



# BOSTON PUBLIC MARKET

## ANNUAL REPORT

2015

**Boston Public Market Association**

Supporting the farmers, fishers, and entrepreneurs who grow, catch and produce local food, and nourishing our community with food and experiences











BOSTON PUBLIC MARKET ASSOCIATION

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**ANNUAL REPORT 2015**  
BUILDING A COMMUNITY



GROWING  
SMALL  
BUSINESS



NOURISHING  
PEOPLE



BUILDING  
OUR  
COMMUNITY



# Dear Friends of the Market,

The grand opening of the Boston Public Market in July, 2015 was a decade in the making—the capstone of vision, determination and hard work by so many in our community. The Market is a dynamic civic space providing residents and visitors an abundance of local fresh food, and a rich variety of unique experiences. In the heart of the emerging market district, the Market has quickly become a new hub for the City of Boston. In this, our first annual report, we are pleased to share with you our journey to open and the impact of the Market.

We have welcomed over 800,000 people to the Market since Governor Baker and Mayor Walsh cut the ribbon at our grand opening, and that number continues to grow. We can all be proud that the people of New England now have a year-round source of fresh local food, a public market where everything sold is produced or originates in New England.

The Market is more than a place to shop for wonderful quality food. It is a place to meet almost forty inventive entrepreneurs—farmers, fishers, and specialty food producers from Massachusetts and greater New England. From these small business owners, you can hear the stories behind all of the products they sell. You will be inspired by their dedication and the drive it has taken for them to join the vendor community at the Boston Public Market.

The Market was created to be a community space, a place for everyone. We strive to create activities and events that you will find enriching. The Kids' Nook on the Market floor, seasonal events like Pumpkin Week, our holiday celebrations, and our collaborations with community organizations draw many to the Market. In the Market's KITCHEN, our programming partner the Trustees, cook up fresh and compelling programs. No matter the size of your budget, the Market provides an abundance of options to enjoy.

The Boston Public Market has a strong public impact mission that is reflected in everything we do. We are committed to providing fresh, healthy food to consumers of all income levels, educating our community about health and nutrition, and showcasing and contributing to the growth of Massachusetts and New England agriculture, fisheries, and specialty food industries.

The Market is a dynamic space that will continue to evolve. It is an exciting new part of the fabric of Boston, the Commonwealth and New England. Everyone who visits us leaves with great enthusiasm and a hunger to return. We know you will too.

Cheryl Cronin  
Chief Executive Officer

Brian Kinney  
Chairman of the Board





THERE ARE NEARLY  
**10,000** households  
within a half-mile of the Market

**102,185** daily commuters  
to the area around the Market

**3,590** NEW HOUSING UNITS  
UNDER DEVELOPMENT WITHIN 1 MILE OF THE MARKET

**39+** VENDORS  
SOURCING FROM  
OVER **80** New England farms

selling goods  
produced on over  
**7,000 ACRES** OF LAND

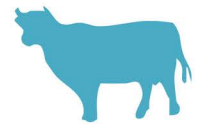
**36** different kinds  
of **cheese**

WHICH IS  
EQUAL TO

**140**

**BOSTON  
COMMONS**

**1,530** GALLONS OF  
FRESH MILK  
SOLD IN THE FIRST THREE MONTHS



**over 300**  
farm goods



**60** VARIETIES OF FISH  
SOURCED FROM OVER 1,000 Fishers

**34** KINDS OF  
BREAD



**12** VARIETIES  
OF **HONEY**

**10** types of  
**pasta**

**7**  
kinds of  
tomatoes



ACCORDING TO THE USDA  
LOCAL FOOD SALES WERE  
an increase of **\$12 BILLION** IN 2014  
**134%** FROM 2008



# 165 NEW JOBS

created in the Market in 2015

# 14,132 people

visited

on the busiest  
single day

MORE THAN

## 1,500

SNAP-ELIGIBLE  
PRODUCTS OFFERED

90% of customers  
live in  
MASSACHUSETTS



THE AVERAGE DISTANCE FROM  
VENDORS TO THE BOSTON PUBLIC MARKET

# 30.6 MILES

Building the Market created

## 100

CONSTRUCTION  
JOBS



2,500 of recycled,  
square feet donated

## NEW ENGLAND BARN BOARD

Average  
age of  
owners:

