



4 Captain Smith Emerson Rd, Lee, NH 03861  
603-241-4400 · [director@seacoateatlocal.org](mailto:director@seacoateatlocal.org)

July 24, 2023

Dear Members of the Human Services and Budget Recommendations Committees,

This letter is to formally request funds from the Town of Exeter to support the SNAP (EBT/food stamp) incentive program. Seacoast Eat Local (SEL) is a registered 501(c)3 non-profit organization serving Rockingham, Strafford, and York Counties. Our mission is to cultivate a thriving food economy by building bridges between regional food producers and consumers. In dedication to this mission, we operate four primary programs: Farmers' Markets, the Seacoast Harvest Local Food Guide, SNAP/EBT and incentives services, and consumer education programs.

Throughout the past year, our organization encountered challenges in operating the Exeter Farmers' Market due to restricted use of space resulting from the construction project on Swasey Parkway. Despite these limitations, we are proud to share that we were still able to maintain the SNAP program at the same scale, ensuring that SNAP recipients in the community had continued access to fresh, locally-produced foods. Additionally, the conclusion of the Emergency Allotments (EAs) from the pandemic has had a significant impact on many families in the region, resulting in reduced SNAP benefits or loss of benefits altogether. This has further emphasized the importance of our SNAP program and the need for continued support to bridge the gap for low-income households in our community.

I am pleased to inform you that our SNAP program achieved remarkable milestones over the past year. We witnessed all-time highs in dollars spent by SNAP recipients, illustrating the program's effectiveness in supporting the local food economy while addressing food insecurity. Moreover, there was a notable increase in the number of SNAP recipients utilizing their benefits to purchase Community Supported Agriculture (CSA) shares, fostering a direct relationship between local farmers and families in need. Given the continued high level of demand for our SNAP program and its proven impact on the community, we are seeking the Town of Exeter's continued partnership in providing financial support to sustain and expand this vital initiative. The funds will not only enable us to continue the incentives for SNAP beneficiaries but also help us address the evolving needs and challenges faced by our community.

I want to express our sincere gratitude to the Exeter Human Services and Budget Recommendation Committees and their dedicated members for considering our application. Seacoast Eat Local remains committed to fostering positive change and building stronger relationships within the Town of Exeter. We look forward to another year of impactful service and collaboration with the community.

In food and community,

A handwritten signature in black ink, appearing to read "Shawn", written in a cursive style.

Shawn Menard, Executive Director



TOWN OF EXETER, NEW HAMPSHIRE  
HUMAN SERVICES  
FY 2024

Organization's Name: Seacoast Eat Local Year Founded: 2006  
 Address: 4 Captain Smith Emerson Rd Lee, NH 03861  
 Executive Director/ Board Chair: Shawn Menard / Eleanor Kane Tax ID Number: 45-2547575  
 Applicant Contact: Shawn Menard Email: director@seacoasteatlocal.org  
 Address: Same as above Phone: 603-241-4400

Organization's Mission Statement and Statement of Grant Purpose (e.g. This grant will be used...):

Seacoast Eat Local cultivates a thriving food economy by building bridges between regional food producers and consumers. This grant will be used to support the operation of our SNAP (food stamp) and matching incentive program at farmers markets and farm stands.

Brief Detailed description of how the money will be specifically utilized for Exeter residents:

Funds will be used to directly support operation of our SNAP + Incentive program which is available to Exeter residents during the 24-week summer farmers' market season as well as our 14 winter markets. We also provide SNAP services to Exeter residents at several farm stands including Heron Pond farm in South Hampton and Vernon Family Farm in Newfields.

% of overall services that goes to Exeter residents: 20% of SNAP and farmers markets  
 # of Exeter residents served: 75-100

List all geographic area(s) served by organization: Rockingham county Strafford county  
York county

Total Municipal Contributions in 2023: \$ 5,674 cash  
\$ 4,400 in-kind

List each town that contributes and the amount received:

Exeter: \$1,500 Dover: \$1,800 (in-kind) State of NH (8500)  
 Durham: \$500 Portsmouth: \$2,600 (in-kind) Rochester \$3,174

Organization's total projected budget for FY 2024: \$ 463,109

Amount Requested: \$ 1,500

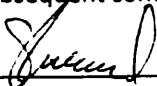
**Additional Information Required:**

Please supply the following items for a complete application to be considered:

1. Provide a narrative, not to exceed two pages in size 12 font
  - a) Organization's overview
  - b) Program changes and/ or highlights from the past year
  
2. FY23 funded organizations must submit a brief summary of how those funds were used to support Exeter residents
  - a) If your organization is requesting an increase in funding for FY24, submit justification of increased need
  
3. Complete financial statements
  - a) Operating budget
  - b) Balance sheet

I certify to the best of my knowledge that the information in this proposal reflects accurate data concerning need and estimates of planned/delivered services. The proposal was considered and approved for submission by the agency Board of Directors on 6/26/23 (date).

