

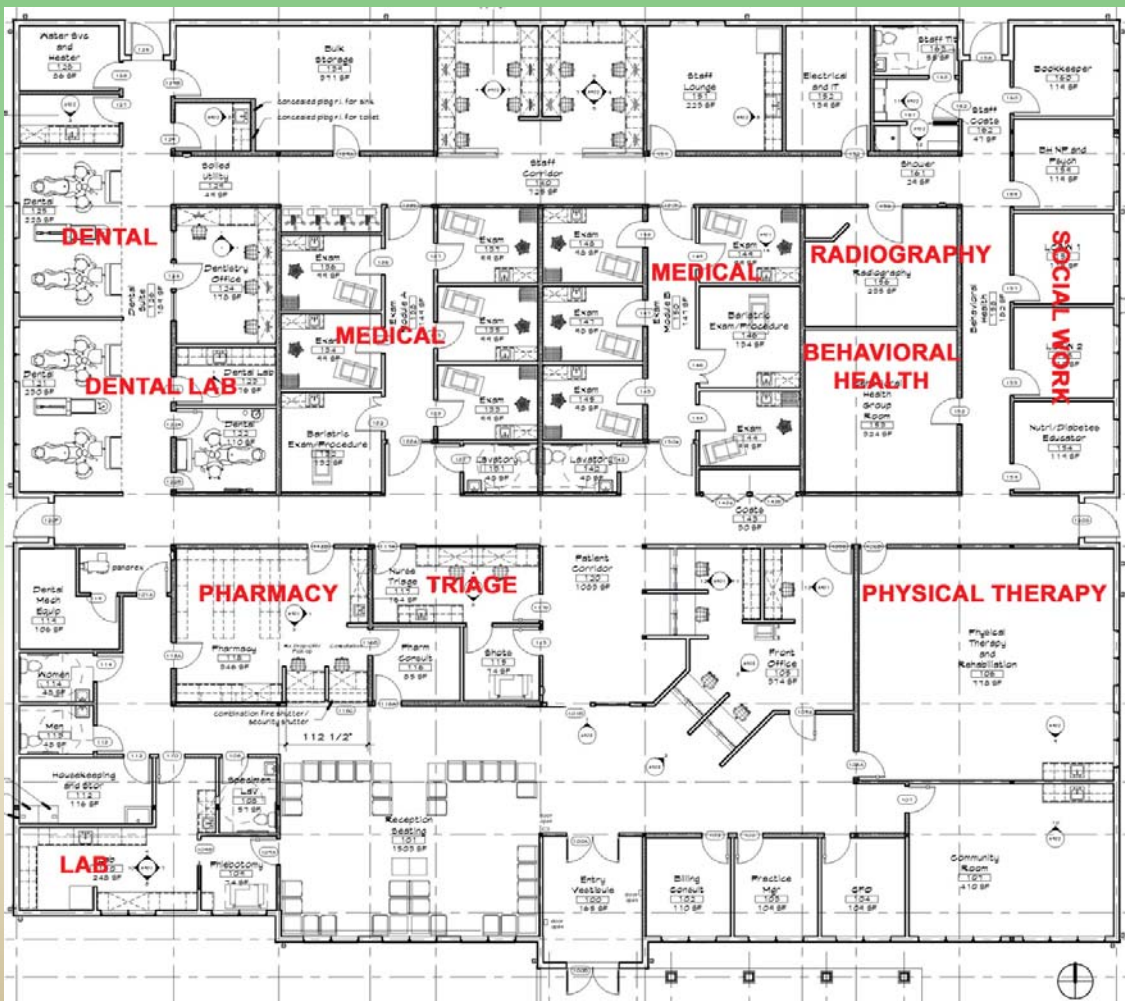


# Canaan Economic Development

*Just imagine –  
Then do it!*

**Health Center**





# The celebration was great on 5/31

- USDA joined more than 120 members of the Mascoma Community, Randy Cole, our Architect, Horizons Engineering and North Branch Construction in our ground breaking event last Tuesday. This event highlighted the success of the Mascoma community in developing and managing a local health care program. USDA used the groundbreaking as an opportunity to announce that they had increased the loan commitment to MCH by an additional \$200,000. Thanks again to all of our 300 donors for your support in funding the operating reserves to assure the project's success.
- They have communicated that our ground breaking, our huge number of attendees, our 298 donors, our pledges, our \$500,000 in local individual and private foundations made a tremendous impression on USDA.

