

# Operation HIP Springfield

A Grant Proposal Seeking Funding from the The U.S. Department of  
Agriculture to Increase HIP Customers at Gardening the  
Community in Springfield, MA.



December 18th, 2022

Submitted by Maurice Powe

On behalf of Gardening the Community

Agricultural Marketing Service  
U. S. Department of Agriculture

December 18th, 2022  
Farmers Market Promotion Program

Dear AMS Grant Reviewers,

Please consider this letter as part of the formal application for the Farmers Market Promotion Program on behalf of Gardening the Community in Springfield. Gardening the Community (GTC) is a non-profit food justice organization engaged in youth development, urban agriculture, and sustainable living to build healthy and equitable communities. Therefore, in the heart of Springfield, we have a garden. Growing crops like onions, raspberries, collard greens, and tomatoes, we at GTC are changemakers in society. Specifically, one of the biggest impacts we have is on the low-income Springfield community. After harvesting our crops, we at GTC provide low-income families with healthy and fresh produce. Using benefits like SNAP and HIP, low-income families have the opportunity to receive up to \$80 in fresh produce a month at our store. However, as families may not be aware of these benefits, we seek funding to further promote the Healthy Incentives Program in Springfield.

Within this grant I propose implementing several strategies to increase customer traffic at our farm store. First, one strategy is increasing our infrastructure. With funding from the FMPP we seek to invest in posters, signs, and other materials to make our store stand out. We are located on a busy street in the middle of Springfield, so an investment in infrastructure can go a long way. Next, another marketing strategy discussed is investing in a mascot. As an organization centered around youth development, GTC has the opportunity to significantly increase sales through mascot advertising at local schools and other events. Lastly, funding from this program will also support a marketing managerial position at GTC. This position will contribute sustainability to these marketing strategies over time, and also monitor the success of these strategies over time.

In conclusion, our organization seeks funding from the Farmers Market Promotion Program because we as a direct producer-to-consumer market desire for more people to have access to the food that we produce. The Healthy Incentives Program was put into place to spur that accessibility, but without structures in place Springfield residents don't have access to their free benefits. Thus, funding this project increases access to and availability of locally and regionally produced agricultural products.

Signed,  
Maurice Powe

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# Statement of the Problem:

## Background

Springfield, Massachusetts is known for many things: The Dr. Seuss Museum, The Basketball Hall of Fame, MGM Casino, and maybe even its culture and community. Yet, what people may not know is that Springfield contains seven designated low-income zones that are considered behind when compared to the state averages. One of those zones is referred to as “Census Tract 8011.01.” The median household income within that zone is 80% lower than the state median for income. Likewise, the poverty rate within this area is 43% higher than the state average for poverty. The median home value within “Census Tract 8011.01” is 74% lower than the median value for the state of Massachusetts; And the median age of this area matches the exact Massachusetts average of 40 years old.<sup>1</sup> So, with this information, it seems clear that action must be taken to help folks within “Census Tract 8011.01.” But remember, Springfield contains six other low income zones exactly like this (See Figure 1), therefore, significant work needs to be done to support the residents in Springfield.

One of the major strategies that helps assist Springfield residents is the implementation of food related programs. Examples include the Supplemental Nutrition Assistance Program (SNAP) and the Healthy Incentives Program (HIP). Programs like these assist and empower low-income families to meet their basic needs, improve their quality of life, and strive for long-term economic self sufficiency.<sup>2</sup> Thus, as a means of empowering Springfield through the HIP initiative, Gardening the Community empowers low-income families with locally grown fruits

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<sup>1</sup> “List of Springfield, Massachusetts Opportunity Zones & EZ Funds.” *OppurtunityDb*, 2022, <https://opportunitydb.com/cities/massachusetts/springfield/>

<sup>2</sup> “Department of Transitional Assistance.” Mass.gov, <https://www.mass.gov/orgs/departement-of-transitional-assistance>

and vegetables free of charge due to SNAP benefits. Our primary farm store is located at 200 Walnut St, right in between “Census Tract 801902” and “Census Tract 801800.” With funding, we hope to increase HIP awareness so that the residents in our community can benefit from access to free and healthy food.