By signing this application, the undersigned offers and agrees, if the proposal is accepted, to furnish items or services that is quoted. This agreement is subject to final negotiation and acceptance by the Select Board and the Budget Review Committee and subsequent contract award.

Director's (or Designee) Signature:  Date: 7/24/23

Submit no later than July 30, 2023:

Town of Exeter  
Town Manager  
10 Front Street  
Exeter, NH 03833

**Town of Exeter Human Services Funding  
Annual Spending Summary  
Seacoast Eat Local: Fiscal Year 2023**

For our fiscal year 2023, Seacoast Eat Local was awarded \$1,500 from the Town of Exeter to support our SNAP and Incentive program at farmers' markets and farm stands. A fundamental right that all Exeter residents should have access to is enough fresh local food. Low-income families can have such access thanks to our SNAP services, which is partially funded by this grant.

In total, \$19,005 in SNAP benefits and incentives were spent at Exeter farmers' markets (both summer and winter) by market shoppers. This extra income for Exeter's farmers' markets is a crucial portion of all spending and keeps Exeter a desirable location for farms and regional food vendors to vend. Additionally increasing sales at farmers' markets, Seacoast Eat Local offers customers the option to pay with credit and debit cards for all market vendors.

We had about 50 Exeter residents with SNAP shop at a minimum of one farmers' market during the year, with at least 25 others shopping at a farm stand. It is important for us to make the local food system accessible to people of all income levels. The SNAP program is our most significant project that enables us to do so, with Exeter being one of the most popular locations for participation in our region.

Overall, our SNAP program had another great year in 2023. We are excited to extend our offerings at the Exeter Farmers' Market in the coming year, and we hope that residents will find it a fun and inviting place to spend time and learn everything there is to know about local food in the area.

**Seacoast Eat Local**  
**Statement of Financial Position**  
As of June 30, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
CD	76,015.41
Checking - Operating	5,213.42
Checking - Program	799.99
Money Market	72,606.72
PayPal	2,288.64
Petty Cash	673.00
<b>Total Bank Accounts</b>	<b>\$157,597.18</b>
Accounts Receivable	
Accounts Receivable (A/R)	22,591.50
<b>Total Accounts Receivable</b>	<b>\$22,591.50</b>
Other Current Assets	
Prepaid Insurance	0.00
Uncategorized Asset	0.00
Undeposited Funds	-55.00
<b>Total Other Current Assets</b>	<b>\$ -55.00</b>
<b>Total Current Assets</b>	<b>\$180,133.68</b>
Fixed Assets	
Accumulated Depreciation	-86,185.00
Cooler	0.00
Farmers' Market Vehicle	30,000.00
Mobile Market Van	80,045.00
Solar Project	7,673.00
<b>Total Fixed Assets</b>	<b>\$31,533.00</b>
Other Assets	
Security Deposits	2,000.00
<b>Total Other Assets</b>	<b>\$2,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$213,666.68</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	4,536.11
<b>Total Accounts Payable</b>	<b>\$4,536.11</b>
Credit Cards	
Staff Credit Cards	1,529.88

**Seacoast Eat Local**  
**Statement of Financial Position**  
As of June 30, 2023

	TOTAL
<b>Total Credit Cards</b>	<b>\$1,529.88</b>
Other Current Liabilities	
Accrued Liabilities	0.00
Payroll Liabilities	
Federal Tax Payable	3,938.02
NH SUI Payable	255.27
<b>Total Payroll Liabilities</b>	<b>4,193.29</b>
Refundable Advance	0.00
Token Liability	63.00
Cooking Matters Tokens	0.00
Debit Tokens	15,163.19
Gather Tokens	0.00
SNAP Tokens	11,053.00
WISE Vouchers	99.00
<b>Total Token Liability</b>	<b>26,378.19</b>
Unearned Revenue	0.00
Westwick Farming Fiscal Sponsorship	0.00
<b>Total Other Current Liabilities</b>	<b>\$30,571.48</b>
<b>Total Current Liabilities</b>	<b>\$36,637.47</b>
Long-Term Liabilities	
Auto Loan - ServiceCU	28,968.76
<b>Total Long-Term Liabilities</b>	<b>\$28,968.76</b>
<b>Total Liabilities</b>	<b>\$65,606.23</b>
Equity	
Net Assets	
General Fund	0.00
Seacoast Harvest	0.00
SNAP	0.00
Winters Farmer's Market	0.00
<b>Total Net Assets</b>	<b>0.00</b>
Opening Balance Equity	0.00
Retained Earnings	222,215.05
Net Revenue	-74,154.60
<b>Total Equity</b>	<b>\$148,060.45</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$213,666.68</b>



