Ferme Notre Héritage/Heritage Seed on market morning if you have any questions about your stall allocation. Also, if you are going to be absent from the market for any reason, please contact **Ellen de Casmaker at 819-827-2795 by Thursday afternoon** so that casual vendors may be assigned to your stall space and we can avoid “holes” in the market.
2. In the interest of fairness to all vendors and in order to preserve the integrity of the market, we kindly ask that all vendors remain open for business until 3 p.m. Although there are fewer customers at the end of the day, it is in the best interest of everyone to maintain a professional and welcoming atmosphere. Please refrain from packing up and/or leaving the market until closing time. While market hours may be reconsidered for next season, our present hours (10 a.m. to 3 p.m.) have been widely publicized and we will honour this commitment. Vendors will have the opportunity to provide feedback towards the end of the season. Thank you for your cooperation!
3. Calling all artists, craftspeople, artisans and creative folk ... The *Artists in Their Environment Studio Tour* is fast approaching on September 23<sup>rd</sup> and 30<sup>th</sup>. The Marché Old Chelsea Market has been designated an official site for local artists and artisans to showcase their work. Please spread the word to family, friends, neighbours and the artists in your life! Applications and further details are available from our website at [www.marcheoldchelseamarket.ca](http://www.marcheoldchelseamarket.ca). Applications are also available at the Municipal Office on Old Chelsea Road.

Our market is something we can all be proud of !  
Marché Old Chelsea Market Committee



# Marché Old Chelsea Market Visitor Survey

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Date:

1. Where is your main residence? \_\_\_\_\_

2. How did you learn about this market?

Radio   Newspaper   Signs   Word of Mouth   Tourist Information  
Other \_\_\_\_\_

3. How much did you spend here today?

Less than \$15   \$15 to \$25   \$25 to \$35   \$35 to \$45   \$45 to \$55  
More than \$55

4. Prices at the market are: Low   Reasonable   High

Comments: \_\_\_\_\_

5. How many times will you come to the market this year?

Only once   Occasionally   Once per month   Every week

6. What do you like most about the market?

Freshness of the products   Regional products   Direct contact with the producers  
Ambiance   Other: \_\_\_\_\_

7. What do you think of the quality of the products?

Poor   Good   Very Good

8. Which products do you buy?

Agricultural products   Baking/Preserves   Ready-to-eat   Artisan

9. Do you have any suggestions for improvement or comments?

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**Thank you for your time helping us make the market the best it can be!**

## Marché Old Chelsea Market Committee

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**Co-chair: Kristin Jefferies** is an outdoor educator, teacher and craftsperson with her own business in environmental education. She is an avid canoeist, gardener, keen environmentalist and mother of a young Chelsea family. She creates unique handicrafts from recycled materials and is passionate about teaching the importance of ecological sustainability.

**Co- Chair: Heidi Mack** works as an educational counsellor for women experiencing disordered eating issues in Ottawa and runs her own business as an educational consultant and another one shared with Kristin Jefferies called Eco-Tales. She is also a teacher, local craftsperson, mother, and Chelsea community member. Her interests lie in the area of outdoor and experiential education, environmental sustainability, and enhancing creativity.

**Advertising: Ellen de Casmaker** operates an heirloom seed business and organic farm with her husband Gary and children Courtney, Renee, Daryl and Brian. She and her husband are in transition from computing careers into farming and hope to combine research into alternative energy greenhouse construction with their interests in preserving biodiversity through their seed company. Ellen also makes soaps and creams. She is also a Chelsea community member.

**Secretary/Market Manager: Katie Doyle** came to live in Chelsea, Quebec several years ago and plans to stay here forever. She joined the market committee to give back to a community which has been so generous. Katie is an elementary school teacher, a new mother, a long time community volunteer, and a lover of fresh, local carrots. She also gardens, cross-country skis, paddles, strolls in rural and urban settings and makes her own preserves.

**Webmaster/Farm Produce Liaison: Rob Wallbridge** is an organic farmer and organic agricultural consultant. He operates Songberry Organic Farm with his partner, Julie Perrault, near Quyon, QC, producing strawberries and vegetables, and raising and working Suffolk Punch draft horses. He also works for the OntarBio Organic Farmers' Co-operative, does organic farm inspections, and speaks and writes on organic farming.

**Community Liaison: Tammy Corner** is a social worker for the past 20 years and is currently enjoying community development. She recently moved to the Chelsea area and aspires to live in an ecologically sustainable community. She is an environmental enthusiast and a budding vegetable farmer who is also studying herbalism. She finds pleasure in cycling, canoeing and playing the guitar.

**Graphic Designer: Céline Nadreau** is a resident of Chelsea (Cascades). She has a Bachelor of Industrial Design from the Faculty of Engineering of Carleton University and works as a Multimedia Technician at the National Gallery of Canada. Céline is the French Liaison for the Market and designs our promotional material. Her “act local, think local” mindset is echoed in her everyday actions as a mother of two and property manager.

