

# Kent Chamber of Commerce, Kent Land Trust and Vendors Build a Better Kent CT Farmers Market Together.



So many changes are happening this year. One of the best is the new Board of Directors for the Kent Chamber of Commerce. Their goal this year is to be inclusive and celebratory of this amazing town. We know that Kent is an incredible place to live. Not only do we have a vibrant business community, but we also have a support system through volunteers that keeps things moving and growing. The two work hand in hand. Our town of 3,000 has over 37 volunteer boards and groups. It's an amazing number of people that quietly work in the background to keep Kent vibrant. The Kent Chamber of Commerce is one of those many groups.

This year, the Farmer's Market was in need of big changes and some financial injection to keep it going. Board member Phil Fox (William Pitt/Sotheby's International Realty), who spearheaded the change, tells the tale.

"This is a team effort, and I couldn't have done it without all the people that were involved. Having met with Connie Manes and Melissa Cherniske from the Kent Land Trust very early on, Chamber of Commerce Administrative Director Lyn Stirnweiss and I listened to all their concerns of what the Kent Land Trust has to do, to be able to secure the field for the Market. On behalf of the Chamber, Lyn and I pledged that we would find support to help defray some of the costs associated with this endeavor. During the course of meetings with the market vendors, we found a way to ensure the farmers market success by finding alternative sources of revenue or support. It wasn't all born upon the vendors. Because, without the vendors, we have nothing. All along, we were discussing the necessity of a new manager.

Luckily, we uncovered the Farmers Market manager candidate that lives in the apartment at the Kent Land Trust office. We proposed the compensation plan for the farmers market manager and presented it to her, and she happily accepted. That was it! Nancy Rohr was our new manager. Nancy then jumped in early on to help corral some new vendors and make sure we retain the past vendors. Working together with the rest of the Chamber, we discussed having sponsors to support the Market. We then reached out to several key businesses in the area and pitched the benefits and exposure they would get being a sponsor of the farmers market. Many of them were excited and quickly agreed to sponsor the events for this year. We raised a lot of money and had their signs made that are prominently displayed in the center of the farmers market weekly. In addition, we are promoting them on social media, so everyone knows these sponsors made the farmers market possible."

Kent is Kent because of all its parts, the businesses, the community, the schools, the people. Working together, we can keep this sweet town of ours vibrant and happy for

years to come! Thank you to everyone who worked together to bring the Kent CT Farmers Market back again this year.

Our thanks go to everyone who helped build the Market and to our amazing Sponsors:

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The Kent CT Farmers Market is held every Friday from mid-May to mid-October from 3:00 to 6:00 PM (no early birds please!) at the Kent Land Trust Field, 37 South Main Street (Route 7) in Kent CT.