

Ludlow Market Day

An Initiative to Start an Event that Promotes Community Unity and Fosters Children's
Self-Expression and Creativity



Written on behalf of the Portuguese Community Cultural Association and the Friends of the
Ludlow Public Library

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December 16, 2022

Community Foundation of Western Massachusetts
333 Bridge Street
Springfield, MA 01103

Dear Board of Trustees Members,

In this document you will find a formal application for your organization, the Community Foundation of Western Massachusetts, in regards to a Market Day in the town of Ludlow, Massachusetts. Ludlow Market Day will combine a farmer's market with vendors, artistic showcases, and educational outreach from the Ludlow Hubbard Memorial Library and Ludlow Public Schools. It will also present a celebration for those of Portuguese heritage since the town is predominantly made of Portuguese immigrants. This would be an opportunity for the town to come together in a way that will attract people of all ages while simultaneously supporting children's creativity and self-expression by showcasing a local community of books, art, and homegrown produce.

We are seeking \$95,000 based on an unexpected budget of \$91,098 for wages for personnel, equipment and supplies, food and refreshments, and entertainment. The proposal includes information on our values, objectives, budgeting, and how this event will work to create a deeper community change than other events.

Ludlow Market Day strives to be a way for community members to connect on a weekly basis, giving them the opportunity to support one another and show the importance that a community of local arts holds in relation to children's self-identity and expression. There are currently no farmers' markets in Ludlow and no events in Ludlow that the community can look forward to each week outside of school and sporting events. With recent conflicts and a decline in event attendance, Ludlow Market Day is just what the community needs to come together and celebrate their culture.

If you have any further questions regarding the proposed event or are interested in arranging a meeting about funding, do not hesitate to contact the email or mailing address listed above.

Sincerely,
Lauren Saloio

Table of Contents

Statement of Need.....	4
Statement of Request.....	8
Description of Proposed Event.....	9
<i>i. Available Facilities.....</i>	10
<i>ii. Qualifications of personnel.....</i>	11
Budget.....	13
<i>i. Pay incentives for personnel.....</i>	13
<i>ii. Equipment and supplies.....</i>	14
<i>iii. Food and refreshments.....</i>	15
<i>iv. Entertainment.....</i>	16
Summary.....	17
<i>i. Difference and benefits.....</i>	17
Bibliography.....	18
Image Credits	20

STATEMENT OF NEED

The proposed event, Ludlow Market Day, would provide the members of the community with a way to come together, build connections, and support children's creativity and self-expression by showcasing a local community of books, art, and homegrown produce. It will also present a celebration for those of Portuguese heritage since there are a large number of Portuguese immigrants in Ludlow. Already, the Portuguese community has positively influenced the town throughout its history; as of 2010, Portuguese Americans make up 21% of the town's population¹, and according to "A Brief History of Ludlow, Massachusetts," Portuguese Americans "have had a significant impact on the community, especially with their annual carnival hosted at the Our Lady of Fatima parish"². While the annual carnival, the Portuguese "Festa," is a popular event that people of all towns attend for carnival rides, a candlelight procession, and food, Ludlow Market Day would be focused on promoting local businesses, produce, artists, authors, and library services.



Portuguese "Festa" in Ludlow.

Ludlow also puts on an event called "Celebrate Ludlow," which only happens once a year. Even with its usual popularity, recent years have shown the general decline in excitement surrounding the event. When considering the request for a change of venue and date, board member Derek DeBarge explains that "the numbers have been down, the expenditures have been up," and the

¹ "Ludlow, Massachusetts." Wikipedia, Wikimedia Foundation, 3 Nov. 2022, https://en.wikipedia.org/wiki/Ludlow,_Massachusetts#cite_note-22.

² "A Brief History of Ludlow, Massachusetts." Ludlow Master Plan, <http://ludlow.ma.us/masterplan/html/history.html>.

change “might be a good test to see where it’s going in the future”³. Celebrate Ludlow has been quite popular in the past, but its attendees are becoming limited to those community members that are already involved with the community’s organizations, nonprofits, and public schools. According to those in charge of Celebrate Ludlow, its “purpose is to celebrate our towns awesome nonprofits,” which is extremely beneficial to those involved, but does not always pull in other community members that are less involved⁴. Although changing the venue and date can be beneficial in some ways, that change in and of itself is not enough to revive the popularity of Celebrate Ludlow. In order to keep up with a fast paced and ever changing world, the town needs to prepare for the future and look towards appealing to the newer generations of community members and children that are seeking an outlet for their creativity.