## And then it all fell apart

Just three days later, that goodwill and support became very important. Our lender for the construction loan felt that there was no guarantee from USDA that USDA would pick up the loan on a permanent basis when the work was complete. As a result, we had no interim construction loan for a few days. This temporary loan pays for the actual construction which will be reimbursed by USDA.

# And then it came back together

We reached out to three commercial lenders to step in but the project would have been delayed at least three months.

USDA made it clear that it is dedicated to making this project a success.

They came through when we needed them most.

They agreed to provide the interim construction finance. That meant that we no longer needed two closings. We only needed to close with USDA. It also meant that our costs during the first two year would drop by about \$150,000. This allows us to stretch our \$500,000 in reserves even longer and gives us greater safety. Finally, the overall interest rate for the 40 year loan dropped to 2.75%, a reduction of about a third!

# And then it started to happen

On June 27<sup>th</sup>, North Branch Construction moved equipment in and construction really started. Watch our website for photos and updates.

On July 5<sup>th</sup>, 8 days after we start construction, we will sign all of our loan documents with USDA and we will be off and running to the completion date in early 2017.

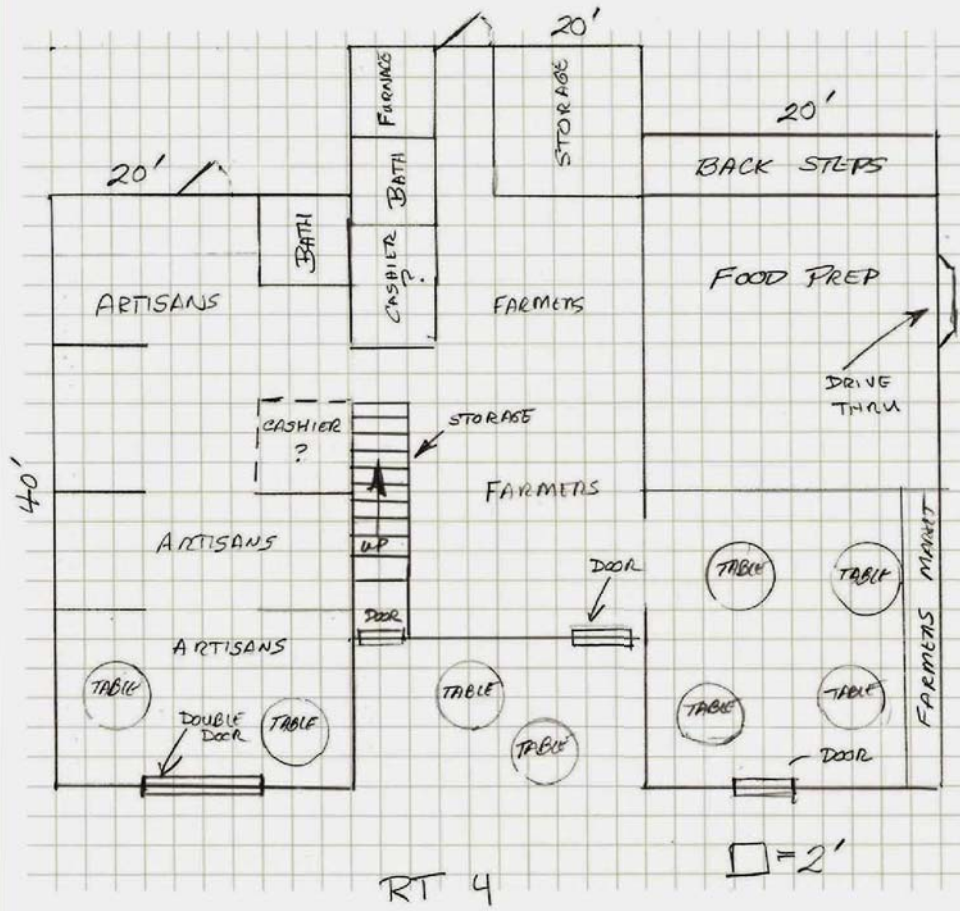
This is great news because the interest rate will be about a third less and there will only be one closing and one mortgage.