**Figure 1**  
*Springfield Census Tracts Compared to Massachusetts Averages*

Name	County	Median Household Income	Below Poverty Line	Median Home Value	Edu High School	Median Age
All of Massachusetts	n/a	\$86K	9%	\$419K	91%	40
Massachusetts OZ Average	n/a	\$21K	47%	\$139K	66%	30
<a href="#">25013800600</a>	<a href="#">Hampden</a>	\$14K	59%	\$166K	32%	24
<a href="#">25013800900</a>	<a href="#">Hampden</a>	\$19K	48%	\$147K	58%	33
<a href="#">25013801101</a>	<a href="#">Hampden</a>	\$17K	52%	\$106K	72%	40
<a href="#">25013801200</a>	<a href="#">Hampden</a>	\$13K	62%		73%	31
<a href="#">25013801700</a>	<a href="#">Hampden</a>	\$32K	28%	\$155K	79%	22
<a href="#">25013801800</a>	<a href="#">Hampden</a>	\$29K	41%	\$105K	66%	25
<a href="#">25013801902</a>	<a href="#">Hampden</a>	\$22K	38%	\$153K	78%	34

## Health

In 2019, Springfield, Massachusetts was known as the Asthma Capital of the USA.<sup>3</sup> “Black individuals are almost three times more likely to die from an asthma episode than white people.”<sup>4</sup>

<sup>3</sup> “Springfield, Massachusetts: Why It’s the #1 Asthma Capital.” *Asthma and Allergy Foundation of America*, 15 May, 2019,

<https://community.aafa.org/blog/springfield-massachusetts-why-it-s-the-1-asthma-capital>

<sup>4</sup> De Pierto, MaryAnn. “What to know about asthma in African Americans.” *Medical News Today*, 29 Mar, 2021, <https://www.medicalnewstoday.com/articles/asthma-in-african-americans#causes>

Therefore, this is alarming because Springfield holds significantly higher Black and hispanic individuals than the Massachusetts state average.<sup>5</sup> Likewise, in 2020, Springfield residents were challenged as “approximately 97.9 out of every 100,000 African Americans died from COVID-19, a mortality rate 1/3 higher than that for Latinos (64.7 per 100,000), and more than double than that for whites (46.6 per 100,000) and Asians (40.4 per 100,000).”<sup>3</sup> So, minorities in Springfield are constantly faced with significant challenges when it comes to their medical health. But, the Healthy Incentives Program combats this problem head on. Researchers have determined that food and nutrition play a significant role in preventing, managing, and treating diet-related acute and chronic diseases.<sup>6</sup> Consequently, it is essential that we raise awareness of HIP so that Springfield residents can have long lasting benefits to their health.

## **HIP Usage**

In the Spring of 2022, the University of Massachusetts Amherst issued 30 free YCMP meal swipes to every student with a residential dining plan<sup>7</sup>. For context, YCMPs are worth up to \$10.50 at retail dining locations; likewise, the average size of an incoming first-year class is estimated to be 5,500 students<sup>8</sup>. Therefore, if you did the math, at least 5,500 college students obtained \$315 *each* to spend on food. In other words, the cumulative YCMP revenue would

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<sup>5</sup> “QuickFacts: Springfield city, Massachusetts.” *United States Census Bureau*, 1 Jul, 2021, <https://www.census.gov/quickfacts/springfieldcitymassachusetts>

“Massachusetts Population 2022.” *World Population Review*, 2022, <https://worldpopulationreview.com/states/massachusetts-population>

<sup>6</sup> “Food is Medicine Massachusetts (FIMMA).” *Food is Medicine Massachusetts*, Apr, 2021, <https://foodismedicinema.org/food-is-medicine-massachusetts>

<sup>7</sup> Hurley, Catherine. “Providing Free YCMPs put unnecessary strain on UMass Dining,” *Daily Collegian*, 21 Feb, 2022, <https://dailycollegian.com/2022/02/providing-free-ycmps-put-unnecessary-strain-on-umass-dining/>

<sup>8</sup> Blaguszewski, Ed. “UMass Amherst Welcomes Approximately 5,500 First-Year Students To Campus,” *University News*, 31 Aug, 2022, <https://www.umass.edu/news/article/umass-amherst-welcomes-approximately-5550-first-year-students-campus>

be at least \$1,732,500. So, when that much money is distributed to students, what do they do? At UMass, the students went on a spending spree.

