Boston Public Market Association
Our mission is to support New England producers, provide fresh, healthy food to consumers of all income levels, educate the public about local sourcing and nutrition, and build a community around food.
Dear Friends,

It is our privilege to share with you the 2017 story of the Boston Public Market. Since the Market opened almost three years ago, we have become a unique and dynamic civic hub in our beautiful city. The Market’s community impact, the opportunities we create for farmers and food entrepreneurs, and the nourishment we provide residents and visitors continues to grow. On behalf of the Boston Public Market Association, which developed and now operates the Market, we are very appreciative of our community’s embrace and commitment.

The heart and soul of the Boston Public Market continues to be our vendors, who bring to the Market each day the food and artisanal products they have grown or produced with grit, dedication, and true talent. It is the hard work and determination of our farmers, artisans, and food entrepreneurs that makes the Boston Public Market come to life.

It has been a true pleasure to welcome over five million visitors since opening, and we are committed to continuing to offer our visitors new enriching and exciting experiences as you shop and eat at the Market. We remain particularly dedicated to the Market’s public impact mission, as we teach children and their families about the importance of nutritious and healthy food and supporting our regional food system.

Our gratitude to the Commonwealth of Massachusetts, our other very generous Founders, the City of Boston, and everyone who visits our Market, since without your belief in us and our mission, we would not be here. We look forward to continuing to welcome you to the Boston Public Market.

Cheryl Cronin
Chief Executive Officer

Robert Tuchmann
Chairman of the Board
Bring fresh home today.

The Boston Public Market is an indoor, year-round marketplace featuring 35 New England food producers and artisans housed under one roof offering fresh foods to cook at home or eat here, crafts, and specialty items. Our mission is to support New England producers, provide fresh, healthy food to consumers of all income levels, educate the public about local sourcing and nutrition, and build a community around food.

The Market was built after many years of work by a dedicated group of stakeholders, a substantial investment by the Commonwealth, and by private foundations and individuals. There was a strong vision for the Boston Public Market, and a belief that there was a sustainable economic model for the Market’s important public impact mission. This dynamic public/nonprofit/private collaboration exists to this day as we work together to ensure the Market’s long-term growth and success.

The Boston Public Market is a civic, community-building space for farmers, fishers, food entrepreneurs, neighbors, customers, and partners who come together around the common culture of food. We create opportunity for small businesses to thrive, and nourish our community with experiences, conversation, and education about public health and the impact of buying local food. Year-round festivals, workshops, cooking classes, and tours create an engaging, educational experience and a vibrant environment for everyone. In 2017, we welcomed over 1,600 kids, collaborated with 50 community partners, and hosted 7 Market-wide events.

The Market supports regional economic development by creating a consistent year-round supply and demand for local food and the businesses within the Market, therefore substantially enhancing the sales of locally grown and produced foods. Shopping locally stimulates the growth of our urban neighborhood, creates jobs, protects the environment, and recirculates dollars back into the local economy.

As we enter our fourth year of operation, we are ever mindful of the importance of growing the Market, stepping outside of the box, and creating constant vibrancy, relevance, and innovation to ensure the continued success of our dedicated vendors and the enjoyment of our customers.
In 2017...

- **5** new vendors and vendor expansions
- **7** festivals and Market-wide events
- **23** vendors at Dewey Square farmers market
- **27** community partners in our Field Trip program
- **23** schools in our Field Trip program
- **54** additional small businesses supported through our CrEATor Market and Short Term Vendor program

**Over 50** community partners

**Over 1,600 kids** visited the market through field trips, tours, and summer programming

**Over 17,000** Twitter followers

**Over 18,000** Facebook followers

**Over 49,000** Instagram followers

**4,000 lbs** of food donated to local non-profits

**135,000 lbs** of food waste composted

**Over 1,600** days of Dewey Square farmers market

**497,163** website visits

**Over 2.4 million** visitors enjoyed the Market

**307** press hits in local, regional, national and international outlets

**Over 1,600** kids

**Over 50** community partners

**Over 49,000** Instagram followers

**4,000 lbs** of food donated to local non-profits

**135,000 lbs** of food waste composted

**Over 2.4 million** visitors enjoyed the Market

**307** press hits in local, regional, national and international outlets
A snapshot of the many delicious breakfast options available at the Boston Public Market, including coffee, tea, and smoothies, plus fresh bagels, donuts, oatmeal, popovers, and more!
Boston's low-income communities.