The most recent Celebrate Ludlow event, October 2022.

Unlike existing community events, this event would recur weekly as most farmers’ markets do. Giving community members a consistent event to look forward to every week for the first time provides a new opportunity to foster positive relationships with each other while simultaneously encouraging healthy and self-expressive habits amongst the younger generations of Ludlow. Recently, there has been controversy and conflict surrounding books in the Ludlow middle school library that parents have deemed too inappropriate to be allowed in the public school’s library. Community members have disagreed about the level of censorship that the Ludlow

³ Hackett, Dennis. “Selectmen Discuss Return of Celebrate Ludlow.” *Reminder Publications*, Reminder Publications, 25 Apr. 2022, <https://www.thereminder.com/localnews/ludlow/selectmen-discuss-return-of-celebrate-ludlow/>.

⁴ “Celebrate Ludlow.” *Facebook*, 16 Oct. 2022, <https://www.facebook.com/CelebrateLudlow/>.

Middle School Library has, which has raised other controversies throughout the town. Sex educator Cory Silverberg's comic-style book "Sex is a Funny Word" has won awards in the U.S. and Canada and has received praise in Publishers Weekly, Kirkus Reviews and the School Library Journal, but has also caused an ongoing controversy throughout the Ludlow school district. While some parents think their "kids are being poisoned with this stuff," superintendent Todd Gazda explains that the illustrations "are anatomically correct" and that "there are also discussions about negative, private touching, which is a very important lesson these kids should learn"⁵. Gazda also explains that this controversy has "escalated beyond a discussion of instructional materials to personal attacks against members of our staff, particularly online through social media," and makes a point to bring attention to the fact that "This is not the first time individuals have posted disparaging comments about our staff online. It is, however, one of the most egregious examples that has happened in quite some time"⁶. While this controversy has since then calmed down in most ways, the disconnect within the community is not as easily solved, and the conflict itself unfortunately stimulates negative connotations related to the use of libraries for children. Ludlow Market Day would help to bring the importance of libraries back to life for a diverse community of children that deserve the highest quality of education and care.

Ludlow Market Day would bring the community together and help families build and reinforce traditions that will continue for generations. Despite the benefits of having a farmers' market and the fact that many surrounding towns have them, Ludlow does not have any type of farmers' market event. Kevin Roth, Ph.D., NRPA's Vice President of Professional Development, Research and Technology, states that "Farmers markets are a staple in many communities throughout the United States" and that they "support the local economy, bring



⁵ Barry, Stephanie. "'Sex Is a Funny Word' among Titles Causing Controversy over Books at Ludlow Middle School Library." Masslive, 28 Feb. 2020, <https://www.masslive.com/news/2020/02/sex-is-a-funny-word-among-titles-causing-controversy-over-books-at-ludlow-middle-school-library.html>.

⁶ "Puberty Book in Ludlow Middle School Causing Controversy among Parents, Administration." 22 News WWLP, 22 News, 27 Feb. 2020, <https://www.wwlp.com/news/local-news/hampden-county/puberty-book-in-ludlow-middle-school-causing-controversy-among-parents-administration/>.

the community together and help families build and reinforce traditions based on healthy living in the heart of their cities, towns or counties”⁷. Having an event centered around a local farmers’ market would not only pull in younger generations of community members, but it would also foster this environment of connection and local support. The addition of creative energy through library outreach, live music, and guest artists and authors serves as a way to bring back the value in community engagement and coming together over books and creative expression rather than conflict and controversy.

⁷ Roth, Kevin. “Connecting Communities through Farmers Markets: Research: Parks and Recreation Magazine: NRPA.” National Recreation and Park Association, 5 June 2019, <https://www.nrpa.org/parks-recreation-magazine/2019/june/connecting-communities-through-farmers-markets/>.

