

The background features several light blue watercolor-style shapes. In the top left, there are two overlapping circular shapes. In the bottom left, there is a cluster of small, scattered blue dots. On the right side, there are several curved, parallel lines that resemble a stylized wave or a series of concentric arcs. The overall aesthetic is clean and modern, with a focus on organic, fluid forms.

Social Economy Partnership: Communities for Better Health

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Goals to Address

Market Sustainability

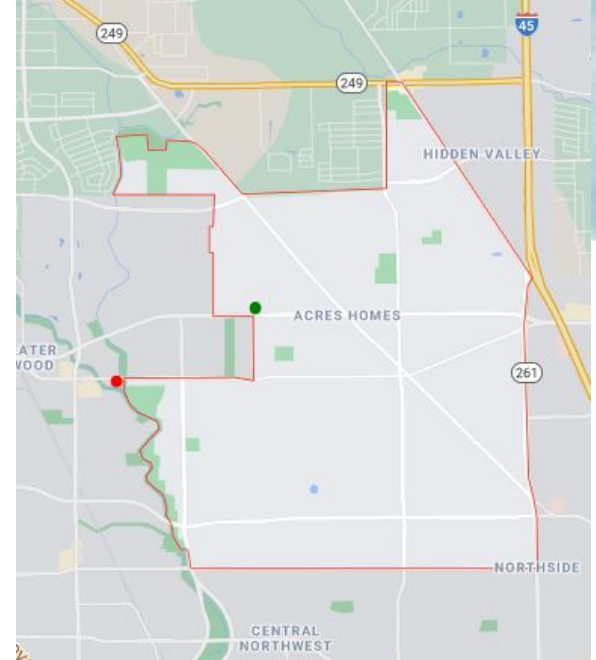
- Initial grant money is nearly depleted
- New location, rent costs
- Costs for insurance coverage

Improve Scope of Market

- Increase number of vendors
 - Increase vendor consistency
 - Implement vendor fee schedule
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Actions Taken by CFBH

- **New Market Space**
 - More central to neighborhood
 - More vendor spaces
- **Expected Traffic Increase**
 - Requested metro stop near market
 - Along a busier street



Old Location	New Location
10 - 15 Vendors	30 - 35 vendors

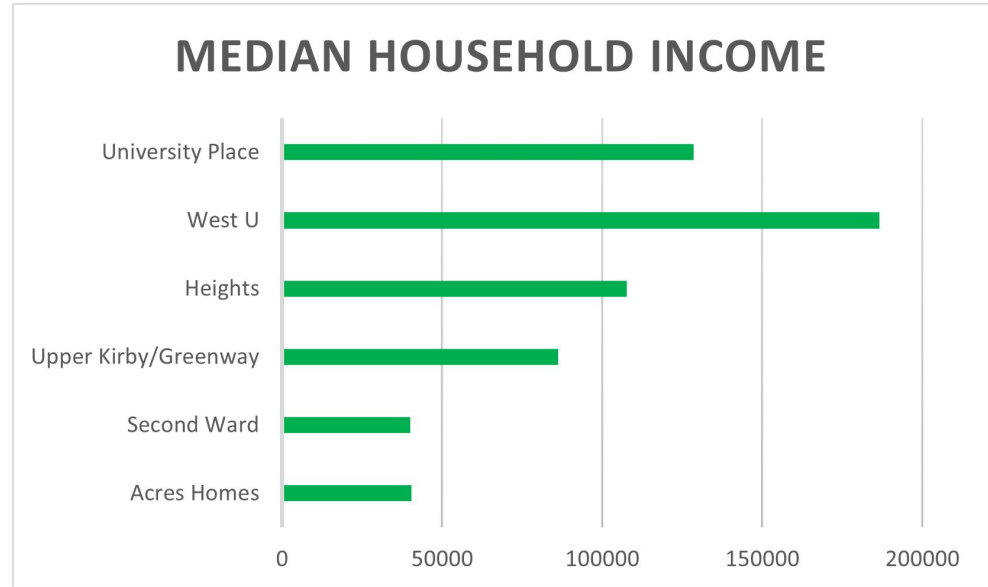
How Is Our Project Helping?

Based on survey data from approved vendors, our pricing model can make the Acres Home farmers market fully sustainable with as little as 22 vendors per month.