Educational resources to families and children in food access efforts, providing free healthy food and their BPM location support FoodCaresBOSTON's throughout Boston and New England. Proceeds from a variety of urban growers and small food entrepreneurs September 2017. The stall features produce from a

Our Vendors

BOSTON SMOKED FISH CO.
In 2013, Matt Baumann and Chris Avery turned in their day jobs as lawyers to pursue their passion for smoking fish. Working with a home smoker and experimenting with 72 different time recipes, multiple sources of fresh fish and different hardwoods, they finally found this combination that yielded a rich, delicious flavor while being minimally processed. Today they hand select the freshest fish daily from the docks in Boston, expertly match it with fresh herbs and spices, and gently smoke it in small batches over specific varieties of North American hardwoods, all at the historic Boston Fish Pier.

PETRERMAN’S BOARDS AND BOWLS
Owned by Spencer Peterman and his wife Michele Jordano-Remick. Peterman’s Boards & Bowls takes fallen or discarded trees from New England towns and gives them new life in the form of beautiful, functional works of art. Spencer has been upcycling local trees into wooden bowls for over 20 years, even engineering his own lathe that could produce not only a more natural and rough-edge bowl, but one that could create multiple bowls out of a solid piece of log. In addition to bowls of various sizes and wood varieties, Peterman’s Boards & Bowls also crafts serving boards and trays, salad tippers, bottle stoppers, and napkin rings at their workshop in GIl, MA.

STILLMAN’S FARM
Glen Stillman started farming in Lunenburg, MA in 1980, eventually expanding into New England ten years later. Stillman’s Farm is now a leader in growing top-quality, safe, and healthy produce and plants. In 2006, Glen and his wife Geneviève created their own registered trademark: “Conscientiously Grown” to mark their farm goods, reflecting their holistic approach to farming and use of methods and products they believe to be of the safest and freshest nature available. While they grow a diverse array of produce, plants, and other farm goods, they are best known for their award-winning tomatoes and corn.

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TASA CHOCOLATE
After taking his first bite of stone-ground chocolate while traveling in Oaxaca, Mexico, Ta’s founder Alex Whitmore created a chocolate factory back home in Somerville, MA. He apprenticed under a master in Oaxaca to learn how to hand-carve granite mill stones, and has been making stone ground chocolate from bean to bar since 2005. At their Boston Public Market location, the Taza team grinds fresh roasted Direct Trade Certified cocoa beans using traditional Mexican stone mills called metates, and whips up fresh hot or iced chocolate drinks that are customizable, gritty in texture, and delicious.

LEVEND BAGELERY
Alex Jong founded Levend Bagelry in 2013 at the age of 26. Baking out of a commercial kitchen and selling at local farmers markets, in July 2015, he opened his first permanent location at the Boston Public Market, where he and his team craft organic bagels from scratch using a sourdough starter. The bagels are hand shaped, cold fermented for 48 hours, boiled, then baked to perfection. “Levend” is the Dutch word for alive or living, the way to the magical transformation from flour, water, and salt into the leavened bagels Alex and his team serve with cream cheese, as sandwiches, or in pizza bagel form.

FIELD & VASE BY STOW GREENHOUSES
Owned and operated by husband and wife team Barbara Blenkinsop and Dave Burbank, Field & Vase by Stow Greenhouses specializes in fresh, locally grown, seasonal arrangements using flowers cut from their farm in Stow, MA. After purchasing the 14-acre farm back in 2010 with the desire to be more family and community centered, Dave and Barb transformed the business from wholesale to retail, and now grow over 50 varieties of flowers including sweet peas, petunias, clematis, sunflowers, and lilies. Their flowers go from the field to the vase within a day of being cut, meaning they smell sweeter and last longer.