From January 24th to February 13th, UMass students stormed the markets to make the most out of their YCMP. In the school paper, one student explains: “Imagine there is one week left in the semester, and I still have 20-something swipes left... If I don’t use it, I lose sleep. I’ll be buying 40 bags of potato chips and multiple cases of energy drinks just so I can kill off all the swipes”<sup>1</sup>. So, when it came to 30 free meals, UMass students did everything in their power to put those swipes to use. The YCMP kept them up at night. It haunted them to a point where they felt like “killing the swipes off.” Therefore, this is a healthy mindset to have when it comes to free food. If someone offers you something for free, there’s a pretty high chance they’ll take it. So, when it comes to the state of Massachusetts, the Healthy Incentives Program (HIP) provides numerous low-income families with free food on a monthly basis.

Almost like UMass’ YCMP campaign, HIP puts money back on an individual’s Electronic Benefit Transfer (EBT) card every time they use Supplemental Nutrition Assistance (SNAP). From there, HIP money is distributed at the beginning of every month, and the amount is dependent on family size. Households of one to two people are granted \$40/mth in free fruits and vegetables; families with three to five people are granted \$60/mth; and families with six or more members are granted \$80/mth in free fruits and vegetables.<sup>9</sup> Therefore, the Healthy Incentives Program invites low-income SNAP users to save their money by purchasing free fruits and

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<sup>9</sup> “Massachusetts Healthy Incentives Program (HIP).” *Department of Transitional Assistance*, 2022, <https://www.mahealthyfoodsinasnap.org/healthy-foods/massachusetts-healthy-incentives-program-hip>

vegetables from local Farmers' Markets, Farm Stands, Mobile Markets, and Farm Share Programs. Thus, by economically saving money on fruits and vegetables, families similarly improve their medical health by purchasing healthy food rather than something processed. As a result, HIP significantly benefits anyone involved.

Therefore, just like UMass during the YCMP campaign, low-income families should be storming local stores monthly in hopes of receiving the full benefit of free food through HIP. However, at Gardening the Community (GTC) in Springfield, MA we aren't seeing results that correlate to UMass. In the presence of free food, families do not appear to be storming our farm store. Does this mean they don't like healthy food? I argue no, but rather families in Springfield simply are unaware of their HIP benefits. Being a relatively new program in congress, it's completely understandable for families to be oblivious. So, the purpose of this proposal is labeled "Operation HIP," we seek investment to initiate strategies that increase HIP usage within the Springfield community.

## **Statement of Request:**

Gardening the Community is a food justice organization engaged in youth development, urban agriculture, and sustainable living to build healthy and equitable communities. Therefore, when it comes to our values, we believe that our organization shares many beliefs with the Agricultural Marketing Service. In Springfield, GTC strives to be a fundamental pillar for urban agriculture. Primarily, as an organization centered around urban agriculture, we seek to demonstrate ways in which agriculture transcends the rural farm areas. Our location is located right in the heart of an



inner city, therefore, by doing this we ensure that inner city families have access to good quality wholesome food that they might not usually have access to.

In regards to the Farmers Market Promotion Program, GTC seeks funding to develop, coordinate, and expand our reach in the Springfield community. Specifically, we want the local community to know about HIP. Every SNAP user should have awareness and access to their agricultural benefits, because currently, not enough families know about it. So, as a direct producer-to-consumer organization, we believe that receiving marketing funding would significantly benefit the Springfield community.

To reiterate, Springfield is a low-income community that faces significant health concerns. Consequently, the Healthy Incentives Program was designed to combat that problem by providing low-income families with fruits and vegetables to improve their health. However, due to the fact that HIP is a relatively new incentive, most Springfield families have no idea HIP exists. Therefore, we are requesting \$123,091.80 from the Farmers Market Promotion Program to implement marketing strategies to increase HIP usage at our GTC farm store. The strategies discussed in this proposal include funding towards promotional infrastructure, hiring a full-time Marketing Manager, and purchasing and welcoming a custom GTC mascot!

## **Description of Proposed Work:**

### **Project Overview**

In summary, funding this project would provide us with resources to increase marketing for the Healthy Incentives Program in Springfield. Funding this project would support infrastructure

centered around spreading awareness of the Healthy Incentives Program so that low-income families can know that it exists. In addition, funding this project would kickstart a GTC mascot who will further spread HIP awareness around the community. Lastly, the Farmers Market Promotion Program will provide funding for the training and recruitment of a full-time marketing manager.