SALES REVENUE	\$1,155	BASIC PRICING MODEL		
COSTS (estimate)	\$1,117	VENDOR TYPE	base	yearly
NVP	\$393.18	Staple Vendors	\$20	\$480
		General Vendors	\$30	\$720
<i>\$5 off price if you can provide proof of insurance</i>				
<i>there will be a \$20 no show fee implemented</i>				

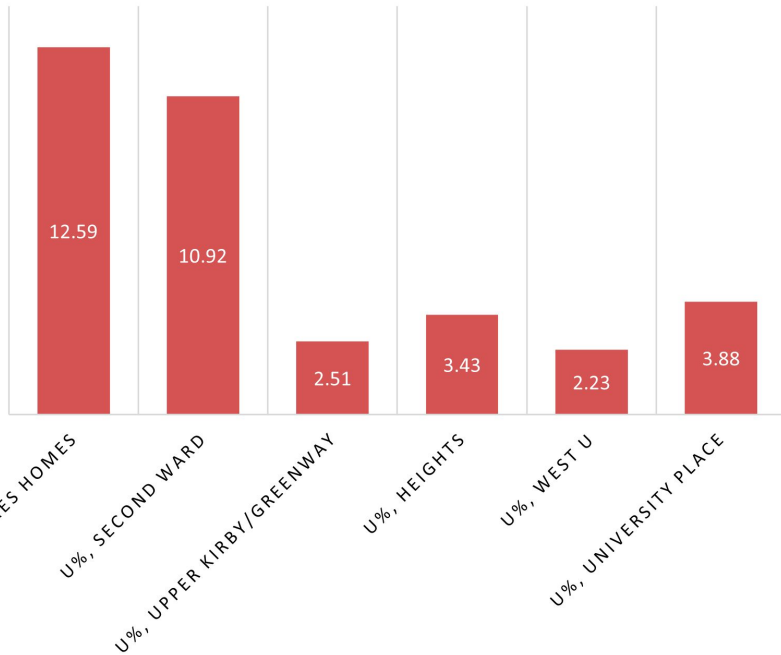
Comparative Analysis

Acres Home Farmers Market is disadvantaged compared to most Houston markets

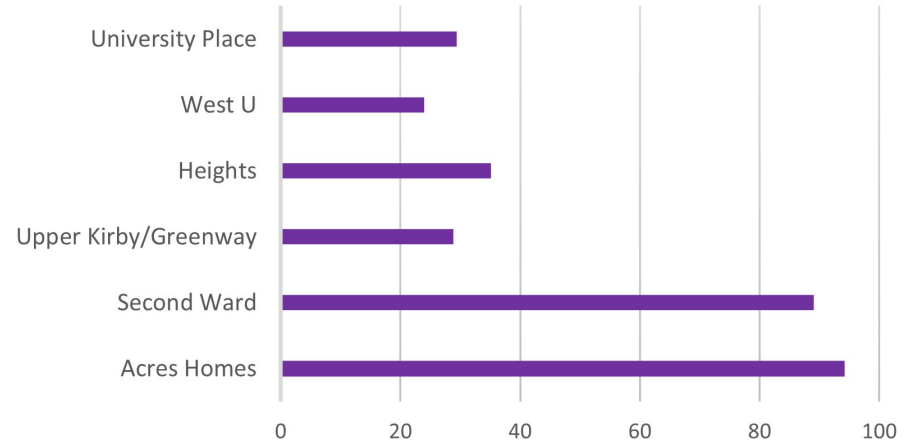


Comparative Analysis

UNEMPLOYMENT BY NEIGHBORHOOD



MINORITY POPULATION, % OF TOTAL



What's Next?

- **Implement pricing model**
 - Membership options for vendors that regularly attend the markets
- **Corporate Sponsorships**
 - Seek out partnerships with local grocery stores providing resources
- **Exit surveys**
 - Collect exit data from customers for market analysis

<i>MEMBERSHIP MODEL</i>						
VENDOR TYPE	3 mo	3 mo bundle	6 mo	6 mo bundle	12 mo	12 mo bundle
Staple Vendors	\$120	\$105	\$240	\$205	\$480	\$410
General Vendors	\$180	\$165	\$360	\$325	\$720	\$650
	<i>\$15 off</i>		<i>\$35 off</i>		<i>\$70 off</i>	