

**Annual Report**  
**Farmers Market and Parks Sponsorships**  
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The Maple Grove Farmers Market thrived in 2021, despite pandemic-related challenges.

We hosted 32 markets events in CY 2021, in five different locations. Customers found us at the Shoppes at Arbor Lakes, the Southwest parking lot at the Community Center, the CC banquet rooms, Maple MAZE lobby, and even at Boston Scientific. Constant site changes increased the importance of marketing/communications and logistical challenges with site planning/vendor orientation. Attendance and sales were strong.

Vendors: The market served 68 vendors (all local farms and food makers) over the course of 2021. Vendors are our most important clientele – if we take good care of them they are wonderful, welcoming ambassadors for the market and the city. The market has an active waiting list of vendors in several product categories.

Customers: 41,000 adult customers attended the market in 2021.

Volunteers: 16 different volunteers provided hundreds of hours of support.

Sponsors: The market partnered with 13 area businesses , \$16,000 in cash and in-kind services to support market programming. Sponsorship development was especially challenging in 2021 due to the uncertainties of the pandemic. 2022 is going much better!

Power of Produce Kids’ Club: \$4,134- \$2 fruit-and-vegetable tokens awarded to children aged 4-12.

Farmers Market token sales: \$59,424 – a 37% increase over 2020.

Promotional Outreach: Weekly e-newsletter to over 4,500 subscribers, text message reminders on market day to 1400 subscribers. Proactive social media strategy includes Facebook, and Instagram. MGFM manager featured in large feature in Star Tribune in June 2021.



- [www.maplegrovefarmersmarket.com](http://www.maplegrovefarmersmarket.com)
- Annual vendor application and selection
- Features vendor-grown, vendor-made edible and consumable items
- Promoting health food access for all: SNAP/EBT with a dollar-for dollar match through Hunger Solutions MN; Participant in MDA Farmers Market Nutrition Program; Strong food rescue relationship with CROSS Services.
- All vendors accept cash; some accept credit/debit. Customers may visit Market Info and use a card to purchase market tokens.
- Known for kind, upbeat atmosphere and innovative kids’ programming.

## Sponsored Assets in Maple Grove Parks

- Benches: Arbor Lakes walking trails (\$3,000), Park and Trail benches (\$1500) in many locations
- Engraved pavers: Angel of Hope (\$125); Veterans Memorial (\$300/\$750/\$1500)
- Trees: Maple Grove Arboretum (\$300)
- Miscellaneous sponsored items including flag poles and gardens in multiple sites
- <https://www.maplegrovern.gov/396/Sponsorship-opportunities>



### 2021 Sponsored items

Angel of Hope Pavers: 58 pavers installed. Park keepers did a nice job of relocating a large number of pavers making up the poem “We Remember Them” to the front side of the Angel.

Veterans Memorial Pavers: Six pavers were installed in 2021

Arbor Lakes Benches: Three benches were installed and sponsored in the Arbor Lakes system, including two pictured above for former mayors Burlingame and Reimer and one sponsored by form Park Board chair Tim Phenow. One additional bench was rededicated to add an additional name.

Scattered Site Benches: Three scattered-site benches were sponsored in 2021 at Maple Grove Middle School, Maple Grove Arboretum, and Lakeview Knolls

In the future: It will be helpful to develop a policy and fee schedule to standardize rededication of benches (often requested to add an additional family member to an existing memorial bench). As our sponsored assets are maturing, the Park Board might also wish to consider time limits on sponsored assets. These are used by other cities as a way to recirculate and update sponsored assets, freeing existing benches for sponsorship. Parks staff are investigating ways to make our inventory of ParcVue benches at Central Park sponsorable (will require a custom plaque solution).

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On a personal note – my last day with the MGPR will be Thursday March 24. Thank you for the opportunity to support these important programs.