

Sustainability Projects Fund Application: The Market Cooperative

Budget Requested: \$2750

Applicant/Project Leader:

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Project Team:

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Additional Team Members:

Jeff Cheng
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Emma Macdonald
Anne-Segolene Capelle
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1: Project Overview:

Summary:

Amelia Brinkerhoff & Samuel Gregory founded the Market Cooperative in December of 2012. The intention was to create an open, creative market space for local artists, where creativity is encouraged in all capacities, and communities can interact in a welcoming and collaborative environment. We strongly felt that McGill was lacking this type of artistic community atmosphere, a problem that is intensified by the fact that McGill does not have a Fine Arts program, and thus students who are artistically talented & creative have very limited platform to share this with the community. Additionally, we wanted to create a space where local purchasing & the support of local art, music and food were supported.

About half of the vendors participating in the Market Coop are McGill students, and the other half artists from the Montreal community. The connections that have been formed between non-McGill & McGill artists, students etc., have been one of the most positive effects of the Market Co-op's actions. More specifically, new artists who are selling for the first time have the opportunity to meet other artists & learn from them.

We currently operate with the two original founders, a finance coordinator, an entertainment coordinator, a team of four marketing & communications volunteers, and 5-10 additional students who volunteer on the day of the market. These are all McGill

undergraduate students, and our time commitments vary from 2-15 hours of work on the Market Co-op per week.

Our funding has been the largest impediment to our growth and success. We have struggled to develop a working relationship with SSMU, as they do not consider us a student group, and are currently in a long (and apparently slow) review of their Independent Student Group criteria, and consequently are not accepting any more applications. As a consequence, we currently have to pay to SSMU \$800 for the booking of the ballroom every Market.

This has left us in a difficult position – the team of coordinators is having trouble continuing, as we have all invested our own financial assets into the project, but are unable to provide ourselves with a sufficient stipend for the work we do, as we are constantly challenged with paying for the ballroom and having some revenue to invest in marketing of our event.

Consequently, we are at a crossroads – we need to find additional funding to help us grow to a more sustainable size. However, if we are unable to find this funding, we will need to seriously consider whether we continue offering the Market at McGill as we are unable to continue investing the time into the market.

Eligibility:

We feel that the Market Cooperative offers a space and environment that was previously lacking at McGill, and with additional support, we would be able to expand and become a more sustainable, established and connected part of the McGill Community. The Market Cooperative promotes a more sustainable method of doing business, and a gained appreciation for the local creativity & talent that surround us. We emphasize the benefits of buying local, and supporting the local economy. The Market offers a consumption alternative to the large, multinational and very often-unsustainable capitalist consumption society we currently live in.

As an example, with our upcoming “Holiday Bonanza Market”, our main intention is to be able to provide McGill students with local, original alternatives to the typical Holiday Gift.

Furthermore, with the support of the Sustainability projects fund, we would look to bring in a sustainability coordinator volunteer, to help us identify ways that we can be more sustainable when we run our markets.

Lastly, we will ask all our vendors an additional question in our sign-up form in regards to how their products are sourced and if this is done locally and sustainably. If any of our vendors are unable to do so, or it is apparent they are not sourcing locally, then we will not accept them as a vendor.

Timeframe/Milestones:

The Market Cooperative has already held three successful markets on Campus – February 14th 2013, April 9th 2013, and September 19th 2013. Each market saw between 26-33 vendors, and approximately 400-500 guests attend the market through the day. Our next Market is scheduled for November 21st, 2013, and we expect it to be our largest market yet, as we have partnered with the McGill Farmers Market, and have a new team of Marketing and Communications Volunteers to help spread the word about the Market.

Any received funding will go towards covering the costs of our November Market, and preparing for our two markets next semester. Whilst dates have not yet been set for the Markets, our anticipated dates are early February and late March. We will then take the summer off and start again in the next Academic year with a September Market and our next Holiday Market. At the end of the 2014 year, we will reevaluate where we are as an NGO and what we should be doing in the future at that point to ensure our financial sustainability.

Proposed Dates:

- Early February
- Late March
- Late September
- Late November

Additionally, we will be using three metrics of success in our upcoming markets, just as we have used them in the past.