In short, losing the commercial bank loan was a godsend.



## Community Market





QUESTIONS

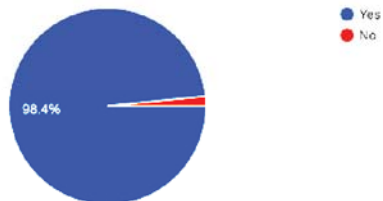
RESPONSES

66 responses

INDIVIDUAL

Accepting responses

Would you use a market like this? (64 responses)



## Why or why not? (43 responses)

Great to support local business

Great to support local business

Everything is local and fresh

I always look for local options when possible!

Support locals and possibly avoid a car trip out of town.

I am sick of having to drive half an hour each way to get decent fresh , healthy food to cook and eat.

So I don't have to drive to Lebanon to buy groceries!

If they have the products I want why not?

If you have unique items or it saves me a trip to Lebanon. Frequency depends on what you have available.

Saving me a trip into Lebanon would be the first reason. It would keep my business by offering good products. I used the Blue Ox store a couple of times a week last summer.

worth trying out

preferable to 'big box' stores

To support local business.

Buying locally grown produce is the best. Wouldnt have to travel to Plymouth or Lebanon as much.

Fresh locally grown produce and meats.

I like supporting local business and farmers

Support local business and to get fresh foods.

Close to home. Great products. Support locals.

We need just a decent grocery store not a cafe or arts a

Would rather buy local than buy from the grocery store if prices are similar

Always interested in local fresh products

Having a local shop where we can obtain quality products would be amazing!

I think it would be great for the local community

I like to use local products when possible, and the cafe part would be a great place to meet people.

this town needs a good quality market

FRESH LOCAL SUPPORT AND SHOPPING

Need fresh veggies.

Good local food when I need it and without having to drive 30+ minutes

local

We desperately need a good place to shop for food in the area. healthy place to buy food in the area.

Good to get local products, variety of things not normally found at towns existing stores (which are two convenience stores and one small deli/grocery. Definitely fills a niche

It would greatly depend on pricing. Going to the farmers market and purchasing enough produce for the week is a luxury purchase.

Fresh produce, meat, crafts and variety (hopefully)

i travel all week for work. i would love to shop close to home.

want to be able to buy local produce in Canaan rather than driving 10 or more miles to another town

A rural community like Canaan needs a Farm Stand operation.

Save gas from having to travel

It would be AMAZING!

We need an outlet for fresh vegetables and crafts are always needed for gifts.

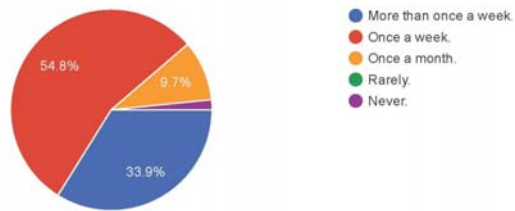
Support local farmers

I think it's great to keep things as local as possible but buying loca

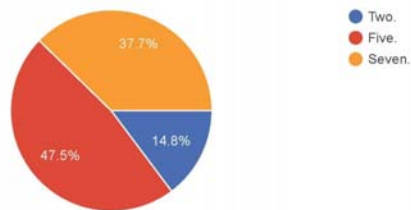
Usually local means no harmful pesticides and helps keep the communities close knit

I want fresh, local, delicious, unprocessed food.

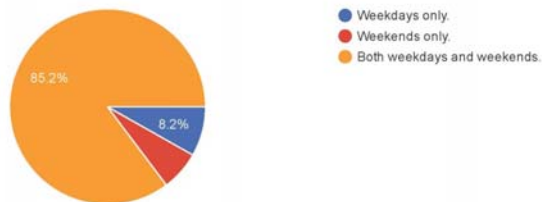
How often would you use the market? (62 responses)



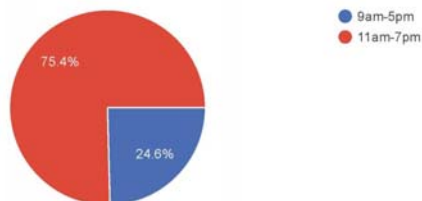
How many days per week should the market be open? (61 responses)