## Infrastructure

### Street Signs

Currently, during GTC farm store hours the youth will stand on the side of the road and hold up makeshift signs as a means of advertising. However, since the signs are handmade, it can be incredibly difficult for drivers to read them. Therefore, funding from the Farmers Market Promotion Program will allow us to purchase new and improved posters that drivers can't miss (See Figure 2).

**Figure 2**

*Custom GTC Street Signs.*

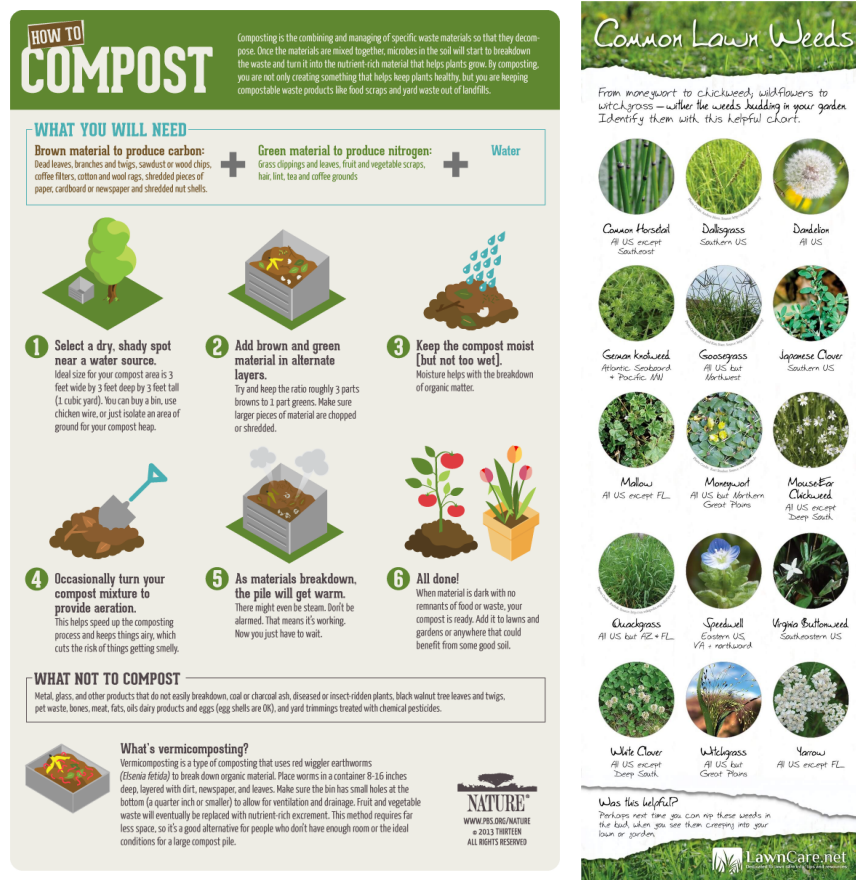


*Note: These are two rough custom posters created using the “Canva” website.*

### Environmental Interpretive Signs

In addition, another component to infrastructure development is making customers feel welcome and invested in the things we're doing. One major example of this has been allowing customers to walk the farm site. By walking through gardens, customers connect with nature, learn about agriculture, and sometimes even start gardens of their own. Therefore, by adding educational interpretive signs around our site customers can learn about crops, weeds, compost, and more (See Figure 3). Overall, with FMPP funding, customers will be more welcomed and invested at our site. As a result, we will have a larger presence within the Springfield community, allowing us to impact a lot more HIP users.

**Figure 3**  
*Informational graphic on how to compost (left), Informational graphic on common lawn weeds (right).*



Informational History Signs

Lastly, another way to help customers feel invested is by seeking funding to construct signs where customers can learn about the site's history. As an organization centered around urban agriculture, GTC has a lot of history. Specifically, for our site on Walnut Street, 400 tons of debris needed to be cleared off the land. This included trash, crumbling structures, and even an abandoned boat. Yet, currently this site has a greenhouse, an outdoor solar pavilion, a picnic area, and a local farm store. Likewise, as we're an organization centered around youth development, we also tend to go through a lot of youth. So, it would be valuable to incorporate a sign that recognizes the past and present GTC youth. Therefore, we believe that when people know our history they invest in our mission. As a result, with more people invested in our organization, more of the community will have awareness and access to HIP benefits.

