



1. **Cheverly as a unique community** -- We are very community-centric.

- a. Cheverly relies on volunteers and community groups to an unusual degree
- b. No town center or retail/restaurants so there was a need to create a gathering place and a way to purchase fresh, local food -- the Market filled this need.
- c. Name (Cheverly Community Market) was chosen because of the importance we place on community, and we have up to four community groups participating in each market, some on a more permanent basis -- for example:
 - i. Cheverly Parents Resource Center hosts story times, costume drives
 - ii. Friends of Lower Beaverdam Creek – information and cleanup parties for an environmental organization
 - iii. Monthly Plant Clinics by Prince George’s County Master Gardeners
 - iv. Envision Cheverly – larger event getting community input on future improvements and long-term goals for the Town
- d. Continuing importance of buy-in by community organizations, Town Council and Mayor --
 - i. We now host a monthly Mayor’s table where residents can chat with the Mayor, who also happens to be a volunteer
 - ii. one of our board members is also a Council member
 - iii. We have been the recipient of financial gifts from two local organizations this year – ChvProm committee and Turkey Trot

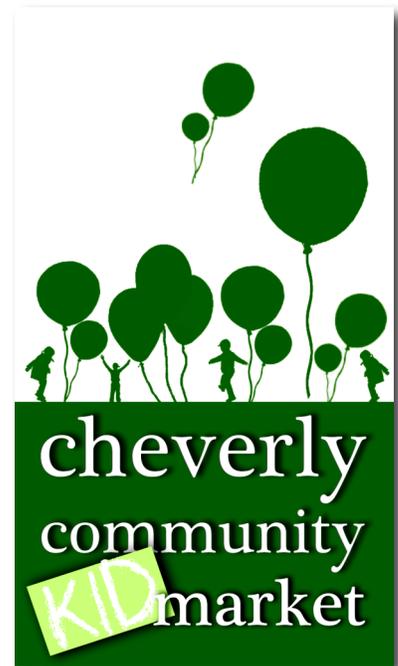


2. **Special Events: Annual Potluck & KidMarket** -- hosting of special events draws community in

- a. **Annual Potluck**
 - i. kicks off our season and brings new people in every year – translates to higher attendance at the Market
 - ii. gets people to start thinking about local food – and the Market – before the start of the season
 - iii. local “celebrity” judges – our Mayor, NPR personalities – judge the competition, which is quite competitive

b. KidMarket

- i. First year was a single-day event, expanded in 2012 to a monthly event
- ii. The idea: Kid-centric events that promote our goals – local food, healthy lifestyles, promoting our vendors
- iii. Challenge is to keep the aims of any event in line with the goals and mission of the Market, it's easy for this to get off track and into planned events that detract from sales and our mission
 - 1. We found this was a challenge and had to halt the program for now. We're looking at ways to possibly improve/reintroduce the program in the future



3. Yard Sign Ambassadors/ Volunteers

a. Yard Sign Ambassadors

- i. Essential part of our advertising because of our unusual schedule
- ii. Yard sign ambassadors receive special, targeted communication – builds an increased sense of ownership

b. Volunteers

- i. Set-up Break down volunteers, on-site volunteers, etc. are thanked publicly (we keep a long list posted at the Market tent and continue to add to it) – it becomes a historic list and people like to see their names on it
- ii. Special thank yous at the end of the season – gift certificates (which build the Market by prompting people to continue to shop with us), local wines, etc.



Cheverly Community Market Operations Manager Liz O'Leary and Communications Manager Kathryn Andrews were friends long before they began working together. Kathryn, a freelance designer, artist and photographer, has, except for one season, been with the Market from its start. Liz, an interior designer, was very successful in her first year as Manager in 2012. Both are very active in community organizations and are looking forward to many good things in the 2013 season.