On which days would you most likely shop (61 responses)

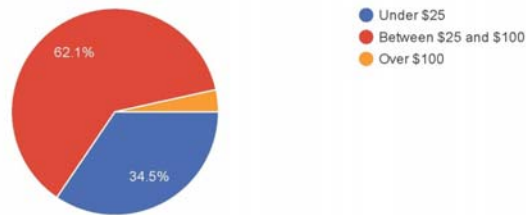


Which hours of operation would work for you better? (61 responses)



Amount of money that I would likely spend per visit? (58 responses)





What products would you most interested in purchasing? (53 responses)

- Any produce and local meats
- Any produce and local meats
- fruit, bakery and bread, tomatoes, lettuce, preserves, art
- Fresh produce - veggies, fruit, milk, eggs, bread...
- Vegetables, fruit, baked goods.
- fruit, vegetables, meat, good bread, dairy
- The full range or products as are provided by any other grocery store.
- Fresh produce
- Vegetables
- bread, seasonal veggies, cafe
- Fresh produce; meats; dairy products; cafe offerings. (Especially if the coffee was better than Dunkin' Donuts.

- not sure
- produce, baked goods
- Meat, produce, craft beer
- Meats, dairy, pastry, breads, eggs. All different types of groceries if they are available. Organic cleaning supplies things like that.
- Local produce, crafts
- Berries, baked goods
- Fresh Vegetables
- vegetables, baked goods
- Dairy
- Everything
- Any fresh fruits and veggies and meats without paying out of pocket for
- Primarily fresh produce and locally raised meat and farm products
- Vegetables, honey, baked goods.
- Veggies, bakery, coffee
- Produce, household goods
- Produce and household items
- Bakery, fruits, vegetables and meats
- Baked goods. Vegetable. Meat.
- Fruit
- Fresh produce meats herbs
- fresh produce and meats
- Local Milk, quality produce, good coffee, local made pies, muffins, cookies and breads

Produce, canned items

organic dairy, produce & Meats, along with upscale local crafts

meat, dairy, eggs, snacks, occasionally craft item for gift

All grocery items

PRODUCE

veggies

Produce, meat, cafe/prepared foods

vegetables, dairy, health foods, fruit, some prepared foods like soups, pies, etc.,

Local bread, meat, herbs, soaps, etc

Fresh veggies and fruit at excellent prices. Comparable to grocery stores NOT the Coop.

Salad and stir fry type veggies, chicken, eggs, pork

vegetables cheese

fresh coffee, bakery items, fruit, dairy and vegetables, sandwiches, flowers

fresh produce, goat cheese, local eggs

Corn on the cob, romaine lettuce, tomatoes, cucumbers, green peppers, onions, squash, carrots, apples, strawberries, blueberries, beef, chicken, pork, unsalted nuts, eggs

Eggs, vegetables, meat

all

produce, Honey, Jams/Jelly, baked goods, bread

Local fruits, vegetables, preserves, local grown meats, health foods

carrots, cucumbers, jelly, kale, snap peas,

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If you would like to be a vendor (have your products in the market), please give us your contact info here:

(6 responses)

no

no

I'm into making things such as wine racks, knick knack shelves and small tables, coffee, end tables, nite stands. Tim Hoisington, piermontbears@msn.com

Art and crafts. Laura Smith lolopom@yahoo.com

ongoosepond@gmail.com (handmade pottery)

N/A

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Please feel free to add any other comments or feedback about this idea here. (24 responses)

I hope it works out!

A spacious, well-lit, and clean space would be preferred, similar to the photo in your email!

I think this is the best thing that could happen to Canaan,

If any public funds are used for this I will oppose this plan as strongly as I can and work to gather more opposition. I am not in this business. If no public funds are used for this I will support it as fully as I am able.

It is hard to believe your sales volume would be high enough to cover rent, utilities, and salaries.

If it were visibly clean and well organized, I'd shop there for everything but frozen and canned goods. Hope this comes to fruition ... no pun intended.

welcome addition to community

Great idea

This is a WONDERFUL idea, especially in light of the fact that neither the Blue Ox storefront or the farm stand on Rte 4 (Fellows Hill) are open this year. I hope the community can put this together to make it viable. I currently have health issues that prevent me, but if I become able to offer volunteer time, I will definitely consider this one of my top priorities.