### **Gardening the Community Mascot**

Funds from the Farmers Market Promotion Program will allow us to purchase a custom GTC mascot Maddie the Hippo, named in honor of the GTC founder Ruby Maddox. For context, GTC is an organization centered around youth development and urban agriculture, therefore when working in youth settings mascots prove to be valuable tools for marketing. With several elementary schools in the area, we plan to send Maddie the Hippo into several realms to spread awareness. Accompanied by a staff member, Maddie the Hippo is a Hippo about HIP! Thus, Maddie will invoke discussion regarding the foods we eat and what food we have access to. Likewise, we also hope to make Maddie an interactive mascot. For example, imagine if Maddie had a produce bag in which she could hand out fruits and vegetables to students. Therefore, when students receive fresh apples from a giant hippopotamus, the absurdity of the exchange would make students remember that moment. Consequently, after meeting Maddie, students will likely

tell their friends and family. In other words, those students become living advertisements for GTC. In conclusion, the addition of a mascot provides fun and informative ways of raising HIP awareness, and awareness about our store.

**Figure 4**

*Mascot interacting with kids.*



**Gardening the Community Marketing Manager**

Lastly, with funding we seek to increase HIP customers through the addition of a full-time marketing manager for Gardening the Community. The responsibilities of a marketing manager would be to research strategies to spur HIP usage, and then get locals aware of HIP and into our farm store. Therefore, a marketing manager ensures that this project has lasting impact far into the future. Some strategies may include social media implementation, facilitation of food seminars, and other creative means of promotion and marketing! Lastly, the final responsibility of the marketing manager would be to track the effects of this program over the coming years.

Thus, this role is the foundation for judging success. It would be the manager’s responsibility to track HIP usage before and after funded implementation.

**Project Timeline(s)**

**Infrastructure Timeline**

<b>Proposed Phase</b>	<b>Date of Proposed Start</b>	<b>Date of Proposed Completion</b>
Sign Manufacturer	June 5th, 2023	June 12th, 2023
Implementation	June 12th, 2023	June 14th, 2023

**Mascot Timeline**

<b>Proposed Phase</b>	<b>Date of Proposed Start</b>	<b>Date of Proposed Completion</b>
Mascot Manufacturer	June 5th, 2023	July 10th, 2023
Introduction to farm store	July 10th, 2023	Continue advertising at farm store for the duration of the summer.
Introduction at schools	August 29th, 2023	Advertise at local schools. Continue to find ways to get involved with schools.
Introduction to community	January 1st, 2024	Advertise at local events, continue increasing GTC’s presence

**Marketing Manager Timeline**

<b>Proposed Phase</b>	<b>Date of Proposed Start</b>	<b>Date of Proposed Completion</b>
Purchases/Implementation	June 5th, 2023	July 10th, 2023
First Month Progress Report	July 10th, 2023	August 7th, 2023

Six Month Progress Report	July 10th, 2023	January 8th, 2024
One Year Progress Report	July 10th, 2023	July 8th, 2024

