

## Strategic Initiatives: Food and Economic Development Workgroup

<b>STRATEGY NAME</b>	1. Collaboration with Mercado Esperanza
<b>STRATEGY SUMMARY</b>	1. Create a community board to supplement the Friends of the Mercado community group and serve as a co-op. These efforts will connect programs, vendors, initiatives and other community members to the Mercado Esperanza
<b>OBJECTIVE</b>	1. This strategy addresses the barriers for small food entrepreneurs to find commercial kitchen space in New Brunswick and will help connect potential kitchen sites to vendors in the city for festival events.
<b>MILESTONES</b>	<ol style="list-style-type: none"> <li>1. Assist the Friends of the Mercado at 1-2 meetings in 2018, 1-2 in 2019</li> <li>2. Connect the 2-5 vendors to the Mercado by or during Spring-Summer of 2019</li> <li>3. Connect existing Mercado vendors to new commercial kitchen incubators by Winter of 2019</li> </ol>
<b>METRICS</b>	<ol style="list-style-type: none"> <li>1. Sign in sheets of meetings</li> <li>2. Minutes from meetings</li> <li>3. Connection of existing and new vendors to commercial kitchen incubation at Elijah's Promise/Houses of Worship</li> <li>4. Deliverables from working with Friends of the Mercado</li> <li>5. Assist the Friends of the Mercado at 1-2 meetings in 2018, 1-2 in 2019</li> <li>6. Connect the 2-5 vendors to the Mercado by or during Spring-Summer of 2019</li> </ol>

<b>SHORT-TERM INDICATORS</b>	<ol style="list-style-type: none"> <li>1. Number of deliverables created to support the Mercado Esperanza</li> </ol>
<b>LONG-TERM INDICATORS</b>	<ol style="list-style-type: none"> <li>1. By increasing the sites available to small scale food vendors, we will increase the available commercial kitchen space by 100-200% and will hopefully have a positive impact to the revenues of small scale food vendors in the community.</li> </ol>
<b>ALLIANCE COLLABORATION</b>	<ol style="list-style-type: none"> <li>1. Community Engagement – help recruit vendors with Friends of the Mercado</li> <li>2. Advocacy &amp; Policy – review and legislative/planning barriers to commercial kitchen space</li> <li>3. Feeding New Brunswick Network – tap into their network of faith based institutions to find a faith based commercial kitchen incubator</li> </ol>

<b>STRATEGY NAME</b>	<ol style="list-style-type: none"> <li>1. Commercial Kitchen Incubation</li> </ol>
<b>STRATEGY SUMMARY</b>	<ol style="list-style-type: none"> <li>1. To create a standard model for kitchen incubation in New Brunswick, activating currently underused commercial kitchen spaces, primarily in houses of worship that do not use these spaces for large periods of time. This will assist emerging food entrepreneurs and vendors, however it will also potentially identify new revenue streams for houses of worship that are looking to diversify their revenue.</li> </ol>
<b>OBJECTIVE</b>	<ol style="list-style-type: none"> <li>1. This strategy addresses the barriers for small food entrepreneurs to find commercial kitchen space in New Brunswick and will help connect potential kitchen sites to vendors in the city for festival events.</li> </ol>

<b>MILESTONES</b>	<ol style="list-style-type: none"> <li>1. Memorandum of Understanding (MoU) &amp; Guidelines developed/identified by March 2019</li> <li>2. Seminars to occur in Fall 2018 and Spring 2019</li> <li>3. Houses of Worship - Process starts in Spring 2019 and wrap up Fall/Winter 2019</li> </ol>
<b>METRICS</b>	<ol style="list-style-type: none"> <li>1. Creation of an MoU</li> <li>2. Creation of Guidelines for Renters and Land owners</li> <li>3. Sign up sheets/documentation of seminars</li> <li>4. Identification and visits</li> <li>5. Number of potential vendors identified to use other commercial kitchen space</li> <li>6. Number of new commercial kitchen sites made available</li> </ol>
<b>SHORT-TERM INDICATORS</b>	<ol style="list-style-type: none"> <li>1. Production of a standard MoU using 3-5 examples of other commercial kitchen incubators</li> <li>2. Identification of clear guidelines for the land owner and renter (2-4 for each entity)</li> <li>3. Entrepreneurship Services - Set up 1-2 seminars with an entity like UCEDC to provide entrepreneurship and business basics training <ol style="list-style-type: none"> <li>a. See if we can have entrepreneurship seminars through the Food &amp; Economic Development Workgroup that can feed into their formal class</li> </ol> </li> <li>4. Identify 1-3 Houses of Worship that would be interested in using their kitchen as a commercial kitchen incubator <ol style="list-style-type: none"> <li>a. Prioritize houses of worship by the greatest concentration of people and need of opportunity</li> <li>b. Shoot to find 10-15 then whittle it down to 1-3</li> </ol> </li> </ol>
<b>LONG-TERM INDICATORS</b>	<ol style="list-style-type: none"> <li>1. By increasing the sites available to small scale food vendors, we will increase the available commercial kitchen space by 100-200% and will hopefully have a positive impact to the revenues of small scale food vendors in the community.</li> </ol>

## **ALLIANCE COLLABORATION**

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