STATEMENT OF REQUEST

On behalf of the Portuguese Community Cultural Association and the Friends of the Ludlow Public Library, the purpose of this project is to create an event in Ludlow that promotes community unity and supports children's creativity and self-expression. Ludlow Market Day would be a way for members of the community to come together, build connections, and support children's creativity and self-expression by showcasing a local community of books, art, and homegrown produce. It will present a celebration for those of Portuguese heritage, and encourage the many Portuguese immigrants in Ludlow to showcase their farms and foods. The event is aimed towards all community members and their families. Ludlow Market Day would recur weekly, giving community members a consistent opportunity to come together in a way that they have not had the opportunity to in the past.

In order to make this event a reality, we would like to request a grant of \$95,000 from the Community Foundation of Western Massachusetts. According to your approach on supporting nonprofits, the Community Foundation of Western Massachusetts prioritizes issues that are most important to this project, such as "a strong start for all children through high-quality early education and care" and "a vibrant local arts and creativity ecosystem to support self-expression, economic vitality, and connection"⁸. Ludlow Market Day will provide a way to be self-expressive, to explore one's literacy as a child, connect with the community, and participate in an environment that fosters local arts and creativity. This event will also enormously benefit the community of local farmers in Ludlow that are not as supported on a regular basis, and will teach younger generations the importance of buying local. With your support, Ludlow Market Day hopes to encourage creative education and reinforce a connected community that supports their local neighbors regularly.

⁸ "Nonprofits." Community Foundation of Western Massachusetts, 11 May 2022, <https://communityfoundation.org/nonprofits/>.

DESCRIPTION OF PROPOSED EVENT

Ludlow Market Day would be primarily a way for members of the community to connect, showcase their work, and encourage the younger generations of children in the community to foster their self-expression, creativity, and to eventually add to the local community in a positive way. The event would follow the style and schedule of a weekly farmers' market, occurring on Saturday's from 8:00am to 2:00pm. Vendors would consist of local produce farmers and small businesses that we would recruit through creating a website, fliers, and a social media account. We would invite guest speakers, such as local authors and artists, to showcase and speak about their work. There would also be live music on specific days that live bands are able to play on.

We would also invite town employees, such as librarians and teachers representing Art, Music, and the Portuguese Club. Additionally, students in any of the Ludlow Public Schools would be invited to participate and showcase their work, or volunteer to help coordinate and put on the event. We would invite librarians from the Ludlow Public Schools and the Hubbard Memorial Library to attend as well in order to spread information about how to use the library, and even present some of the best-selling books available to borrow. Not only would this be a great way for children in the Ludlow community to become comfortable with their creative identities, but it would also encourage highschool students to become more involved with the community and begin networking with important people for their futures.

Ludlow Market Day will include a special celebration of Portuguese immigrants and their families that are a part of the community. This special celebration will inspire the older generations of Portuguese immigrant farmers to participate in Ludlow Market Day and celebrate their culture in ways that are only usually provided at the annual Portuguese Festival. Through the marketing process, I would be sure to instruct and encourage how potential vendors can be present and prepared for Opening Day. This will be especially important for the older generations of Portuguese families and immigrants who often have their own farm full of fresh produce, but are not familiar with the rules and regulations that the town requires. By marketing these instructions and encouragement upfront, it may inspire those that are unfamiliar with it to be more comfortable with being a vendor for the first time. The teachers or student members of

the Portuguese Club would be invited as paid volunteers to assist older generations of Portuguese farmers and reinforce the Portuguese culture in our community by cooking or baking traditional Portuguese foods. These traditional Portuguese foods would be distributed out for free at Ludlow Market Day with an opportunity for donations.

The success of Ludlow Market Day will be measured by its ability to bring the town together through an opportunity to consistently engage with the community and support each other's hobbies, creativity, self-expression, professions, and culture. The recent lack of connection and event attendance in Ludlow calls for something new and effective, and this event would be a great start. The primary way to measure the success of this project would be to keep track of attendance and engagement, social media popularity, donations, and the profits made by vendors over the span of a year.

i. Available Facilities

There are a few locations for Ludlow Market Day that are spacious enough and convenient. Both the Ludlow Memorial Park and the Ludlow Fish and Game Club are openly available and commonly used for town events. The preferred space that would be used for Ludlow Market Day would be the Ludlow Memorial Park due to its location in relation to the town. While there is no specific fee for hosting an event



Ludlow Memorial Park (Gazebo Area)

at the Ludlow Memorial Park, there is a \$50 Entertainment fee that would be submitted to the Ludlow Board of Selectman annually after being accepted to receive an Entertainment license⁹. Ludlow Memorial Park is close to a main road where cars can drive by and see the event from. It is also centrally located near the Ludlow Hubbard Memorial Library, the Post Office, the Ludlow Mills, Iron Duke, and more.