## 41



\$5 MILLION worth of  
local products sold

19% of vendor businesses are  
immigrant-owned

38% of Market vendor  
businesses are  
WOMEN-OWNED



## 3,000

PEOPLE  
PARTICIPATED  
IN KITCHEN  
PROGRAMMING

OVER  

## 95

  
KITCHEN  
CLASSES



21,238 pounds of food  
=  
over 17,000 meals  
**DONATED**

FAMILIES USING  
SNAP/EBT ARE  
**DOUBLING**  
THEIR PURCHASES  
WITH  
BOSTON BOUNTY BUCKS



# 800,000 visitors

# IN THE FIRST SIX MONTHS

\*SOME STATISTICS ARE APPROXIMATE



# HISTORY

The Boston Public Market that we know and love today is the result of community vision, a unique public-private partnership, and much hard work. Boston has a rich and long history of public markets—there was a time when markets operated throughout the city serving as centers of trade and civic life. In Boston, as in cities across the country, the markets fell victim to "modernization;" however, hunger for local foods and for community spaces is driving the reintegration of public markets into the life of American cities. The Boston Public Market is a part of this national movement, the result of a community-based aspiration that took root in the 1970s and culminated in the Market's opening in July 2015.

In 1991, the site where the Market is now located was sold by the the City of Boston to the Commonwealth of Massachusetts as part of the Big Dig project. At that time, the City stipulated that development of the land must include a market. This requirement reflected the City of Boston's vision that moving the Expressway underground and redevelopment of the surrounding area would create a thriving market district. The vision for a public market gained significant community support through a comprehensive feasibility study and public engagement process.

In 2001, the Boston Public Market Association was formed as a nonprofit by a dedicated coalition of food lovers, food producers, and state and city officials. Over the coming years, BPMA successfully lobbied for the creation of the Market. In 2011, the Commonwealth of Massachusetts developed an implementation plan for a public market and issued a request for proposals. Through a competitive process, BPMA earned the privilege of being designated by the Commonwealth as the developer and operator of the Market. In addition to significant funding from the Commonwealth, the wonderful generosity of several individuals, foundations, and other organizations allowed the Market vision to become reality.

Construction of the Market broke ground in October 2014. The 100 Hanover Street building that houses the Market was built as ventilation stacks for the Big Dig project, but it is a building now dedicated to community services with the Registry of Motor Vehicles upstairs and the Haymarket MBTA station downstairs. When the Market construction started the 28,000 square foot building that the Market now fills had been vacant for over twelve years and had one water spigot and one electrical plug.

Today, the Boston Public Market is filled with farmers, fishers, and specialty food producers from Massachusetts and New England offering fresh local food year-round. In the center of the emerging market district, the Market is a new civic space making local food accessible to all consumers and enriching the life of our community.







1830

Haymarket begins as an open-air fruit and vegetable market in downtown Boston

1991

"Big Dig" Central Artery/Tunnel Project to reroute I-93 begins construction

1996

Friends of the Boston Public Market community organization is formed

1997

City of Boston viability study done

2001

Non-profit 501(c)3 Boston Public Market Association (BPMA) is formed

2007

"Big Dig" construction ends

2010

Boston Public Market Commission formed

2011

Parcel 7 designated for Market and RFP issued

2012

BPMA designated as "Developer and Operator"

2013

Business plan developed • Architect hired • \$4 million state funding provided

2014

85-year lease finalized • Construction firm hired • \$9.5 million in private philanthropy raised • additional \$2.5 million in state funding provided

OCT 9  
2014

Boston Public Market breaks ground, with Governor Deval Patrick and Mayor Marty Walsh on City Hall Plaza

2015

Vendors announced • Stall design and vendor fit-out begins • Public campaign launched

JULY 30  
2015

Boston Public Market opens its doors to the public

JANUARY  
2016

The Market begins its first full calendar year of operation



# THE MARKETPLACE

**T**he Boston Public Market is a marketplace for locally sourced fruits and vegetables as well as specialty agricultural products. All products sold at the Market must originate or be produced in New England by independent New England farmers, fishers, and food entrepreneurs. The current Market floor houses close to 40 permanent vendors and regularly welcomes short-term vendors selling in the Market's day stall spaces. Of the Market's permanent vendors, 93% are from Massachusetts, and 7% are from other New England states.

