MISSION
Cascade Community Markets promotes health, equity, and sustainability by creating vibrant markets in our valley that foster community connection and support local farmers and artisans.

A LETTER FROM THE BOARD PRESIDENT AND EXECUTIVE DIRECTOR

Dear friends and supporters of the market,

As we reflect on 2022 we are filled with pride for the many goals accomplished by our small but mighty organization. Early in the year we rebranded and renamed our organization, becoming Cascade Community Markets: one unified business name to represent our full commitment to operating successful farmers markets in both Leavenworth and Cashmere. This was, of course, a direct result of the formal addition of the Cashmere Community Farmers Market to our programs, after a successful pilot of the market in 2021. Even with all the confidence and preparation that the pilot provided, this was a big undertaking and the crowning achievement of the 2022 season was the seamless transition to being a multi-market organization.

Managing multiple markets under one organization makes us stronger in so many ways: having a larger staff allows for a better work-life balance, streamlining outreach and communications saves energy and money, the expansion of our board both in quantity and geography gives us more community insight, and consistency between markets makes attending easy and reliable for both vendors and customers. This transition required a review of our whole organization, so it was perfect timing for our first strategic planning process, completed in April 2022. This process was illuminating and our board was able to respond quickly to update everything from our founding documents to storage systems to logos, so we could be fully prepared to serve two incredible and unique communities with vibrant farmers markets.

This year, it was with great pleasure to watch the Cashmere Market thrive in its new location at the Cashmere Museum. This move was intended to make the market more visible and accessible so that we might see it grow, and it certainly did - gross vendor sales increased 33% from 2021, reaching $80,000 for the season. We also saw a generally busier market all season long, with our highest single day of
sales reaching $6,344 and our largest market featuring 17 for-profit businesses. We also grew our board to include several Cashmere community members, and our support increased from Cashmere business sponsors.

While growth in numbers was the highlight at the Cashmere Market, growth in connections was the theme for Leavenworth in 2022. Thanks largely to the launch of our Community Outreach & Partnerships committee within the board, we fostered new relationships with many organizations including Waste Loop, Cascade Gardening Club, and the Wenatchee River Institute. We launched new community programs, such as Senior Appreciation Day and Chef Demos and tested out a series of Movie Nights in partnership with the Leavenworth Library. The first movie night was a smash-hit, but the remainder of the series was heavily impacted by the relentless smoke-season.

While some aspects of our changing climate have proved to be navigable, like adding a shade structure at the Leavenworth Market to mitigate heat, others remain a constant challenge. Our markets can't succeed without customers, but extreme weather events, that understandably impact attendance, are likely to remain common. Thankfully, we have a generous community supporting our Good Farmer Fund so the financial burdens of extreme weather won't fall so heavily on our farmers. But that doesn't feed our community or support the other vendors, so we are exploring ideas for indoor back-up locations for the markets, so we'll never have to cancel for heat, storms or smoke.

Finally, as our organization has grown, so have our fundraising practices. Our 2022 Farm to Table Dinner fundraiser was the biggest yet and a true return to pre-pandemic form. We want to thank our event hosts of many years, Dan and Becky Wilkinson of Roots Produce and Flower Farm, for sharing their immaculate farm with us and for their bottomless hospitality. In 2023, we will be relocating the event to a new home in pursuit of sustainable growth, but we will always look back with immense pride on the five spectacular events we hosted at Roots.

As we look forward to 2023 and beyond, our focus will be on serving our communities and vendors to the best of our abilities. We aim to recruit new vendors with diverse products to round out our markets, strengthen our community connections, host more of your favorite market events (and perhaps some new ones), and gracefully navigate the inevitable: growth and change.

Thank you for your continued support. We can’t wait to see you at the markets this season!

Sincerely,

Lauren Peterson  
Board President

Cali Osborne  
Executive Director
2022 Market Season

With your help, the markets supported...

- 21 Washington farms
- 58 Small businesses
- 475 Acres of diversified farmland

And together we kept $188,492 in our local economy

Vendor Sales by Category

- Prepared Foods: 8.5%
- Processed Foods: 4.5%
- Artisans: 13.5%
- Farmers: 73.5%
2022 Market Season

And thanks to our community and sponsors...

We hosted
7 Kids Makers Markets

Live music played at
every market, supporting
22 musicians and groups.