FOODCORESBOSTON
An initiative of Roxbury-based nonprofit Baraka Community Wellness, FoodCoreBSTON opened its retail storefront at the Boston Public Market in September 2017. The stall features produce from a variety of urban growers and small food entrepreneurs throughout Boston and New England. Proceeds from their BMP location support FoodCoreBSTON’s food access efforts, providing free fatty foods and educational resources to families and children in Boston’s low-income communities.

BEVERAGES
• GEORGE HOWELL COFFEE
• HORSTERS ALLEY
• MA WINE SHOP
• MOTHER LACE
• SOLLINA GARDEN FARM
• TAZA CHOCOLATE

FAST CASUAL
• BEANTOWN PASTRAMI CO.
• BON ME
• INNA’S KITCHEN
• NOODLE LAB

BAKERY
• FINESSE PASTRIES
• JENNIFER LEE’S BAKERY
• LEVEND BAGELERY
• THE FORAGER LADY
• SWISSBAKERS
• UNION SQUARE DONUTS

DAIRY
• APPLETON FARMS
• STILLMAN QUALITY MEATS

MEAT
• CHESTNUT FARMS

PRODUCE
• CORNER STALK FARM
• FOODCOREBSTON
• RED APPLE FARM
• SENA FARMS
• STILLMAN’S FARM

SPECIALTY & OTHER
• AMERICAN STONECRAFT
• BOSTON HONEY COMPANY
• FIELD & VASE BY STOW GREENHOUSES
• NELLÁ PASTA
• NEW ENGLAND FARM TO FIBER
• PETERMAN’S BOARDS AND BOWLS
• Q’S NUTS
• SWEET LYDIA’S
The core of the Boston Public Market’s mission and public impact goals is to support New England’s local small food and artisanal businesses, and help our agricultural producers to thrive. In 2017 we launched several initiatives to provide our 35 vendors with valuable technical support, tools and assets, and feedback and growth opportunities. These initiatives included:

**Social Media Training:** coordinated a workshop and vendor one-on-one’s with an external consultant to secure photography and video content and improve their social media marketing skills

**Mystery Shopper:** facilitated a program that sent an anonymous customer to each vendor to provide feedback about their shopping experience

**Peer Reviews:** partnered vendors together to provide a full peer review of each other’s businesses

**Marketing One-on-Ones:** conducted individual vendor meetings to discuss marketing tips/ideas

**Signage and Design:** connected vendors with BPMA’s in-house designer for signage and material assets

**Photography:** forged a partnership with a photographer and connected her to individual vendors to secure photography assets for their marketing use

**Market Consultant:** facilitated one-on-one meetings for vendors with a nationally regarded market consultant

**Offsite Event Opportunities:** shared opportunities with vendors to join BPMA at offsite events to market their businesses to the community

**Cross Promotion Pairings:** paired vendors together to cross promote through provided universal signage and product displays

**Customer Service Training:** invited experienced vendors to conduct a customer service training workshop with Market staff to improve the customer’s overall Boston Public Market experience
Market Highlights 2017

**January**
- **Jan. 8**: UNI Draw Cart public art project arrives at the Boston Public Market
- **Jan. 10**: Finesse Pastries opens at the Boston Public Market
- **Jan. 17**: Boston Public Market launches “Sip & Shop” series

**February**
- **Feb 20-24**: February School Vacation Week activities

**March**
- **March 2**: Boston Public Market hosts first annual Open House

**April**
- **April 3**: Boston Public Market hosts Farm to Fork to Film honoring local female chefs
- **April 17-22**: April School Vacation Week activities
- **April 25**: Boston Public Market hosts Food Hub Forum
- **April 29**: Boston Public Market attends North End Little League Opening Day
- **April 29 - May 7**: Boston Public Market celebrates ArtWeek Boston

**May**
- **May 16**: Boston Public Market at Dewey Square Opening Day

**June**
- **June 3**: Boston Public Market hosts Common Boston Festival architecture tours
- **June 8**: Boston Public Market hosts Berklee Summer in the City Music Series
- **June 17**: Lobsterfest & Block Party with Red’s Best
- **June 21**: Boston Public Market hosts Make Music Boston
- **June 23**: Boston Public Market wins Academy of Culinary Nutrition Award
- **June 24**: Farm Day at the Boston Public Market
- **June 24**: Boston Public Market hosts Michael Lisnow Respite Center Art Gallery