Our exclusive focus on local products and local businesses syncs with national consumer preferences for buying local food— for its freshness and because of an interest in supporting local businesses. At the Market consumers find the freshest, highest quality food directly from the makers who caught, raised, grew, brewed, and produced them. The experience of shopping the Market builds the connections to people and to place that are the heart of the growing consumer preference for buying local.

Two-thirds of the Market floor is dedicated to fresh grocery and agricultural items, and a third features specialty and prepared products. The

mix of vendors parallels a traditional grocery store's fresh offerings: produce, meat, poultry and eggs, cheese and dairy, seafood, bakery, prepared foods and specialty items. BPMA selected our vendor mix to reflect and nourish the diverse people and traditions of New England. The range of products on the Market floor, including ethnic and specialty foods, and the diversity of business owners, create a marketplace with something for everyone.

The Boston Public Market Association developed and operates the Market in addition to running outdoor seasonal farmers markets in Boston from May–November. The short-term vendor opportunities inside the Market and at our seasonal farmers market allow New England food producers the chance to sell products with short growing seasons, holiday items, and to test new concepts.

The Market vendor mix will evolve, just as consumer tastes, trends, and seasonal foods evolve. We intentionally opened our doors with open space set aside to accommodate future vendors. As the Market grows, we are excited to welcome new vendors and products to the Market to satisfy our community's hunger and meet our mission to support independent New England agricultural businesses.





## OUR VENDORS

### INNA'S KITCHEN

Mother and son team Inna and Alex Khitrik, opened Inna's Kitchen to preserve their Jewish culinary traditions, while making them modern and relevant for today's health conscious society. Their family emigrated from the USSR in 1990 and found a home in Boston. Customers can start with a bowl of matzo ball soup and a knish, followed by a falafel in an Israeli pita pocket, and pick up frozen pot pies and stuffed cabbage to take home.

INNA'S KITCHEN  
BEANTOWN PASTRAMI CO.  
NOODLE LAB  
BOSTON SMOKED FISH CO.  
BON ME

TAZA CHOCOLATE  
SOLUNA GARDEN FARM  
MANGE  
SWEET LYDIA'S  
NELLA PASTA  
Q'S NUTS  
STOW GREENHOUSES  
PETERMAN'S BOARDS AND BOWLS  
BOSTON HONEY COMPANY  
AMERICAN STONECRAFT

MOTHER JUICE  
GEORGE HOWELL COFFEE  
HOPSTERS' ALLEY  
MA FARM WINERY & GROWERS ASSOCIATION

Prepared  
10%

Beverages  
12%

UNION SQUARE DONUTS  
MAMADOU'S ARTISAN BAKERY  
SWISSBAKERS  
JENNIFER LEE'S

Bakery  
4%

RED'S BEST

Seafood  
8%

Dairy  
8%

CRESCENT RIDGE  
CELLARS AT JASPER HILL  
APPLETON FARMS  
WOLF MEADOW FARM

Meat  
8%

DANIELE  
CHESTNUT FARM  
LILAC HEDGE FARM  
STILLMAN QUALITY MEATS

Produce  
30%

HARLOW'S VERMONT FARMSTAND  
RED APPLE FARM  
CORNER STALK FARM  
SILVERBROOK FARM  
STILLMAN'S FARM  
LAKESIDE ORGANICS  
SIENA FARMS

### CORNER STALK FARM

Shawn and Connie Cooney, a former engineer and teacher, are the entrepreneurs behind Corner Stalk Farm. Located in East Boston, Corner Stalk grows and harvests 30,000 fresh, leafy greens and herbs a month in recycled shipping containers. Freight farming creates a 365 day-a-year growing season and allows for dense planting in an urban environment. Corner Stalk's shipping containers are an energy- and water-efficient environment using cutting-edge clean technology, hydroponics, and LED lights.

### LILAC HEDGE FARM

In 2011 at the age of 21, Ryan MacKay and Tom Corbett started Lilac Hedge Farm while both were pursuing degrees and without a farm to call home. Until the business bought a 350-acre farm in Holden, Massachusetts in 2015, Lilac Hedge pasture-raised beef, pork, lamb and poultry on borrowed and leased land across Central Massachusetts. Lilac Hedge has grown to be one of Massachusetts's largest livestock producers, retailing through wholesale, CSAs, farmers markets and now the Boston Public Market.