The Leavenworth Library
hosted story time at the
Leavenworth Market every week.

Community events included
Senior Appreciation Days,
Movie Nights at Leavenworth
and Movement at the Market
at Cashmere.

Over the course of the season,
the Markets hosted more than
30 community information,
nonprofit, and education booths.
In 2022, we distributed a total of $16,877 worth of produce free of charge to our communities via four food access programs:

- **$5,255** Value Donated to Food Banks via Gleaning
- **$4,961** SNAP EBT
- **$5,229** SNAP Market Match
- **$1,432** Farmers Market Nutrition Program

### Value of Produce Distributed by Program 2018-2022

2022 saw a continuation of the increased EBT and SNAP Market Match use at the markets and Senior and WIC Farmers Market Nutrition Program use returned to pre-pandemic levels.

New in 2022, the Cashmere Food Bank began gleaning regularly from the Cashmere Market establishing a direct line of fresh local produce to their clients amounting to 609 pounds.
We began our first farm season in 2022, and the Cashmere Community Farmers Market provided us with an amazing opportunity for engaging with members of our community who are passionate about supporting their local food system. The central location, vendor curation, live music, and movement workshops made it a welcoming and fun atmosphere that helped attract new customers. As the season went on, we noticed we had developed relationships with regular customers as well as our neighboring vendors. These relationships helped to grow our sales and gave us the confidence to know that what we offered was valued by the community.

Another way the Cascade Community Markets helped us grow in our first year was by providing guidance and helping us navigate the logistical and regulatory elements involved in selling produce at a farmers market. For example, they helped facilitate the acceptance of SNAP tokens, which allowed us to focus on growing and selling our products while helping to make sustainably grown food accessible to all members of our community.

Contributed by Katie Selasco

In 2022, the Board of Directors granted $2,176 to vendors in need of financial relief from numerous unexpected events such as:

- Extreme heat that may cause crop loss or market closure.
- Wildfire smoke that may prevent safe farming or cause market closure.
ANNUAL FINANCE TRACKING

Income

- Grants: $20,732
- Sponsorships: $38,650
- Fundraising Events: $18,165
- Market Income: $21,473
- Reimbursements from Partnerships: $7,835
- Individual Donations: $4,965
- **Total Income**: $111,820

Expenses

- Staff: $63,089
- Market Day Operations: $26,330
- Professional Services & Training: $9,771
- Marketing and Fundraising: $12,284
- General Operations: $4,727
- Good Farmer Fund: $2,176
- **Total Expenses**: $118,478

Cascade Community Market's financial goals in 2022 were centered on investing in equipment and staff to establish a sustainable management plan for the two weekly markets. We invested in:

- Market equipment such as tents & tables
- A larger staff
- A second storage trailer
**5-YEAR GROWTH**

**Gross Income by Year**

- '18: 25,000
- '19: 25,000
- '20: 50,000
- '21: 75,000
- '22: 125,000

**Gross Expenses by Year**

- '18: 25,000
- '19: 25,000
- '20: 50,000
- '21: 75,000
- '22: 125,000

- Grants
- Sponsorships
- Fundraising Events
- Market Income
- Reimbursements from Partnerships
- Individual Donations

- Staff
- Market Day Operations
- Professional Services & Training
- Marketing and Fundraising
- General Operations
- Good Farmer Fund

**BENEFITS OF A MULTI-MARKET ORGANIZATION**

As a multi-market organization since 2021, you can see that we have been able to increase many income sources and diversify our income to cover increased staffing and market day expenses, while maintaining our general operation costs.

Running multiple markets allows us to employ an executive director year round and hire more staff members in the summer to create better working conditions for all our staff. This also creates a more vibrant market space for both vendors and customers.
SPONSORSHIP

32 businesses in Leavenworth and Cashmere sponsored our markets in 2022, raising a combined $32,400 for our market operations and programs!

These funds supported everything from live music and events at the markets to staffing and equipment.

FARM TO TABLE DINNER

The 2022 Farm to Table Dinner raised over $26,000 and met our goal of $5,000 for the Good Farmer Fund.

This year’s event, held at Roots Produce and Flower Farm, featured a silent auction and music from Riverdog Shakedown, accompanied by Seth Garrido & Corban Welter.