**July**
- **July 1**: Boston Public Market wins Improper Bostonian’s “Boston’s Best One-Stop Shop” Award
- **July 7**: Launch of Fresh Fridays with Harvard Pilgrim Foundation and the Children’s Museum
- **July 17**: Boston Public Market hosts Boston Magazine for a 12-Hour behind-the-scenes feature
- **July 26**: Cheryl Cronin featured on NECN’s “CEO Corner” with Soluna Garden Farm and Somerville Bread Company
- **July 31**: Boston Public Market’s 2nd Anniversary Celebration

**August**
- **Aug. 4**: BPM Blueberry attends Truck and Tractor Day on the Rose Fitzgerald Kennedy Greenway
- **Aug. 10**: Boston Public Market wins TripExpert 2017 Experts’ Choice Award
- **Aug. 19**: Peach Fest on the Plaza
- **Aug. 22**: 33rd Annual Massachusetts Tomato Contest
- **Aug. 27**: Boston Fermentation Festival
- **Sept. 17**: BPM Blueberry attends Boston Local Food Festival
- **Sept. 30**: FoodCaresBOSTON Urban Market opens at the Boston Public Market

**September**
- **Sept. 17**: BPM Blueberry attends Boston Local Food Festival
- **Oct. 17**: Boston Public Market’s Pumpkin Unveiled!
- **Oct. 19**: Second Annual Harvest Party
- **Nov. 18**: Holiday CriEATtor Market launch
- **Nov. 21**: The Popover Lady opens at the Boston Public Market
- **Nov. 22**: Apple Crisp Kit Giveaway
- **Nov. 22**: Boston Public Market hosts Pie in the Sky
- **Dec. 6**: New Entry Community Food Systems Conference Reception
- **Dec. 6**: Boston Public Market Second Edition Cookbook Launch!
Our Community Impact

Expanding Partnerships | Working together to increase local food education and impact
Our second full year of Market operations included a fresh perspective—and year of community feedback—on our core programming and education efforts. In 2017, the Boston Public Market Association focused on deepening and expanding key partnerships, engaging over 50 community partners and institutions across all of our public impact goals. Our partner-driven approach allowed us to offer more innovative programming than ever before, while reaching a larger audience. We are particularly proud that our education and engagement activities have reached eaters of all ages, including families, local students, educators, seniors, visitors, university students, and future local food entrepreneurs. In 2017, 785 students participated in free school field trips and 800 youth participated in the free Boston Public Market Summer Field Trip Program. We welcomed over 50 community partners, 23 unique schools, 27 youth education partners, numerous after school programs, and 10 local university groups.

Summer Camp & Field Trips | The Market as a Classroom
Boston Public Market participated as a civic institution partner in the Summer Fund’s 2017 Summer Camp Program. This program connects community summer programs with Boston civic institutions and provides support for field trips. Between June 1 and August 31, Boston Public Market hosted 27 individual community organizations and their summer students, reaching 740 young eaters between the ages of 5 and 18. Students participated in Market scavenger hunts, met our vendors, and explored the Market with their peers. Nine of these groups also participated in hands-on cooking classes through our partnerships with The Trustees in the KITCHEN. Community camp partners included Boys & Girls Club of Boston, Boston Youth and Families, YMCA, New England Aquarium, PBHA, Sociedad Latina, City of Boston, and MA Audubon. In addition to our summer field trip offerings for K-12 age students, BPMA continued partnerships with Boston University and GPI US to offer public health and nutrition-focused tours and activities appropriate for older students.

Harvard Kent Elementary Backpack Program | Kids’ CSA Program
In partnership with the North End Waterfront Health Center, the BPMA team launched our very first mobile, free kids’ CSA program at the Harvard Kent Elementary School. The Harvard Kent Elementary School is one of the Market’s closest Boston Public Schools—serving K-8 students of all incomes and backgrounds. The HKE Backpack Program was designed as a hunger prevention program for low-income students heading home for the weekend or holidays. School staff and administrators identified 70 student/families to receive $10 CSA bags of fresh, healthy, local produce. The program runs monthly throughout the school year and produce is delivered from Boston Public Market farmers to the elementary school by BPMA staff.