Must have good coffee shop with real baked goods, not bake off products like previous bakery

I think it's a great idea!

I would shop locally if such a market existed.

Great idea!!

Have vendors that participate be required to run the store a few hours a week/month etc.

I dream of a place with an Umpleby's atmosphere in Canaan....

I think the town needs better options for general grocery shopping and fresh local products. I would love to shop and/or work in a place like this! :)

THINK IT IS A GOOD IDEA FOR LOCAL SUPPORT AND ATTRACTION FOR OUR TOWN.

have good signs and advertising, I think the Blue Ox Farm stand did not. I had to say to them hey folks it doesn't even say organic food anywhere and they finally put it in the window but should have been on the road sign. Have it in a place where lots of people drive by every day such as near the Movie Mart. Thanks for doing this.

I like the idea of this market. I have a concern, though. I have heard that it will cost vendors \$40-50/month to have their products there. I would think that this might discourage someone who isn't a high volume seller, for instance if someone wanted to start something as a small hobby business, they might not make back the \$50 in a month so it wouldn't be worth it. If their markup was low enough to encourage sales (that is, make it within Canaan's price range), \$50 would be too high and discourage someone who might otherwise have started a success. I think a lower monthly fee of something like \$10-20/mo and then a percentage of the price (10%?) would be a better one, and something like meat would have a percentage slightly higher (15%?) to cover refrigeration costs. Either way I think this is a great idea and will follow closely.

I would like to see a market that the average shopper could afford, not just people who can afford to go to the Coop now. Sterns in WRJ carries both local items as well as items purchased in Boston three days a week. They are hugely successful because of the Boston items being affordable to everyone. Everything is fresh!

I felt unable to answer many of the questions on this survey because of not knowing pricing, quality. Would I spend 25.00 per week? Not sure. Unfortunately for us, shopping in Canaan has always been a last option.

Wish a survey had come out about another crappy dollar store moving to town.

Love it! This town really needs a fresh look and I love the idea of a local market. I would definitely prefer to do local shopping than having to travel to Lebanon for groceries.

I like the idea of a cafe in the market - would not open on Sundays as that is the day of the outdoor Farmers' Mkt., perhaps open Tues. thru Sat.. I hope this idea comes to fruition.

Two concerns: too often, local produce is priced much too high - would be willing to pay 10% more for local, but not 50% more. Also, Canaan village already has three retail stores selling some of these products (for example, Papa Z's has a small selection of excellent beef for a competitive price). We need these businesses to thrive - will a local food market spread Canaan's small customer base too thin for any of them to do well? Could there be a cooperative plan to consolidate and/or merge resources, while increasing the amount and variety of fresh food available in Canaan?

I love the idea of sending my older child from Williams field to get something healthy to eat. Even just some cucumber & mint flavored ice water, would be such a fancy treat. (And so much healthier than a soda or ice cream!) I can just imagine all the great soups you could sell to those hungry sports players! Soup with a hunk of fresh bread?!? Perfect!

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# Current Status

- Possible gross revenue for farmers is between \$80,000 and \$150,000 per year
- Have about 12 vendors
- Need about 30 vendors – farm and artisans
- Current Plan for funding – Need \$29,000 to \$53,000 a year
  - \$50 annual membership fee
  - 7% of gross of \$100 or less per week and 10% of gross over \$100 per week (10% of \$150,000 is \$15,000)
  - Rental of \$40 or \$50 a month for artisans OR commission which would total \$7,200 to \$9,000
  - Rental of café \$12,000 a year
  - Trade \$10,000 of rental for cashier services

**The challenge is:**

**Can we get 30 vendors?**

**Other challenge:**

**Will we unfairly compete with Papa' Z's?**

**Not a challenge:**

**Getting produce all year long**

**Strategy – Go to the newspaper?**

**Any other ideas?**

# Up-Coming Events

- Town Wide Yard Sale - September
- 4<sup>th</sup> of July – Fireworks – Meeting House
- Old Home Days
- Endless adult & youth ball games
- Tuesday Concerts in the Park
- Monday Horseshoes
- The beach
- Sunday Farmer's Market
- July Readings at the Meeting House
- Christmas Craft Fair
- Christmas in Canaan
- Winter Golf