**Seacoast Eat Local Budget for Fiscal Year 2024**

July 1 2023 - June 30 2024

	General Fund	Education	Seacoast Harvest	SNAP	Summer Market	Winter Market	Total
Equipment Purchase & Rental	1,000.00	500.00					1,500.00
Fuel & Parking		500.00			600.00		1,100.00
Rent & Utilities	24,000.00				2,100.00	5,700.00	31,800.00
Vehicle Maintenance		750.00			500.00		1,250.00
<b>Total Facilities and Equipment</b>	<b>\$ 25,000.00</b>	<b>\$ 1,750.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 3,200.00</b>	<b>\$ 5,700.00</b>	<b>\$ 35,650.00</b>
<b>Food &amp; Products</b>							0.00
Food Donation Purchases		15,000.00					15,000.00
Inventory Purchases		1,500.00			1,000.00	1,000.00	3,500.00
Market Match				43,000.00			43,000.00
<b>Total Food &amp; Products</b>	<b>\$ 0.00</b>	<b>\$ 16,500.00</b>	<b>\$ 0.00</b>	<b>\$ 43,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 1,000.00</b>	<b>\$ 61,500.00</b>
Insurance - Liability, D&O, Auto	2,400.00	1,950.00					4,350.00
<b>Operations</b>							0.00
In Kind Goods & Services							0.00
Membership Fees	1,100.00						1,100.00
Postage, Mailing Service	400.00		150.00				550.00
Printing and Signage	500.00	100.00	15,000.00	300.00	300.00	400.00	16,600.00
Supplies	1,300.00	100.00		300.00	500.00	400.00	2,600.00
Telecommunications							0.00
Database service	2,380.00				1,650.00	1,650.00	5,680.00
Email & Phone service	1,020.00						1,020.00
Terminal Data Fees				1,800.00			1,800.00
Website hosting & domains	6,200.00		1,800.00				8,000.00
<b>Total Telecommunications</b>	<b>\$ 9,600.00</b>	<b>\$ 0.00</b>	<b>\$ 1,800.00</b>	<b>\$ 1,800.00</b>	<b>\$ 1,650.00</b>	<b>\$ 1,650.00</b>	<b>\$ 16,500.00</b>
<b>Total Operations</b>	<b>\$ 12,900.00</b>	<b>\$ 200.00</b>	<b>\$ 16,950.00</b>	<b>\$ 2,400.00</b>	<b>\$ 2,450.00</b>	<b>\$ 2,450.00</b>	<b>\$ 37,350.00</b>
<b>Payroll Expenses</b>							0.00
Health Insurance	19,000.00						19,000.00
Mileage & Travel	2,000.00						2,000.00
Other Benefits	6,605.92						6,605.92
Payroll Services	2,000.00						2,000.00
Payroll Tax Expense	6,736.80	4,048.83	988.31	1,791.88	3,410.75	1,912.20	18,888.76
State Unemployment Tax	1,500.00						1,500.00
<b>Total Payroll Tax Expense</b>	<b>\$ 8,236.80</b>	<b>\$ 4,048.83</b>	<b>\$ 988.31</b>	<b>\$ 1,791.88</b>	<b>\$ 3,410.75</b>	<b>\$ 1,912.20</b>	<b>\$ 20,388.76</b>
Short Term Disability Insurance	800.00						800.00
<b>Wages</b>							0.00
Staff Wages	81,658.20	49,076.69	11,979.50	21,719.75	41,342.41	23,178.16	228,954.70
<b>Total Wages</b>	<b>\$ 81,658.20</b>	<b>\$ 49,076.69</b>	<b>\$ 11,979.50</b>	<b>\$ 21,719.75</b>	<b>\$ 41,342.41</b>	<b>\$ 23,178.16</b>	<b>\$ 228,954.70</b>
Workman's Comp.	550.00						550.00
<b>Total Payroll Expenses</b>	<b>\$ 120,850.92</b>	<b>\$ 53,125.52</b>	<b>\$ 12,967.81</b>	<b>\$ 23,511.63</b>	<b>\$ 44,753.15</b>	<b>\$ 25,090.35</b>	<b>\$ 280,299.38</b>
<b>Total Expenses</b>	<b>\$ 184,285.92</b>	<b>\$ 73,750.52</b>	<b>\$ 29,967.81</b>	<b>\$ 69,461.63</b>	<b>\$ 68,603.15</b>	<b>\$ 37,040.35</b>	<b>\$ 463,109.38</b>
<b>Net Operating Income</b>	<b>-\$ 1,785.92</b>	<b>\$ 1,249.48</b>	<b>\$ 32.19</b>	<b>\$ 388.37</b>	<b>\$ 396.85</b>	<b>\$ 959.65</b>	<b>\$ 1,240.62</b>
<b>Other Income</b>							0.00
Interest earned	6,000.00						6,000.00
<b>Total Other Income</b>	<b>\$ 6,000.00</b>						<b>\$ 6,000.00</b>
<b>Net Other Income</b>	<b>\$ 6,000.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 6,000.00</b>
<b>Net Income</b>	<b>\$ 4,214.08</b>	<b>\$ 1,249.48</b>	<b>\$ 32.19</b>	<b>\$ 388.37</b>	<b>\$ 396.85</b>	<b>\$ 959.65</b>	<b>\$ 7,240.62</b>