AGENDA

OVERVIEW OF THE PROJECT

OVERVIEW OF THE DESIGN

VENDOR SELECTION PROCESS

ANSWER QUESTIONS
WHAT IS A PUBLIC MARKET?

1. Public Markets have public goals – economic development, activating a public space, preserving farmland, education and more.

2. A Public Market creates a public space for the enjoyment of community where a wide range of people can interact.

3. A Public Market is made up of a group of locally owned, independent businesses that are operated by their owners.
FERRY TERMINAL MARKET
SAN FRANCISCO
MUNICIPAL MARKET
ARTA, SPAIN
GOALS FOR VENDOR SELECTION AND MARKET ASSORTMENT

Our goal is to feature the highest quality food products from the most local sources possible with a wide variety of price points, accessible and attractive to a wide range of patrons.

The Market is focused on regional sourcing – all vendors are expected to offer products that either originate or are produced in New England. Vendors will be subject to inspections to insure production standards, sourcing and code compliance.

_We view our vendors as our partners (and vice versa) in making the market a welcoming and inclusive showcase for local food._
ABOUT THE BOSTON PUBLIC MARKET ASSOCIATION

• 501c3 founded in 2001

• Designated as the developer and operator of the Boston Public Market by the Commonwealth in 2012 with the objective of:
  
  – Showcasing local agriculture and fisheries.
  – Create Jobs.
  – Promoting health and nutrition.
  – Educating people about local food, health, and nutrition; and
  – Ensure diversity and affordability.

• Public-Private partnership, Commonwealth is our seed funder, landlord, and partner.

• All volunteer Board of educators, real estate professionals, fundraisers and members of the agricultural community

• 4 full time staff, with a broader construction team including, Architerra, Colliers International, and a newly hired construction manager, Lee Kennedy.

• Have run two seasonal farmers markets at Dewey Square and City Hall Plaza since 2005.
PROGRESS TO DATE: June of 2013 to today

• BUSINESS PLANNING. Focused our mission, operations, and economics, through an exhaustive business planning process. Worked to better understand our retail environment, and public impact.

• REBRANDED. Rebranded our effort to envision what a vibrant public market will mean for Boston, including the launch of a new market website, “wrapped” the market exterior, regularized media outreach, and launched our friends of the market effort. Today we have over 10,000 friends. Advertising and promotional material developed for this Spring.

• LEASE TERMS. Finalized the terms of an 85-year lease term for 28,000 square feet of space in the Haymarket T-station building.

• CONSTRUCTION AND DESIGN. Hired Architerra, a local architecture firm nationally recognized for its outstanding design work and sustainable practices, just received BRA Board approval, hired Lee Kennedy as our construction firm, and are focused on breaking ground this fall.

• FUNDRAISING. Re-launched our campaign in September of last year. To date, we have raised $5.2M in private philanthropy. $9.2M in total, including $4M from the State. The project construction budget is estimated at $12.5M and the overall fundraising goal is $15.5M.
BPM: NEW FOUNDATION FOR BOSTON’S MARKET DISTRICT
THE REVIVAL OF BOSTON’S MARKET DISTRICT
THE REVIVAL OF BOSTON’S MARKET DISTRICT
UNPARALLELED LOCATION

• High visibility, high foot traffic. Within a 5-minute walk to the Market doors there are:
  • 11,000 households
  • 102,000 workers
  • 1.7 million visitors to the Freedom Trail
  • 18 million visitors to Faneuil Hall
  • 48,000 commuters
  • 30,000 RMV visitors monthly

• Neighborhood is destination for development: **1,500 new residential units** under construction or in permitting

• Indoor **and** outdoor space with just the right scale
Main Entrance
VENDOR SELECTION CRITERIA

1. **Product Quality** standards will include, among other things, an assessment of: taste, freshness, consistency, price point(s), ethnic diversity, and uniqueness.

2. **Vendor Location** will be evaluated in an effort to create a marketplace that best reflects the variety of our local New England community.

3. **Business Plan/Operations** criteria will include a vendor’s experience, financial plan including their financial offer (or rent), staffing, vending plan, business size and current number of sales outlets, and impact on local economy.
Overview of the vendor application process and timeline

**APRIL**
- **4/16 APPLICATION RELEASED**
  - Q&A PERIOD
  - 2-3 PUBLIC FORUMS
  - ADVERTISING AND PROMOTION

**MAY**
- **5/9 INTENT TO APPLY DUE**
  - VENDOR ASSISTANCE AND WORKSHOPS

**JUNE**
- **6/2 APPLICATIONS DUE**
  - INTERVIEWS
  - INSPECTIONS

**JULY**
- **7/1 SELECTIONS MADE**
  - LEASES NEGOTIATED
  - ROLLING ANNOUNCEMENTS
  - 8/29 LAYOUT AND DESIGN PLANS DUE

**AUGUST**
Statement of Financial Interest

Each lease will be negotiated with individual applicants.

As a first step, we ask you to reflect a financial offer that is fair and profitable for the rest of the market and your business.

At an average $75 per square foot annually, a vendor with a 100 square foot stall can expect to pay the following on a monthly basis:

$625 base rent + % of sales + utilities (booth & shared) = total monthly fee

Note that this represents an average and some rents will exceed $75 per square foot.
BASIC STALL DESIGN
CENTRAL MARKET HUB
SELLING WALLS
SELLING WALLS
Tenant Guidelines
OPENING JUNE 2015
Questions & Answers