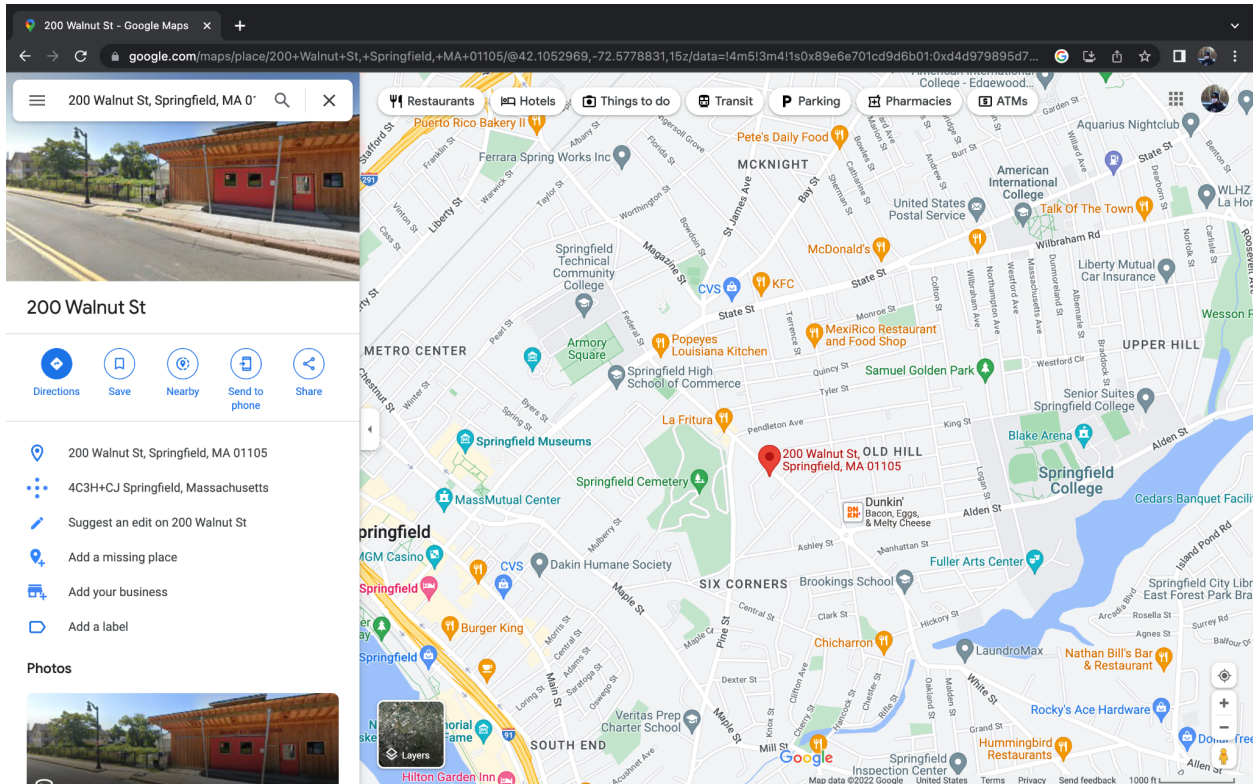
*Note: To learn about the progress report go to the section regarding “Criteria For Judging Success.”*

## **Description of Available Facilities:**

This project will take place at our main farm site at 200 Walnut St, Springfield, MA. This site is located right in the heart of Springfield (See Figure 3), therefore an investment in the site’s infrastructure will have lasting impact. Thus, we want every car that passes our site to know our mission, our vision, and that they are welcome to shop and be a part of it. In addition, across the street from GTC is a PVTA bus stop. As people wait for the bus, GTC has the opportunity to access more customers. Yet, without infrastructure in place, many people can’t distinguish between open hours and closed hours, other people don’t know that we sell our produce, and as mentioned before countless people are oblivious to the fact that they could be saving up to \$80 a month through the Healthy Incentives Program. Therefore, if GTC improved its infrastructure our location will essentially do the marketing in itself.

### **Figure 5**

*Map of Gardening the Community Walnut Street Farm Store*



*Note: The Walnut Street Farm Store is located right on a busy street, therefore the site experiences a lot of street traffic. Likewise, the farm store is located around numerous schools (Brookings Elementary School, Rebecca Johnson Elementary School, Commerce High School, Springfield College, Springfield Technical Community College, and American International College). Therefore, as an organization centered around youth development, schools are valuable locations that spur business and promotional opportunities.*

Likewise, in regards to other facilities, GTC benefits from being located near multiple schools.

As an organization centered around youth development, having access to schools is incredibly important. Throughout our research we've found that if half the students at Brookings

Elementary school got their parents in our farm store, we'd have significant increases in sales. In

addition, those families will also significantly benefit because almost all of those families are SNAP recipients. Yet, for some reason local families don't seem to know GTC exists.

Consequently, by implementing a mascot in school settings, students will have a greater

likelihood of raising awareness about GTC.



## **Qualifications of Personnel:**

### **Project Coordinator: Maurice Powe**

Maurice Powe is an African American Psychology and English major at the University of Massachusetts, Amherst. Active in the Civic Engagement and Service Learning Department, Maurice is a member of the 23rd cohort of the Community Scholars Program. In that class, Maurice has developed skills regarding policy, theory, and organizing. At UMass, Maurice has co-facilitated a “Conversation Series” as a means of deconstructing white supremacy; co-authored a chapter in the Massachusetts *Anti-Racist Community Engagement: Practices and Principles Volume*; and has already conducted a capstone project with GTC called “Telling Their Stories, An Element of the Hampden County Table Stories: A Food Centered Health Equity Project Across the Lived and Built Environment.” Therefore, Maurice is excited and ready to coordinate this project for the benefit of the Springfield community.

