

Northeast District Funding for Innovative Programs

REVISED

Project Title: Increasing the Self Sufficiency of the Community Garden Program.

Project Lead and Collaborators

- **Bill Wright**, Community Garden Coordinator, Brown County UW-Extension, (920) 391-4658.
- **Judy Knudsen**, Family Living Educator/Department Head, Brown County UW-Extension, (920) 391-4651. (LEAD)
- **Lee Meyer**, Brown County Food and Hunger Network, (920) 336-3716.

Situation Statement

At present there are 11 community gardens in Brown County covering approximately 34 acres. The operation of the community gardens is funded by a combination of user fees, donated land, service provided by the Green Bay Parks, Recreation and Forestry Department, and grant money from UW-Extension and USDA. The current urban agriculture funds will be depleted by the end of 2003 and USDA funding through the Hmong Food Security Project will expire in 2004. Without these funds the gardens would not be able to survive in their present form. In anticipation of this, the community gardens, with the assistance of the Brown County Food and Hunger Network and the Brown County UW-Extension, have developed a guide to using fresh vegetables as a fund raiser to supplement the operating costs of the gardens.

The community gardens program has also partnered with the Green Bay Botanical Garden and one of the gardens will be included in GBBG's 15th annual Garden Walk. This project will help to raise the awareness of the community gardens program in the Green Bay area, and hopefully increase the programs ability to garner support in the future.

The Brown County UW-Extension will partner with the Brown County Food and Hunger Network to hire a marketing intern to assist with these projects as well as the development and implementation of a marketing and sales plan for the garden program. Diane Roundy, Director of Marketing for Schenck Business Solutions, has volunteered to be a mentor for this individual. Ms. Roundy's involvement and expertise will create a valuable learning experience for the intern chosen, as well as provide the professional guidance to further promote the gardens..

Project Goal(s)

Reduce the Brown County Community Garden's dependency on grant dollars through the development and implementation of a comprehensive sales and marketing plan for community garden activities, thus ensuring the generation of higher revenues.

Outcomes

- 1) Development and implementation of a comprehensive sales and marketing plan for the community gardens.
- 2) Expose a potential employee (summer intern) to UW-Extension.

Timeline

2003

March Hire intern

May Intern orientation as to status of project
Schedule initial meeting with Ms. Roundy

June-August Development and implementation of sales and marketing plan (on-going)

September Preparation of a report summarizing sales and marketing plan and results achieved.

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Evaluation Plan

Sales of fresh vegetable user guides will be tracked relative to the various sales venues (i.e., garden fair, newspaper articles, farmers markets, etc.) to determine which areas provided the most revenue versus the time/dollars committed.

Proposed Budget and Funding Request

A request of \$1,626 is being made for this project. An explanation of how the money will be used follows.

Salaries

Bill Wright, Community Garden Coordinator	\$360
2 hours/week x \$15/hour x 12 weeks	
Intern	\$1,116
24 hours/week x \$7.75/hour x 12 weeks x 1/2	

Supplies and expenses

Travel	\$150
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Outside Funding

Application has been made to the UW-Extension 2003 Summer Affirmative Action Intern Program to cover 50 percent of the intern's total salary (\$1,116).

Past Resource Management Funds

This project has not been previously submitted.