Supporting Statewide Healthy Incentive Program | Doubling SNAP dollars for local produce
In 2017, BPMA staff supported and engaged our vendors and customers to launch the Healthy Incentive Program (HiP) at Boston Public Market. This statewide SNAP doubling program matched SNAP dollars used to purchase local fresh fruits and vegetables at farmers markets, farm stands, and the Boston Public Market. The HiP program created a win-win opportunity for local farmers to maintain their livelihoods while offering low-income customers increased access to local produce. In only nine months of matching SNAP spending on produce, over $3 million in HiP benefits were distributed to low-income customers. This value represents a seven-fold increase in SNAP sales at MA farmers markets and local food retailers, including Boston Public Market.

Boston Public Market Blueberry | Mobile Local Produce
Beep, beep—make way for the Boston Public Market Blueberry! In 2017, BPMA purchased an electric utility trike – affectionately named the Boston Public Market Blueberry – and outfitted it to become a mobile farmers market. The team unveiled this colorful, fun, and unique local food delivery vehicle at our Fresh Fridays program at the Boston Children’s Museum, in partnership with Harvard Pilgrim Healthcare Foundation. BPMA staff and volunteers loaded the Blueberry with local produce, drove it to the Children’s Museum, and conducted four Friday nights of free kid and family-focused programming. Activities included cooking demos, healthy recipe offerings, and a simulated farmers market shopping experience. Children were encouraged to select their favorite produce and learn about local offerings. The program was offered on four Friday evenings in July, distributing $4,000.00 of local produce from BPM vendors in the form of Kids’ CSA shares and reaching 3,000 kids and families.
The Boston Public Market Association is focused on creating a welcoming, accessible community environment that supports grocery shopping as a public health intervention. Our vendors continue to accept SNAP, Farmers Market Senior and WIC coupons, and new in 2017, the Healthy Incentive Program (HIP). HIP provided a unique benefit to both our produce farmers and low-income customers. Customers earned additional SNAP benefits each time they used their EBT card to purchase eligible fruits and vegetables directly from one of our participating farmers. In nine months, over 3.3 million dollars in HIP incentives were earned statewide.
The Market Floor

Welcoming a diverse array of vendors ensures that the Market provides an enriching experience for all of our customers. Our 35 permanent vendors offer residents and visitors alike fresh food and artisan products sourced from New England, including fresh produce, meat and poultry, eggs, dairy, seafood, baked goods, specialty items, crafts, and delicious breakfast, lunch, and dinner options.

In addition to our permanent vendors, we work to develop opportunities to incorporate even more New England small businesses into the Market.

Cri(EAT)or Market

This holiday season, the Boston Public Market held our first ever Holiday Cri(EAT)or Market. The original vision was to host vendors for just two weekends, but the number of interested vendors grew quickly and we decided to expand the Market to five weekends, hosting additional businesses from the weekend before Thanksgiving to the weekend before Christmas. The Cri(EAT) or Market allowed us to host 34 additional small businesses in the space throughout the holiday season, making us a one-stop shop for customers looking to purchase both gifts and great local food for their holiday table. We look forward to hosting additional pop-up markets and welcoming even more local businesses in our space.

New Vendors and Vendor Expansions

We were thrilled to welcome three new vendors in 2017 and expand our product offerings even further.

FoodCaresBOSTON, a program of Baraka Community Wellness, opened a produce-based storefront at the front of the Market called FoodCares Urban Market. The stall features fruits, vegetables, and value-added products from a variety of Boston area growers and small businesses.

The Popover Lady ran three successful pop-ups over two years at the Boston Public Market and gained overwhelming popularity among Market shoppers. The Market was lucky enough to have her open as a permanent vendor in November! She prepares all of her offerings onsite, providing our customers with fresh sweet and savory popovers.