⁹ "Permits & Applications." *Permits & Applications* | Ludlow, MA, <https://www.ludlow.ma.us/285/Permits-Applications>.

ii. Qualifications of personnel

The most critical component of Ludlow Market Day is the people that would be involved. In correspondence with the main purpose of encouraging community unity and fostering younger generations of community members to become comfortable with being self-expressive and creative, this event would prioritize recruiting members of the community to participate or volunteer at Ludlow Market Day.

I (Lauren Saloio) plan to be the event coordinator and technical writer for marketing purposes. With my background as an English major in the Professional Writing and Technical Communication certificate program at the University of Massachusetts Amherst, I am well versed in how to write clearly and concisely for a specific audience and purpose. My job will be to create fliers, banners or posters, a website, and a social media account dedicated to spreading awareness and information about Ludlow Market Day.

Local vendors in Ludlow consist of farmers, florists, bakeries, designers, jewelers, and other small businesses. Some examples of more well known businesses in Ludlow that would be invited as vendors are:

- Randall's Farm and Greenhouse
- East Street Coffee Company
- Iron Duke Brewing
- Ludlow Central Bakery
- So Cool Gifts and Accessories
- Heavenly Inspirations Flowers and Gifts

Other vendors will include those small or large scale farmers that would like to sell their fresh produce. The farmers will be recruited through multiple marketing methods, such as fliers, social media, and a website. I plan to instruct and encourage those members of the community that own a small backyard farm on how they can be present and prepared as a vendor on Opening Day so that those farmers that are unfamiliar with the process find it less daunting. I will also be sure to inform farmers that they are allowed to "sell their fruits, vegetables or other farm products raised

or produced by them or their family at farmers markets without obtaining a hawkers' or peddlers' license” under the Massachusetts General Law Chapter 101, Section 15¹⁰.

Local Western Massachusetts authors and artists would be invited through marketing services as well. Some examples of authors are Jane Yolen and her daughter Heidi Stemple, who are personal friends and best-selling children’s book authors. Other local authors that could be invited include¹¹:

- Jennifer Rosner
- Ellen Meeropol
- Emily Arsenault
- J. A. McIntosh
- Julia McKenzie Munemo
- Lesléa Newman and Tracy Nishimura Bishop

In a similar fashion, local artists and art galleries would be contacted with invitations to attend Ludlow Market Day as guests. For both authors and artists, we would offer an appropriate wage for their time spent at the event.

Town employees, such as teachers and librarians, both have the expertise to be involved in Ludlow Market Day. Teachers will be invited to help set up the events and recruit their students to be paid volunteers. Librarians of the public schools and the public library will be invited to discuss how their libraries work, signing up for a library card, and what some of their favorite available library books are.

¹⁰ “A Guide to Selling at Farmers' Markets.” *Mass.gov*, Massachusetts Department of Agricultural Resources, <https://www.mass.gov/guides/a-guide-to-selling-at-farmers-markets>.

¹¹ Filson, Beth. “Western Mass Shines with Local Authors .” *Book Moon*, <https://bookshop.org/lists/western-mass-shines-with-local-authors>.

BUDGET

The approximated total budget for the first year of this event would be \$91,098. This includes pay incentives for the large personnel involved in Ludlow Market Day, equipment and supplies, food and refreshments, and entertainment. Although there may be more unexpected expenses along the way, and the hopeful prospect of many years of Ludlow Market Day to follow, this budget would be the perfect initiative we need to jump start this event.

i. Pay incentives for personnel

Rather than making vendors pay extra to rent out a stand like most farmers' markets do and lose out on potential community members, funds will go towards a pay incentive for vendors to take part in Ludlow Market Day. This pay incentive will also go to town employees and paid volunteers that come to represent the public schools, public library, Portuguese club, and our organizations. Additionally, the funding will offer a pay incentive to local artists and authors that we invite on a weekly basis to come participate in the event. The schedule of Ludlow Market Day would demand that vendors be available to work on Saturdays, from 8:00am to 2:00pm.