### RED'S BEST

Red's Best was founded in 2008 by Jared Auerbach a young fisher from Boston who cut his teeth fishing on commercial vessels in Alaska and Cape Cod. Red's Best is a seafood distributor sourcing from roughly 1,000 fishers to sell seafood with fewer middlemen and less time between fishers and buyers. Red's Best developed a traceability app allowing customers to electronically trace seafood from the unloading of fishing boats, through transportation, processing, distribution, to their dinner plate.



# IMPACT

**T**he Boston Public Market is the only locally sourced market of its kind in the United States; everything sold by the 39+ small businesses at the Market is produced or originates in New England. By focusing the Market mix only on New England vendors and products, we seek to create economic opportunity for local small businesses, especially farmers, fishers and food entrepreneurs. The Boston Public Market was created to be a hub in Boston's re-emerging Market District where the public finds local food products directly from the people who grew, raised, created or caught them. Public markets are about more than food; they are about experiences that connect people to each other and to place. At the Market we seek to engage our community in experiences, conversation, and education based on the common culture of food.

The nonprofit Boston Public Market Association (BPMA) developed and operates the Market with public impact goals to support: economic development & New England food system resilience, public health & education, affordability & access.

## ECONOMIC DEVELOPMENT & FOOD SYSTEM RESILIENCE

As a source for all local food the Boston Public Market creates a year-round urban/rural exchange that supports independent New England agricultural businesses. The Market currently has 39 permanent vendors—93% are from Massachusetts, and the remaining 7% are from Vermont and Rhode Island.

Of these 39 small businesses, 14 are farms. The Market's reach into the New England food system is much deeper with our vendors sourcing from over 1,000 local fishers and 80 New England farms cultivating more than 7,000 acres of farmland.

The Market is a new indoor space offering the public a full market basket of high quality regional food products all year long. Two-thirds of the Market vendors sell local whole foods products including produce, meat, fish, dairy, cheese, eggs, honey, flowers and other farm products. The other third sell value-added specialty, or prepared foods including bread, beer, charcuterie, nuts, chocolates, juice, coffee, and prepared foods. Everything sold at the Market is produced or originates in New England.

## IMPACT EVALUATION

### MANDATE

Provide a marketplace for produce, meat, poultry, eggs, dairy, seafood and specialty food that must be produced or originate in New England.

Creating an all-local marketplace for residents to buy fresh food & groceries

Vendors were selected after extensive outreach to New England producers in the following categories: produce, meat, poultry, cheese and dairy, seafood, bakery, prepared foods & specialty items.

Creation of new retail opportunities for local food businesses

The Market currently houses 39 vendors from throughout New England. Recruitment efforts are ongoing to ensure a variety of short- and long-term vendors.

Technical and small business assistance for producers

Community partners offer a variety of small business resources for Market vendors, including legal assistance, access to capital, strategic planning, and additional production facilities.

Increase availability of locally produced and manufactured food for sale

There are over 280 farm goods and products from over 240 local small businesses sold at the Boston Public Market. These products include familiar grocery staples, as well as some that are uniquely New England.



Through the Market, BPMA seeks to support regional economic development by creating consistent year-round supply and demand for fresh local foods. As demand for local food grows, we are committed to supporting the independent businesses in the Market through technical assistance, training, and small business resources that draw on our network of partners. Our intent is for the Market to drive sales of locally grown and produced foods, and increase regional production in several key categories, including local meat and livestock, dairy, and off-season produce production.

### ENGAGING OUR COMMUNITY: Boston's Official Pumpkin

On Oct. 21, 2015, Boston Public Market welcomed the "Official Pumpkin of Boston," a 1,020 pound titan accompanied by fellow giant gourds (weighing in at 450, 500, and 800 lbs. respectively). The arrival of the "Pumpking" kicked off a week highlighting all the ways to enjoy pumpkin season. The week included free kid's programs in the KITCHEN and Kids' Nook, and special pumpkin foods, like falafel, marshmallows, ice cream and beer. The gourd celebrations were capped off by reimagining the traditional New England pumpkin patch with an Urban Pumpkin Patch on the Market's outdoor plaza, and drawing a name for the "Pumpking" from our customers' submissions—His Majesty, Gourdo.