The 6-course dinner was prepared by Mana Restaurant, Campo Farm & Kitchen, Visconti’s Italian Restaurant, Whistlepunk Ice Cream Co., Modern Mountain Creations, and La Javelina.
Direct Donors
Alison & Alexander Allen · Dan & Jan Barron · Tracey Beckendorf-Edou · Diane & Martin Blake Straub · Letitia Boardman · Reese Bourgeois · Laurie Brenan · Matthew Carlisle · Kelly Craig · Jana Divis · Richard Draves · Elka Erikson · Lachovia Freeland · Amanda Gatlin · Jenny & Bill Goebel · Anne Hessburg · Luke Knutson · Dawn Kranz · Colleen Lindstrom · Kay Lisch · Sabrina McClain · Patti McGaughey · Lauren & Ross Peterson · Carrie Pruitt · Mercy Rome · Hernan Savastano · Todd & Julie Smith · Eric & Emily Stoll · Katie Strahl · Richard Szeliski · Grey Tampa · Heather Tromp · Donna Waidtlow · Matt Ward

In-Kind Donors
A Book for All Seasons · A Paw Above · Alder Photography · Basecamp Cascadia · Beaver Hill Woodcrafters · Beecher Hill House · Blooms ‘n Berries Farm · Blue Spirits Distilling · Bushel and Bee Taproom · Campo Farm and Kitchen · Claire Seaman Photography · Druschke LeatherWorks · Emerald Fox Company · Goose Ridge Estate Winery · Inside & Out · J5 Coffee · Kitchen Shop · La Javelina · La Patisserie Bleue · Leavenworth Boutique · Leavenworth Oil & Vinegar Cellar · Leavenworth Winter Sports Club · Lorrie Tatum · Mana Restaurant · Modern Mountain Creations · Powerful Human · Ravenous Catering · Roots Produce and Flower Farm · Salt and Honey Cooking · Schocolat · Silvara Cellars · The Cheesemonger’s Shop · Tierra Retreat Center · Tommy Bahama Spirits · Usurious Wines · Visconti’s Restaurant

Volunteers
Dea Butcher · Kaylin Bettinger · Tracy Clifford · Anna Dougherty · Julie England · Tabitha Hargrove · Nora Heath · Matt Holland · Alex Huller · Aria Knutson · Blue Knutson · Jeff Layton · Dave Lonack · Mike Miller · Katie Paulson · Ross Peterson · Robbette Schmit · Ilana Zimmerman

Staff
Cali Osborne, Executive Director · Melissa O’Dell, Cashmere Market Manager · Maggie Richter, Leavenworth Market Assistant

Board Members
Lauren Peterson, President · Hernan Savastano, Vice President · Eric Stoll, Secretary · Carrie Pruitt, Treasurer · Ali Allen · Kelsey Gust · Kim Nelson · Hannah Reed · Katie Strahl · Heleene Tambet · Lorrie Tatum
2022 SPONSORS

Special Program Sponsors
Timberwood Construction, Title Market Sponsor
Leavenworth Chamber of Commerce, Music Presenting Sponsor
Rhein Haus, Title Farm to Table Sponsor
The Stoll Group, Farm to Table Sponsor
Eagle Creek Winery, Farm to Table Sponsor
Visconti’s Italian Restaurant, Farm to Table Sponsor
Syndicate Smith, Market Music Sponsor
München Haus, Vendor Support Sponsor
Snowgrass Lodge, Vendor Support Sponsor
Posy Handpicked, Leavenworth Rotating Artisan Booth Sponsor
WaFd Bank, Leavenworth Movie Nights Sponsor
South Restaurants, Kids Education Booth Sponsor
Crunch Pak, Kids Education Booth Sponsor

Platinum Market Sponsors
Berkshire Hathaway Leavenworth Properties
Sulla Vita
Curb Appeal Landscaping
Alpine Group Realty

Gold Market Sponsors
Sleeping Lady Mountain Resort
Love Leavenworth Vacation Rentals

Silver Market Sponsors
Whistlepunk Ice Cream Co.
Bavarian Lodge
Tierra Village
Dan’s Food Market
Cashmere Valley Bank
Gibbs Graphics
Weeds Cafe

Bronze Market Sponsors
Pinedrops Painting · Country Boys BBQ · Oil & Vinegar Cellar · Alpine Fitness
Colchuck Consignment · Mike West Real Estate · A Book for All Seasons
Mountain Home Lodge · Blewett Brewing · Argonaut Coffee & Biscuits