Grandmont Rosedale Development Corporation

The Grandmont Rosedale Development Corporation (GRDC) is a non-profit, 501(c)(3) corporation founded in 1989. Our mission is to preserve and revitalize the Grandmont Rosedale Communities of northwest Detroit through community-based housing and economic development.

GRDC is governed by a Board of Directors comprised entirely of neighborhood residents, representing each of our sponsoring neighborhood associations. An eight-person staff assures that GRDC programs are run efficiently and effectively.

Last year we celebrated our 20th Anniversary. Over the years, we have come to be recognized as one of the most accomplished community development corporations in the Detroit area. In 2006, we became a “Cool Cities Neighborhood,” as designated by Governor Granholm. We were named “CDC of the Year” in 2007, and in 2008 we were one of four finalists for the Crain’s Best Managed Non-profit Award.

We take a comprehensive approach to community development, including work in the areas of housing renovation, commercial revitalization, public space improvements and neighborhood organizing. In the wake of the current mortgage foreclosure crisis and resulting vacancies, we are stepping up our efforts in 2011 to address neighborhood preservation. Within the Farmer’s Market program, we are expanding the health and wellness focus with cooking and dietary demonstrations and theater group presentations.

**Northwest Farmers’ Market**

As recently reported by Detroit Sinai Grace Hospital CEO Conrad Mallett, Northwest Detroit has one of the highest rates in the nation of diabetes, kidney disease and cardiac disease. In addition, our community is located in a “food desert,” an area that has hardly any fresh food and vegetables available for purchase. Accordingly, an effort to increase access to fresh fruits and vegetables, as well as health and nutrition information, is especially crucial for the area.

According to recent studies by the state of Michigan, the U.S. Census Tracts which form the boundaries for the Northwest Detroit Region include rates of obesity almost twice as high than the statewide average. Moreover, rates for diabetes in the area are alarmingly high for those between the ages of 35 and 65. GRDC, through the Northwest Detroit Farmers’ Market, addresses these issues through the development of a weekly, seasonal market, which provides residents with access to fresh food from the farmers who raise it. They allow farmers the opportunity to sell food they raise directly to customers. They make healthy food available locally, they support the local economy, and they provide a way to revitalize communities through neighborhood promotion.

The concept for the Northwest Detroit Farmers’ Market originated from the Grandmont Rosedale Development Corporation’s (GRDC) Board of Director’s recognition of farmers’ market programs as a viable avenue for addressing major community issues, such as commercial revitalization, economic development and strengthening social cohesion. Through a farmers’ market, neighborhoods are able to generate economic activity within commercial corridors while providing residents with fresh, healthy fruits and vegetables locally grown, thus adding to the local economy and recycling dollars within the community. Moreover, residents have access to fresh, locally grown produce and information about the health and nutritional value of the goods, in addition to healthful ways to prepare it in their homes.

The Grandmont Rosedale neighborhoods consist of Rosedale Park, North Rosedale Park, Grandmont, Grandmont #1, and Minock Park. There are approximately 24,000 people (8200 households) in the area, and many Grandmont Rosedale residents have utilized the Downtown Detroit *Eastern Market* or vendors outside the city, for fresh produce, as there is only one full-service grocery store in the immediate neighborhood. GRDC’s stable presence in the Northwest Detroit area includes several active neighborhood organizations all dedicated to ongoing neighborhood revitalization, as well as cultural and economic diversity.

***Health Education***

Starting in 2007, in addition to being able to buy fresh, locally grown fruits and vegetables, Northwest Detroit Farmers’ Market visitors can take advantage of health and nutrition education presentations and lectures conducted by local members of the medical and public health community to area residents, many of who may not have adequate resources to purchase healthy food and learn about healthy eating habits. Health and nutrition information along with educational events will be provided by Wayne State University Medical School, as well as Michigan State University, University of Michigan and Wayne State University Urban Planning graduate students.

Specific advertising and marketing promotions are currently underway to specifically target and bring in unhealthy, at-risk and nutritionally underserved persons such as those suffering from obesity, diabetes, hypertension, and high-cholesterol related ailments.

Acceptance of the Bridge Card makes the market more accessible to low-income shoppers, including those in neighboring communities like Brightmoor. Thanks to a grant in 1010 from the Michigan State Housing Development Authority (MSHDA), we have purchased equipment and installed a telephone line for the Bridge Cards at the NDFM site. Low income shoppers will be able to use their Bridge Cards to buy their fruits, meats and vegetables in their own neighborhood.

GRDC has successfully operated the NDFM for the past four years. The NDFM, initially sponsored by the City of Detroit Mayor’s Office of Commercial Revitalization and the State of Michigan Cool Cities Collaborative. The long-term goal for the Northwest Detroit Farmers’ Market is for it to grow in vendor capacity and food sales so that with continued GRDC and community support and collaboration, the market can become self-sufficient while it continues to enhance the community’s health, economic and social revitalization.

**BUDGET**

The 2011 market year’s proposed budget is $30,000. The NDFM has been offered grants from Detroit Food & Fitness Collaborative in the amount of $12,000 and from the USDA for $1500 the 2011 season. ***We are requesting a grant from the Rite Aid Foundation in the amount of $10,000 to support the 2011 season with delivery prior to the end of May 2011.*** The market season is July through October.

 *2011 Projected Budget*

***Income***

Grants: USDA 1500

 Food & Fitness 12,000

 ***(Rite AID Foundation) 10,000***

Donations $500

Local Sponsors 750

Vendor Fees 5,400

Token Services Fees:

 Regular 400

 Food Voucher 1,600

Misc. Sales 100

**Total $30,000**

 ***Expenses***

Payroll:

 Admin (15%) $ 4,500

 Market Manager 17,500

 Accounting (10%) 3,000

AmeriCorps Stipend 1,500

Bank Charges 600

Memberships 250

Supplies 1,500

Copies 500

Communications 300

Office Costs 300

**Total 30,000**

Our research shows that most markets have at least a ½ time manager. We believe the scale of our market, in terms of outreach and health education goals, requires us to employ two part-time staff people. Bushnell Congregational Church provides the site for the NDFM free of charge.