Since vendors will most likely be making a profit from this event, their pay incentive would be a one-time payment of \$200 for the first weekend that they agree to participate in. For an estimate of 10 vendors recruited to the farmers' market, we would need a one-time total amount of \$2,000.

We also need to pay town employees, such as public school teachers, librarians, and members of the Ludlow High School's Portuguese Club. In correspondence with a teacher's average hourly wage of \$27 per hour, we would need a salary amount of \$7,020 for each teacher that is working 5 hours a week for a whole year at Ludlow Market Day¹². If we have a total of three teachers representing Art, Music, and the Portuguese Club, then we would need a total of \$21,060 for one year.

¹² "Hourly Wage for Public School Teacher." *Salary.com*, <https://www.salary.com/research/salary/benchmark/public-school-teacher-hourly-wages>.

In correspondence with a librarian's average hourly wage of \$33 per hour, we would need a salary amount of \$8,580 for each librarian that is working 5 hours a week for a whole year¹³. If we have a total of three librarians, one from the Ludlow Hubbard Memorial Library, Ludlow Public High School, and Paul R. Baird Middle School, then we would need a total of \$25,740 for one year.

For paid volunteers—such as members of our nonprofits, students, and parents that choose to help—we would pay \$15.00 which is the minimum wage that is effective on January 1, 2023¹⁴. If a volunteer is working five hours a week for one year, this would amount to a salary of \$741. For an estimated amount of 15 volunteers, we would need a total of \$11,115 for one year.

For artists in Massachusetts, the average hourly wage is about \$25 an hour¹⁵, and for authors in Massachusetts, the average hourly wage is about \$38 per hour¹⁶. If we invite a local author or artist to attend Ludlow Market Day about 50% of the time, or 26 days throughout the year, then that would total up to 130 hours of work. If we were to then split these hours evenly between artists and authors, assuming that we would invite about an even amount of artists and authors, this would amount to a yearly amount of \$1,625 for artists and \$2,470 for authors. In total, we would need an amount of \$4,095 for one year of inviting local artists and authors.

ii. Equipment and supplies

For 10 vendors, we would need to purchase 10 tables (about \$171 each)¹⁷ and 10 table top canopies (about \$366 each)¹⁸, which would amount to about \$5,370 total. We would also provide the 10 vendors with chairs (\$26 each)¹⁹, which would cost about \$260.

¹³ "Hourly Wage for Librarian." *Salary.com*, <https://www.salary.com/research/salary/benchmark/librarian-hourly-wages>.

¹⁴ "Massachusetts Law about Minimum Wage." *Mass.gov*, Trial Court Law Libraries, <https://www.mass.gov/info-details/massachusetts-law-about-minimum-wage>.

¹⁵ "Artist Salary in Massachusetts." *Indeed*, <https://www.indeed.com/career/artist/salaries/MA>.

¹⁶ "Author Salary in Massachusetts." *CareerExplorer*, 14 Nov. 2019, <https://www.careerexplorer.com/careers/author/salary/massachusetts/>.

¹⁷ "8' Folding Table - White." *Displays2go*, <https://www.displays2go.com/P-12844/Folding-Table-8ft-Long-Collapsible-Legs?st=Category&sid=28774>.

¹⁸ "Table Top Canopy for Outdoor and Indoor Use w/ Portable Design & Carrying Case - Blue." *Displays2go*, <https://www.displays2go.com/M-806/Table-Top-Canopy-Aluminum-Frame-Polyester-Fabric-Awning-Suitable-Outdoor-Use?variantId=53969&st=Category&sid=27456>.

¹⁹ "HDX Earth Tan Plastic Seat Outdoor Safe Folding Chair CH174207." *The Home Depot*, <https://www.homedepot.com/p/HDX-Earth-Tan-Plastic-Seat-Outdoor-Safe-Folding-Chair-CH174207/300024531>.