Finesse Pastries, owned and operated by 25 year-old Chelsey Erickson, opened up right off the Market Hub and sells a variety of authentic, handcrafted French macarons and pastries.

In addition to our new vendors, two of our permanent vendors expanded into larger spaces in 2017, allowing them to offer additional products and grow their operations.

New England Farm to Fiber expanded from a small selling space on one of our barn board walls into a larger stall. They offer our community beautiful, locally sourced, minimally processed fibers and finished goods aggregated from local farmers throughout New England.

Noodle Lab moved into a larger stall, allowing the business to prepare all of their offerings onsite and expand their menu. Specials rotate daily and menu items are fresh and delicious.
Barb Rietsch, Field & Vase by Stow Greenhouses
Photos by Melissa DiPierro, 2017
By our second calendar year of operation, we were thrilled to be welcomed by the local community and were proud of the buzz we had earned for the Market, but we also understood the importance of continued advertising to ensure widespread awareness and brand recognition. We focused on several campaign messages to reach our various target audiences of local residents, commuters, and visitors. These campaigns included: “always in season” (highlighting seasonal produce), “people in your neighborhood” (featuring Boston Public Market vendors engaging with customers), and “recipes” (quick videos demoing a recipe made with Boston Public Market ingredients). These ads played across a combination of social media, mobile apps, and The Improper Bostonian, whose audience aligns with our core targets. Our partnership with The Improper also included a sponsorship of their annual “Best of Boston” issue, in which we won “Best One-Stop Shop”!

To reach the tourist market, we also advertised in the Faneuil Hall yearly guidebook, city-wide map handouts, at the Cruiseport Terminal, and we ran several billboards throughout the state. Our local neighborhood residents are important supporters of the Market, so we conducted a spring coupon-based literature drop to 10,000 doorsteps, as well as a holiday mailer featuring four 10% off coupons for participating BPM vendors. This mail piece was distributed to 17,000 residential addresses in the surrounding neighborhoods.

The Boston Public Market’s digital presence continues to grow, as customers turn to social media, newsletters, and our website for information about vendors, seasonal products, sales, events, and more. These tools provide us with a communication forum to bring the BPM experience outside of the Market walls and build strong relationships with customers and vendors. With such a unique story and concept, we benefit greatly by communicating through the magic of captivating food photography!

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The Market is such a vibrant and visual experience – a big part of sharing our story comes through an ongoing rotation of gorgeous in-house designed signage and materials that communicate our concept, mission, vendors, and products through photos and text. Large external building banners and vinyl wraps provide optimal wayfinding and attraction to the Market, and internal “why local” infographics, grocery store-style aisle signage, and Market floor directories help customers understand and navigate the space. A collection of marketing handouts plus promotional signage about holidays, events, news, and specials keep customers informed of all the exciting happenings and offerings available at the Market each and every day.

The Boston Public Market has been fortunate to work closely with so many members of the local press, whose work is undoubtedly influential and crucial in sharing Market news with our audience. With the help of local PR agency All Heart PR, we secured a total of 307 press hits in 2017 in local, regional, national, and international outlets, featuring Boston Public Market events/programs, vendor news and offerings, and year two success metrics. We regularly bring media through the Market and host tours for niche groups, including college newspaper editors, social media influencers, and bloggers. Key media outlets featuring the Market in 2017 included The Boston Globe, Boston magazine, The Improper Bostonian, Food & Wine, Yankee magazine, NBC Boston, the Travel Channel, amNewYork, and the UK Times.

- Improper Bostonian “Best One-Stop Shop of 2017”
- Academy of Culinary Nutrition Approved 2017
- Mass Recycle 2017 Institution Award
- TripExpert 2017 Experts’ Choice Award
- LEED Silver
- Improper Bostonian “Best New Addition of 2016”
- MommyPoppins Boston “Best New Business or Family Spot”
- 2017 Smaller Business Association of New England (SBANE) Finalist
- Archterra. 2015 AIA New England Design Award
- Alipes. 2015 Marcomm Platinum Award for best pro-bono brand design and advertising campaign
- 50 on Fire 2015, Civic Winner
TOPICS INCLUDE:
- Urban Hubs & the Regional Food System
- Market Districts & Developing Neighborhoods
- Growing Food in the City
- Investing in Regional Food Systems
- Local Food Restaurant Business
- Business of Food Retail
- Food Sol Quick Service Incubator