**French Liaison: Danielle Schami** managed the Marché Old Chelsea Market in its inception year, 2005. In 2006, Danielle served as a liaison with the Table de concertation agricole de l'Ouataouais (TCAO) and supported the market communications in French. She works as an environmental consultant with clients such as Environment Canada and the Canadian Organic Regulation Council (CORC). She holds a Master's degree in Environmental Studies and Planning, a BA in Anthropology and a diploma in agriculture and international development. Danielle has specialized in organic production and alternative food systems such as fair trade and community-supported agriculture (CSA).

**TCAO Liaison/French Liaison: Evelyne Sempels** joined the committee in 2006 and served as a liaison with the Table de concertation agricole de l'Ouataouais (TCAO), supported the market communications in French and managed the market's telephone communications. Evelyne and her husband Jean-Marie are also producers at the market selling honey and honey products.

**Farmer Representative: Tjeerd Vandenberg** has been a working member of the committee since the market's pilot project year. He also operates Fermes Patrimoniales de Bristol Heritage Farms where he produces all natural, heirloom vegetables.



October 2006

Dear Market Committee,

The goal of the Chelsea Foundation was to make the property we purchased a “commons area” and a “heart and soul” of the community. This project demonstrated both of those to me. People didn’t arrive just to shop, they came to connect. I couldn’t count the number of important, unplanned interactions occurred in front of the market stalls over the course of the summer – just for me personally. And I’m selling the shopping experience short because it was pure entertainment – the enthusiasm of the vendors, their unique offerings, and the various response to the weather of the day added up to an event I couldn’t really miss whenever Saturday rolled around.

You guys should be very proud of how you’ve energized this community.

As always,

Robin McNeil

Chelsea Foundation

***“Chelsea resident gives thanks for market”***

(from *The Low Down*, October 18, 2006)

The Editor,

A word of gratefulness for our farmers’ market.

Summer’s harvest has come and gone; still they are rising before the sun to tend to the local gardens and fields. Our farmers have changed the way I plan my week, my meals, my social life. For Thanksgiving, I’d like to acknowledge their hard work and bountiful offerings every Saturday at the Chelsea Farmer’s Market and around the region. Their work is often unglamorous, behind the scenes, dictated by moody Mother Nature and our ancestors’ soil.

To those who choose to devote their entire summers to backbreaking organic farming, we salute you! I, for one, can proudly say I have not missed more than one Saturday in two years (I was in the hospital, good excuse) and will be there until the end of October and back in line next summer when you come back.

Congratulations to Heidi Mack and every vendor in Chelsea, I thoroughly enjoy my weekly boost of local flavours and have invited all my neighbours to do the same in order for the market to keep growing. Your financial rewards may not be very fruitful considering all the time, losses, and labour involved in each of your homemade or home grown product; but know that you add value to our quality of lives and we are grateful.

Thank you for all the beautiful produce, spelt breads, honey, fresh pasta, jams, free range meat, fresh juices, art, flowers, special tips, recipes, and great stories, and so on. You make Chelsea alive, so long live the farmers’ market.

Marie-Piere Belisle Kennedy

Chelsea Resident

***“Chelsea market dream come true”***

(from The Low Down, October 25, 2006)

The Editor,

My hands feel slightly paralysed after a day at the Chelsea Farmer’s Market at six degrees and raining, but my spirit is warmed by the thank you from Marie-Piere Belisle Kennedy in last week’s Low Down. We needed a market in Chelsea, a venue for chatting weekly with friends while supporting our local economy – its farmers and food producers, artists, entrepreneurs, and spirited folks committing to lifestyles of slowness and consciousness and meaning. It worked. We are finishing our second season bringing and keeping close to \$100, 000 in the hands of local people from an estimated 11, 000 visitors.

Kennedy’s letter thanked me and the market vendors for the success of the market. My stomach did a double flip when I read this. The first flip is for my delight that Chelsea residents are coming out to the market, noticing the impact it is having on their lives, and then writing to publicly express their gratitude. The second tummy flip because the credit for the market’s success is no longer about me.

The credit for our continued success needs to be handed to our 10 person volunteer committee (especially co-founder Kristin Jefferies), our courageous vendors, our market manager Katie Doyle who trucks around with her five-month old baby swinging from one arm while picking up on-site garbage or handing our flyers with the other, the community for coming out to eat and shop, the CLD (local business development centre) for grant money, the municipality and the Chelsea Foundation for our partnership, and the Low Down for their supportive letters, editorials, and articles.

Without all of you, the dream of a market would have remained just that, a dream. Our community made and sustains our Farmer’s Market and for this, I am truly thankful.

Heidi Mack  
Co-founder  
Marché Old Chelsea Market