If Ludlow Market Day would take place at the Ludlow Memorial Park, there are already some seating areas that would be an available area for food, refreshments, and stations for town employees, guest authors, and guest artists. To account for the possibility of needing more space at Memorial Park, we would aim to provide around five tents (\$538 each)²⁰, which would amount to about \$2,690 total. We would also provide around five more tables (about \$171 each)²¹ and 10 more chairs (\$26 each)²², which would cost a total of \$1,115.

For arts and crafts stations for kids, we would need around \$5 for paper²³, about \$8 for crayons²⁴, and about \$40 for an arts and crafts set²⁵. This totals to \$53.

iii. Food and refreshments

For an opening event, we would invite Iron Duke Brewing in Ludlow to provide food through their food truck, which would cost approximately \$6,750 in consideration of a price by person cost for an estimated amount of 300 people²⁶. We would also invite East Street Coffee Company to cater their coffee and breakfast items which would cost approximately \$3,000 in consideration of a price by person cost for an estimated amount of 300 people. The total cost for food and refreshments on Opening Day would be approximately \$9,750.

²⁰ “10 x 10 Outdoor and Indoor Canopy Tent, Pop up, Steel – White.” *Displays2go*, <https://www.displays2go.com/P-54091/10-x-10-White-Pop-Up-Tent-Hand-Crank-Height-Adjustable-Frame>.

²¹ “8' Folding Table - White.” *Displays2go*, <https://www.displays2go.com/P-12844/Folding-Table-8ft-Long-Collapsible-Legs?st=Category&sid=28774>.

²² “HDX Earth Tan Plastic Seat Outdoor Safe Folding Chair CH174207.” *The Home Depot*, <https://www.homedepot.com/p/HDX-Earth-Tan-Plastic-Seat-Outdoor-Safe-Folding-Chair-CH174207/300024531>.

²³ “Amazon.com: School Smart Newsprint Drawing Paper, 30 Lb, 24 x 36 Inches ...” *Amazon*, <https://www.amazon.com/School-Smart-Newsprint-Drawing-Inches/dp/B0042SYRDC>.

²⁴ “Crayola 120ct Crayon Set with Crayon Sharpener.” *Target*, https://www.target.com/p/crayola-120ct-crayon-set-with-crayon-sharpener/-/A-14089629?ref=tgt_adv_XS000000&AFID=google_pla_df&fndsrc=tgtao&DFA=71700000012806747&CPNG=PLA_Seasonal%2BShopping_Local%7CSeasonal_Ecomm_Home&adgroup=SC_Seasonal_School%2B%26%2BArt%2BSupplies&LID=700000001170770pgs&LNM=PRODUCT_GROUP&network=g&device=c&location=9001635&targetid=pla-1576404032626&ds_rl=1247068&gclid=Cj0KCQiA4uCcBhDdARIsAH5jyUmKWysB3z7c4iLuewxv9YffabFWKNtLNz6edhzB325wf7xrXymsNiUaAs5KEALw_wcB&gclsrc=aw.ds.