Likewise, Maurice holds a unique qualification, being the son of Terry Powe. Terry Powe is the principal of Elias Brookings Elementary School in Springfield. Therefore, Maurice has a special relationship with the local elementary school. As a result, Maurice would like to spur a stronger bond between GTC and Brookings as a major part of the marketing scheme.

### **Marketing Manager: TBD**

After receiving funding, we seek to open up applications for a full-time position as Marketing Manager. According to salary.com, the estimated salary for the position is \$87,202 per year, 40 hours a week. Ideally, this position will be filled with a young person of color who is native to Springfield. Overall, the responsibilities of the Marketing Manager would be to research

strategies to spur HIP usage, spread awareness of HIP, and get more customers into our store. Some strategies may include social media implementation, facilitation of food seminars, and other creative means of promotion and marketing! Likewise, the marketing manager will be responsible for scheduling outreach events at schools, as they demonstrate knowledge and expertise regarding GTC and HIP. Lastly, the marketing manager will be responsible for conducting progress reports to ensure that this project is smooth and successful.

### **Maddie the Hippo (Mascot): GTC Youth**

As an organization centered around youth development, GTC has a lot of youth, and one thing that our kids love to do is dress up. Occasionally, we'll have the youth advertise on the side of the street wearing costumes of tomatoes and blueberries. Therefore, when it comes to the person behind our mascot, we have plenty of candidates. We will choose a student who best gives this mascot life and character. Specifically, we want someone who demonstrates qualities of generosity, gentleness, patience, and kindness. According to zippia, the salary for a mascot is estimated to be around \$24,000 a year, working part-time an estimated 20 hours per week.

### **Criteria for Judging Success:**

The Marketing Manager is responsible for monitoring this project's success over time. Taking measurements of farm store traffic before and after implementation, the marketing manager will be expected to complete at least three progress reports regarding the success of these marketing strategies. In general, the major means of determining success would be receiving more customers as marketing is put into practice. Therefore, with more customers we desire to see more SNAP and HIP users using their benefits on healthy food.

## Budget:

### Infrastructure

<u>Expense</u>	<u>Cost</u>
Street Advertising Signs/Posters	\$29.95 x 4 = \$119.80
Environmental Interpretive Signs	\$295.00 x 6 = \$1770
<b>Total</b>	\$1889.8

*Note: The street sign price was determined using [uprinting.com](https://www.uprinting.com/)<sup>10</sup> and the cost of the environmental interpretive signs were determined using [signbracketstore.com](https://www.signbracketstore.com/).<sup>11</sup> Likewise, we plan on purchasing four street signs, and six interpretive signs (three informational signs about crops, one sign about compost, one sign regarding weeds, and one on the site's history).*

### GTC Mascot Expenses

<u>Expense</u>	<u>Cost</u>
Custom GTC Mascot	\$10,000
Mascot Salary	\$24,000
<b>Total</b>	\$34,000

*Note: The cost of the mascot costume was determined using [olympusmascots.com](https://olympusmascots.com/),<sup>12</sup> and the salary was determined using [zippia.com](https://www.zippia.com/).<sup>13</sup>*

### Marketing Manager

<u>Expense</u>	<u>Cost</u>
Marketing Manager Salary	\$87,202
<b>Total</b>	\$87,202

*Note: The amount for this salary was determined using [salary.com](https://www.salary.com/).<sup>14</sup>*

<sup>10</sup> "Plastic Simpo A Frame Signs." *Uprinting*, <https://www.uprinting.com/>

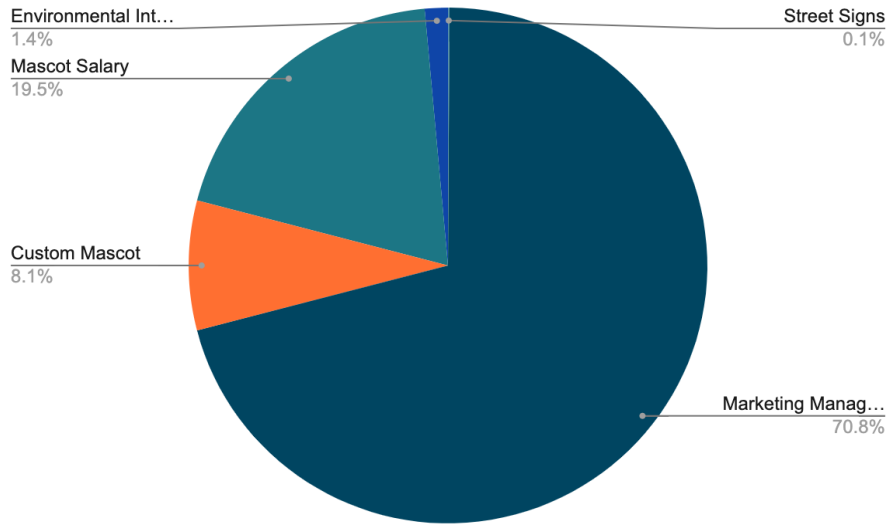
<sup>11</sup> "Viewpoint Wayfinding Post and Panel System." *Sign Bracket Store*, <https://www.signbracketstore.com/>