CLICK HERE FOR TICKETS & INFO
Open House

In 2017, the Boston Public Market hosted its first ever Open House, a free event showcasing the best that the Market has to offer. The Open House gave our vendors a chance to show off their products by sampling their delicious offerings and demoing recipes using their fresh, seasonal ingredients. Shoppers received swag bags with promotional coupons and were eligible to win prizes and giveaways throughout the evening. On top of all the fun, guests were able to purchase local wine and beer from our bar to enjoy as they took in all the activity. The Open House was an excellent chance for both new and returning customers to learn more about the Market’s small businesses and interact with their local makers.

Experiencing The Market

Lobster Fest

Summer at the Market is an incredibly vibrant season, with significant foot traffic, new vendor offerings, and community activities. We are always looking for ways to take our show outside and draw the summer foot traffic into the Market. During 2017, Red’s Best hosted our first annual Lobster Fest in partnership with BPMA to activate the plaza, celebrate summer at the Market, and promote local seafood. The event was a blast, featuring live music, lawn games, and local beer to go alongside all things lobster – bisque, rolls, and even grilled tails.

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Fermentation Festival

This past August, we partnered with Boston Ferments to host the 2017 Fermentation Festival, a celebration of all things fermented. Attracting a wide audience, the Fermentation Festival boasted a kraut mob, a libations garden, and various lectures and book signings. For the very curious, both the Science Corner and the Fermentation Help Desk answered all of their burning fermentation related questions. BPM vendors got involved by displaying their fermented wares and featuring fermented products as specials on their menus. We can’t wait to host next year’s festival!

Harvest Party

Our second annual Harvest Party built on the success of the inaugural event and offered our community a behind closed doors evening celebrating the Harvest Season and the Market with us. Over 800 attendees sampled local libations and snacked on delicious food offerings from our vendors, who teamed up to present unique dishes to our guest in the Chef’s Table. The night featured live music and dancing, and for the first time ever - two lucky guests won a $500 Market Shopping Spree! Winners were given thirty minutes to shop ‘til they dropped and grab all their favorite items from our fantastic Market vendors. Proceeds from the event supported our Community Engagement Fund, which offers free, public, seed-to-skillet educational opportunities within the Market and throughout our local community.

Community Food Systems Conference Reception

In December, the Market hosted the Tufts University + New Entry Sustainable Farming Project’s winter food systems conference reception. This ticketed event promoted the Boston Public Market and our vendors to both national and international audiences, aligning our brand with community food systems leaders from 48 states and several other countries. More than 400 guests attended the reception and each received a gift card to shop the Market.

Boston Public Market’s 2nd Birthday!

We celebrated our second birthday this year the only way we know how - by serving up slices from two giant pies made with fresh fruit from our local farmers! Boston Mayor Marty Walsh was on hand for the festivities as we gave out 200 farm fresh sunflowers and donned birthday hats to celebrate two years of fresh local food being available year round!

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CEO & Founder, Jared Auerbach (on right), Retail Operations Manager, Ryan Rasys (on left). Photos by: Melissa DiPalma, 2017.
## Financial Overview*

### OPERATING REVENUE AND EXPENSES

#### 2017 Market Revenue

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<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Rental</td>
<td>$1,457,540</td>
</tr>
<tr>
<td>Donations/Grants</td>
<td>$120,701</td>
</tr>
<tr>
<td>Total Operating Revenue</td>
<td>$1,578,241</td>
</tr>
</tbody>
</table>