### PARTNER HIGHLIGHT Small business development programs

BPMA supports the success of the small businesses in the Market by collaborating with partners—like food business incubator and commissary kitchen operator, CommonWealth Kitchen, and small business program delivery expert, Interise. During the Market's early development phase, BPMA, CommonWealth Kitchen and Interise teamed up to offer a free, first of its kind, food-industry specific "StreetWise MBA Program." 15 small local food businesses, including 7 Market vendors, participated in this six-month program to learn about business development, strategic planning, how to access capital, government contracts, marketing and sales and human resources.

"This class exemplifies the value of strategic collaboration," said Jen Faigel, Executive Director at CommonWealth Kitchen. "We've been able to use our partnership with Interise and BPMA to connect invaluable business development resources to our members and graduates of our food business incubator, while building great new partnerships with folks that will be vending at the Public Market."

"We are thrilled that seven of Interise's graduating companies were accepted to become vendors at Boston Public Market and are pleased that Interise's StreetWise 'MBA'™ was an integral ingredient in their recipe for continued success," said Jean Horstman, CEO of Interise.



## PUBLIC HEALTH & EDUCATION

Central to the Market's mission is educating the public about food sources, nutrition, and preparation. As a food-centric hub the Market is a place to inspire our community's curiosity about healthy whole foods, where they come from, and how to enjoy them.

At the core of the Market experience is the opportunity to meet the maker behind local products. Our vendors were selected in part because of their strong interest in sharing the story of their food's production with the community. Our visitors can learn from Corner Stalk Farm about farming in recycled shipping containers in East Boston using clean technology, hydroponics and LEDs. Through photos customers can see how in each container Corner Stalk grows the same amount of leafy greens that would grow on one acre of land. At Taza Chocolate customers can watch cacao nibs being ground with Taza's authentic "molinos", the stone mills used in the third stage of making chocolate. At Boston Honey Co.'s stall the public finds a bee hive with approximately 20,000 live bees in action and learns about the importance of pollinators.

To deepen the learning that comes from interaction with our vendors, BPMA creates free educational experiences on the Market floor that highlight local products and how to enjoy them. Our curriculum has ranged from "field trips" for school children, hands-on growing, cooking and tasting activities for families, and creating Market-wide scavenger hunt for children to discover local agricultural products.

In constructing the Market, 3,300 square feet of space was dedicated to public education by building a teaching kitchen. The KITCHEN at Boston Public Market is programmed by our programming partner The Trustees. Since opening, the KITCHEN has offered hands-on cooking demos, lectures, family activities, exercise classes, and community events to over 3,000 visitors, in collaboration with a number of community partners, like Project Bread, Boston Children's Museum and Blue Cross Blue Shield.

### IMPACT EVALUATION

#### MANDATE

Provide significant opportunities for a broad range of citizens to participate in health, education, and wellness programs.

#### Nutrition

Snack and learn to create healthy treats for kids with partners like the Highland Street Foundation and The Art of Healthy Eating.

#### Local Food & Environment

Events like Apple Day provide interactive learning opportunities and exposure to fresh produce for public school students, in partnership with Market farms.

#### Access & Affordability

In a regular, free, public program, Project Bread teaches participants how to cook healthy, affordable food at home

#### Health & Wellness

Local chef Didi Emmons debuts recipes and techniques for how customers can cook more local vegetables, herbs and fruits (like chard, sunchokes, and kohlrabi) at home.

#### Cooking & Kitchen Skills Programming

Learn about seasonal cooking and taste new local foods in hands-on cooking classes and through come and go seasonal sampling hour, in partnership with Blue Cross Blue Shield.



## PARTNER HIGHLIGHT

### Seasonal sampling and mission-driven family programming

As Program Partner, The Trustees oversee the events, classes, and workshops in the Market's 3,300 square foot teaching kitchen (the KITCHEN). Trustees and Massachusetts based health insurance company, Blue Cross Blue Shield, offer free, health-forward, local food-focused programming in the KITCHEN at the Boston Public Market.