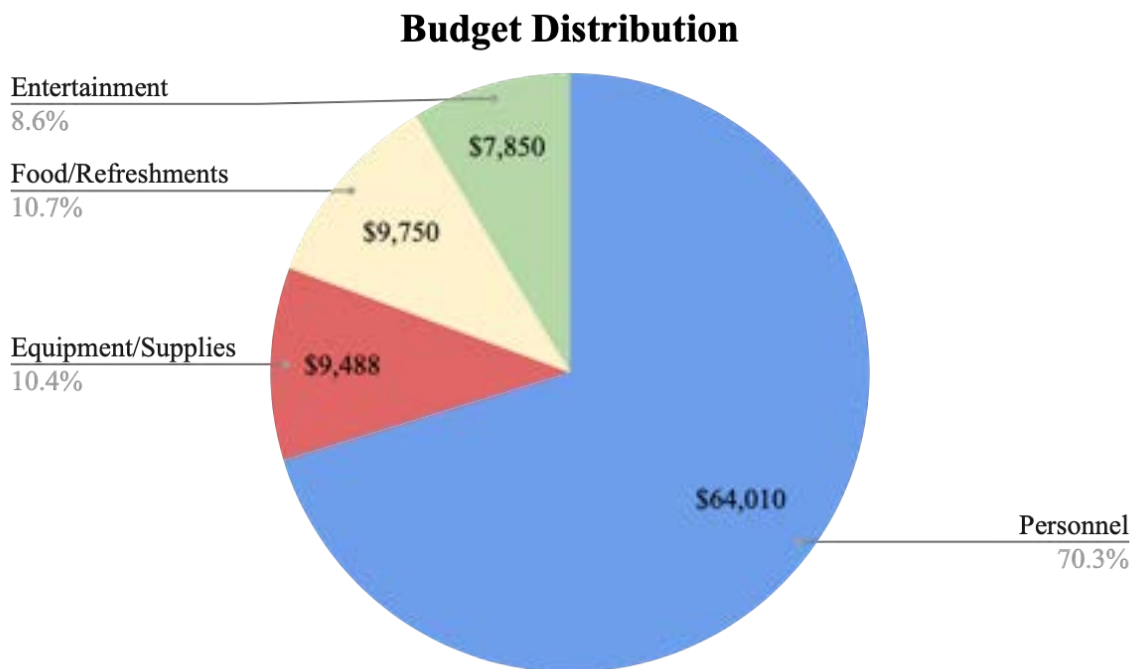
²⁵ “Kid Made Modern Arts and Crafts Supply Library.” *CAMP*, https://camp.com/products/kid-made-modern-arts-and-crafts-supply-library-1?variant=41177013420186&cy=USD&tw_source=google&tw_adid=562486143596&tw_campaign=15292320441&gclid=Cj0KCQiA4uCcBhDdARIsAH5jyUm9lh0WtYZWnYSAL9tRQxxVmJZ-uVTIR5Fy5I0wynEoWCgiaDmNIyUaAnRQEALw_wcB+%29

²⁶ “How to Book a Food Truck for an Event.” *Social Tables*, 5 May 2021, <https://www.socialtables.com/blog/catering/book-event-food-truck/>.

iv. Entertainment

Live entertainment would vary and would be limited to every other weekend to start. The average cost would be \$150 per hour²⁷. For two hours of live music per day, this would amount to \$300 per day and approximately \$7,800 total for one year. According to the Town of Ludlow website, there is also an Entertainment permit fee for holding public events which requires a \$50 annual fee²⁸. The total cost for entertainment would be approximately \$7,500 for one year.

The below figure shows the budget distribution of the total \$91,098 amount.



Distribution of \$91,098 Budget for Ludlow Market Day.

²⁷ "Top Bands near 01056." *Thumbtack*, https://www.thumbtack.com/instant-results/?category_pk=135732807508984196&zip_code=01056&source=cost_page&project_pk=471819302142107671&encoded_answers=eyJzZl9wayI6IjQ3MDYxNDA2ODU2NzE2MjkwMyIsImFucyI6eyIyIjoiMjAyMi0xMi0xN1QxNzowMDowMC4wMDBaIiwiaWMyI6MSwiOSI6IjAxMDU2In19.

²⁸ "Board of Selectman Fee Schedule." *Permit Information* | Ludlow, MA, Board of Selectman in Ludlow, <https://www.ludlow.ma.us/246/Permits>.

SUMMARY

i. Difference and benefits

The important difference between Ludlow Market Day and other events put on by the town is that it is centered around a consistent, weekly occurrence of community engagement with local resources such as the library, small businesses, and homegrown produce. Although farmers' markets are extremely common in surrounding towns, Ludlow has not committed to a farmers' market event yet. Additionally, Ludlow Market Day will implement elements of Portuguese culture that are usually only celebrated by the town during the annual Portuguese festival. Older generations of Portuguese immigrants that are involved with farming and not as involved with the town will have the opportunity to connect with the community in a way that is beneficial to all involved. With a huge focus on self-expression and creativity through library outreach, art, and music, this event will also aim to draw in families with children in order to encourage and inspire that creativity and self-expression from a young age. Pay incentives will encourage students and other volunteers to be more involved with the event and therefore more connected with the community members that they usually would not connect with. By consistently providing the town with a way to connect and express their creative identities within a community of local arts, Ludlow Market Day hopes to benefit the town's future and generations of diverse community members to come.

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Page 6

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