#### 2017 Operating Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>$568,386</td>
</tr>
<tr>
<td>Fringe Benefits</td>
<td>$73,779</td>
</tr>
<tr>
<td>Payroll taxes</td>
<td>$50,820</td>
</tr>
<tr>
<td>Total Payroll and related</td>
<td>$692,985</td>
</tr>
<tr>
<td>Utilities</td>
<td>$367,090</td>
</tr>
<tr>
<td>Security and Custodial</td>
<td>$323,498</td>
</tr>
<tr>
<td>Advertising &amp; Marketing</td>
<td>$232,034</td>
</tr>
<tr>
<td>Occupancy</td>
<td>$139,860</td>
</tr>
<tr>
<td>Repairs and Maintenance</td>
<td>$111,665</td>
</tr>
<tr>
<td>Professional Services</td>
<td>$64,527</td>
</tr>
<tr>
<td>Donated Professional Services</td>
<td>$35,000</td>
</tr>
<tr>
<td>Events/Conferences</td>
<td>$65,056</td>
</tr>
<tr>
<td>Program and Other Supplies/Internet</td>
<td>$61,267</td>
</tr>
<tr>
<td>Insurance</td>
<td>$32,544</td>
</tr>
<tr>
<td>Interest</td>
<td>$32,391</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$27,742</td>
</tr>
<tr>
<td>Bad Debt</td>
<td>$13,305</td>
</tr>
<tr>
<td>Total Other</td>
<td>$1,487,576</td>
</tr>
<tr>
<td>Total Expenses before Depreciation</td>
<td>$2,180,561</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$676,311</td>
</tr>
<tr>
<td>Total Operating Expenses</td>
<td>$2,856,872</td>
</tr>
<tr>
<td>with Depreciation</td>
<td>$2,578,561</td>
</tr>
</tbody>
</table>

### ASSETS & LIABILITIES

#### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$672,502</td>
</tr>
<tr>
<td>Tenant Security Deposits</td>
<td>$20,430</td>
</tr>
<tr>
<td>Market Reserve Account</td>
<td>$250,128</td>
</tr>
<tr>
<td>Accounts Receivables</td>
<td>$131,786</td>
</tr>
<tr>
<td>Inventory/Prepaid Expenses</td>
<td>$33,596</td>
</tr>
<tr>
<td>Total current assets</td>
<td>$1,074,442</td>
</tr>
<tr>
<td>Cash - Tenant Security Deposits</td>
<td>$46,152</td>
</tr>
<tr>
<td>Net of Current Portion</td>
<td></td>
</tr>
<tr>
<td>Property and Equipment</td>
<td>$11,965,708</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$13,085,302</td>
</tr>
</tbody>
</table>

#### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>Note Payable</td>
<td>$800.00</td>
</tr>
<tr>
<td>Accounts Payable/Accrued Expenses</td>
<td>$293,939</td>
</tr>
<tr>
<td>Advanced Rental Payments</td>
<td>$12,692</td>
</tr>
<tr>
<td>Current Portion of Tenant Security Deposits</td>
<td>$86,430</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>$1,193,061</td>
</tr>
<tr>
<td>Tenant Security Deposits, Net of Current Portion</td>
<td>$45,152</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$1,238,213</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating</td>
<td>$101,379</td>
</tr>
<tr>
<td>Property and Equipment</td>
<td>$11,165,708</td>
</tr>
<tr>
<td>Market Reserve</td>
<td>$250,128</td>
</tr>
<tr>
<td>Total Unrestricted</td>
<td>$11,517,214</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>$379,875</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$11,897,089</td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$13,085,302</td>
</tr>
</tbody>
</table>

*For 2017. For complete audited financial statements please visit bostonpublicmarket.org*
Thank You

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Annual Report Photography
Some photos in this report are sourced from a collaborative project between Boston Public Market and Boston-based photographer Melissa DiPalma (www.melissadipalma.com)

The Boston Public Market Association is a 501(c)3 nonprofit. BPMA developed and operates the Boston Public Market with a public impact mission to support the farmers, fishers and entrepreneurs who grow, catch and produce local food, and to nourish our community with food and experiences. We need your support to continue growing a dynamic civic space in the heart of the emerging market district. Please visit bostonpublicmarket.org/donate and become a Friend of the Boston Public Market.

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(617) 973-4909
Mailing address: PO Box 130457 | Boston, MA 02113

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We are especially grateful to our presenting sponsor Citizens Bank, which also has a banking presence in the Market.
Our thanks to Mackenzie Sehlke for her contributions to this Report and her dedicated community engagement work throughout 2017.