1. **Gained Revenue** – Revenue is brought in by our vendors purchasing table space, and any additional merchandise that the Market sells on the side (this is something we have not yet explored due to financial restraints). Our revenues will increase over time given two scenarios: 1) Increased number of vendors, 2) Increased vendor table price. Currently, we are pushing for the first option, as we do not feel we have enough people come through the door to warrant increasing the price. With additional revenue we can better promote the market, which means increased attendance, which will therefore help us justify raising the price of the tables.
2. **Community Impact** – How well do our vendors feel we are doing and what are we doing to support them? Additionally, what is our impact on the McGill and Montreal community? Some ways we will measure this include:
 - Number of vendors that return to our Market regularly
 - Increased sales for our vendors
 - Number of students and citizens from around Montreal are attending the market
 - Increased partnerships with other community organizations. For example, we are already partnered with the McGill Farmers Market. Other groups we have or will reach out to include La Maison Vert, Santropol Roulant, Midnight Kitchen, CKUT etc.
3. **Community Education on Sustainability and the Local Economy** – How well are we promoting buying local and the economic and environmental benefits this has on our society? Currently, we haven't been able to dedicate enough energy to this side - however ideas to grow in the future include writing a blog from our website about the benefits of buying local and creating small information booklets that will be available at our markets about where our vendors come from and how the products are made. Our presence is definitely a great first step, by supporting

local artists & bringing students and community members in, to enjoy this, but we would really like to take it a step further.

Stakeholders:

The Stakeholders in the success, evolution & establishment of the Market Cooperative include the vendors, musicians, coordinators, volunteers and the hundreds of students, staff & faculty that attend the Market.

Our Vendors are the primary reason that students & community members attend the market. Additionally, we host about 10 musical groups throughout the day, and we have had excellent feedback from them. We feel that SSMU & the entire McGill community gains from experiencing the Market Cooperative.

2: Project Implementation:

This project has essentially been implemented 3 times, already. The core coordinating team has learned how to best delegate tasks & has notably increased the quality of these tasks as experience has grown. Below we have outlines a table of tasks and responsibilities.

Type of Activity/Task	Time Required	Group Member in Charge
Upkeep of website and social media	1-3 hrs/week	Sam
Marketing Development and Partner relations	2 hr week	Sam & Amelia
Team Management and Planning	1-2hr week	Sam & Amelia
Management of Marketing and Communications Team	1-3 hrs/week	Sam
Vendor relations and customer service	5-10 hrs/week	Amelia
Financials and Vendor information management	2-4 hrs/week	Jeff Cheng
Musician Management and Preparation	1 hr/week	Michael
Marketing and Comms Team	1-2 hr/week	Allie, Karla, Emma and Anne

3: Financials

The following financials assume revenue remaining of \$100 after all expenses paid after our November Market.

Detailed expenses:

Expense Description	# Expenses	\$/expense	Predicted Expense
Ballroom Rental	4	\$805	\$3220

Large banner for Market	2	\$100	\$200
Posters for promoting Markets	4	\$50	\$200
Flyers for Promotion	4	\$20	\$80
Stipend Sam	4	\$250	\$1000
Stipend Amelia	4	\$250	\$1000
Stipend Jeff (Finance)	4	\$150	\$600
Stipend Michael (Entertainment)	4	\$75	\$300
Food for Volunteers during Market	4	\$50	\$200
Purchasing of basic Merchandise (Stickers, buttons, T-shirts)	1	\$300	\$300
Ad in Campus Newspaper	4	\$175	\$700
Website Upkeep	1 (For year)	\$110	\$110
Facebook Advertising	4	\$75	\$250
Total			\$7550

Detailed revenues:

Revenue Description	# Revenues	\$/Revenue	Predicted Revenue
Vendor Table Rental (BASED OF PREDICTIONS, NOT CONFIRMED)	4 Markets with approx. 33 vendors/market, with an average table cost of \$33.	\$1089	\$4356
Revenue from Merchandise (ASSUMES THAT WE SELL ALL MERCHANDISE)	1	\$500	\$500
SPF Fund (NOT CONFIRMED)	1	\$2500	\$2750
Total			\$7606

4: Additional information:

For any additional information requests, please contact Amelia Brinkerhoff and Sam Gregory.