<sup>12</sup> "Mascot Pricing: How Much Does A Custom Mascot Cost?" *Olympus Mascots*, <https://olympusmascots.com/blog/mascot-prices-how-much-does-mascot-cost/>

<sup>13</sup> "Mascot Salary." *Zippia The Career Expert*, 12 Dec, 2022, <https://www.zippia.com/mascot-jobs/salary/>

<sup>14</sup> "Marketing Manager Salary in the United States." *Salary.com*, 23 Nov, 2022, <https://www.salary.com/research/salary/benchmark/marketing-manager-salary>

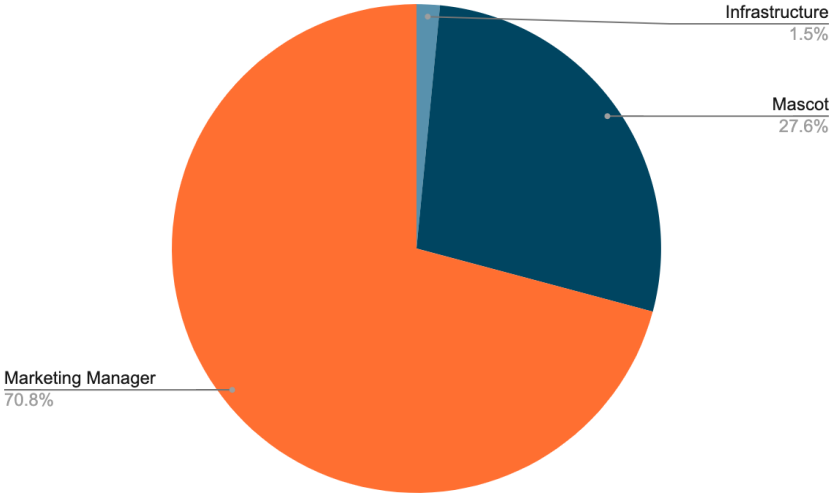
**Figure 6: Price Breakdown**



**Categorical Cost Breakdown**

<b><u>Expense</u></b>	<b><u>Cost</u></b>
Infrastructure	\$1889.80
Mascot	\$34,000
Marketing Manager	\$87,202
<b>Total</b>	<b>\$123,091.80</b>

**Figure 7: Categorical Price Breakdown**



**Summary:**

In conclusion, Springfield, MA is a location that could significantly benefit low-income communities. The Healthy Incentives Program has been designed to support and empower people in need, yet the problem is that no one is aware of it. So, we suggest that a solution to this problem is writing a grant for the Farmers Market Promotion Program (FMPP) in hopes of receiving funding to increase marketing. Seen through strategies regarding infrastructure, mascot implementation, and a marketing manager, GTC has the opportunity to make a significant impact on the city of Springfield. Therefore, funding this project empowers the low-income community of Springfield. In the midst of health concerns, financial concerns, and COVID concerns, low-income communities have suffered for far too long with little support. Thus, Gardening the Community is designed to be that support. Families need to know about us because too much is at stake.

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## Image Bibliography

Title Picture: Accessed via Maurice Powe’s camera roll

Figure 1: Accessed via <https://opportunitydb.com/cities/massachusetts/springfield/>

Figure 2: Two custom images created using the platform “canva.” Accessed via <https://www.canva.com/>

Figure 3: “How to Compost” Image Accessed via <https://www.pbs.org/wnet/nature/blog/inside-nature-infographic-how-to-compost/>  
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Figure 4: Accessed via <https://www.bammascots.com/blog/10-tips-to-make-you-a-great-mascot-performer>

Figure 5: Screenshot from google maps. Accessed via <https://maps.google.com/>

Figure 6: Pie chart created using google sheets.

Figure 7: Pie chart created using google sheets.