"The Trustees is in the business of connecting people to place and in the case of the Boston Public Market, the place embodies more than just a destination. It is an embodiment of ideas, principles, values, and advocacy, which the Trustees wholly embraces. This was appealing to our organization for many reasons. We believe in the equalizing quality of food and land as a uniting platform for engagement and the opportunity to convene, break bread, and to grow as a community." Barbara Erickson, CEO, The Trustees.

"We share the Boston Public Market's commitment to a healthy Massachusetts. We're excited to engage families on health, nutrition, and living an active lifestyle, and it all starts with connecting the community with access to fresh, local foods," said Jeff Bellows, Vice President of Corporate Citizenship & Public Affairs at Blue Cross Blue Shield. Blue Cross Blue Shield believes that regardless of who you are or where you live, nothing brings people, families and communities together more than food. It is central to life, happiness and health.



## ENGAGING OUR COMMUNITY: Fermentation Fest



The Boston Public Market proudly hosted Boston Ferments' 3rd Annual Fermentation Festival on October 4, 2015. This free, education-focused food festival brought together exhibitors, local chefs, at-home fermenters, researchers, microbiologists, cheesemongers, and distillers from across New England. Over 4,000 fermentation enthusiasts and festival attendees participated in culture sharing activities (kombucha mothers and sourdough starts were particularly popular), a competitive pickle-off contest, a hands-on Kraut Mob, a Fermented Reading Room with cookbook author Q&A, and a Science Corner with microbiologists, brewers & pharmaceutical companies.



## AFFORDABILITY & ACCESS

The Boston Public Market Association and our vendors are committed to creating a Market for everyone, a marketplace that is accessible to customers of all income levels. Market vendors accept SNAP/EBT, Boston Bounty Bucks (the City of Boston's SNAP doubling coupons), and WIC/Senior Farmers Market Nutrition coupons for all eligible products in their individual stalls. The Market staff provide technical assistance to vendors accepting accessibility program currencies and work with the City of Boston to double the first \$10 of SNAP spending in the Market through the Boston Bounty Bucks program.

To reach consumers living within any budget, BPMA partners with the Trustees in the KITCHEN and community organizations to develop educational events on nutrition, cooking, healthy eating, and grocery budgeting. Many of these public events and classes are free. We use the the Market floor to directly engage shoppers on food accessibility benefits through our promotional campaigns and with educational materials. BPMA partners with organizations like WIC to set-up in the Market to educate the public and answer questions about food accessibility benefits.

We reach those in our community with greatest need by running a market-wide food donation program between Market vendors and Boston's hunger relief network. In our first six months of operating, we donated over 21,000 lbs. of fresh agricultural products (the equivalent of over 17,000 meals). These donations—primarily fresh produce, milk and meat—were distributed through a network of community food pantries, shelters, emergency feeding programs, low income home delivery programs and other partner service providers.



## IMPACT EVALUATION

### MANDATE

Provide year-round access to fresh, healthy food for consumers of all income levels

Offering free programming and resources for shopping and eating on a budget.

Author Leanne Brown, gives advice from her cookbook Good and Cheap, which uses the average SNAP shopper's budget of \$4/day to create healthy, delicious meals.

Increasing retail choices for SNAP-eligible shoppers

SNAP-eligible customers can find a complete market basket of fresh local food at the Market. Staples like milk, rolled oats, fresh ground turkey, peaches and salad greens are available for purchase with EBT.

Increasing affordability with Boston Bounty Bucks (SNAP-doubling)

In partnership with the City of Boston, BPM issued Boston Bounty Bucks coupons, doubling SNAP dollars up to \$10 a day per customer,

Offering resources with mission-aligned Community Partners

WIC Community Nutrition experts provide education and information twice a month, while American Heart Association engages students in a heart-health themed relay race and scavenger hunt in the Market.



## PARTNER HIGHLIGHT

### Addressing hunger in our community

Two of the Market's gleaning partners are the Greater Boston Food Bank (GBFB) and Lovin' Spoonfuls. The Greater Boston Food Bank distributes more than 78% of its annual 54 million pounds of food distribution directly in the city of Boston. Lovin' Spoonfuls is an expert at facilitating the rescue and redistribution of healthy fresh food that would otherwise be discarded. The Greater Boston Food Bank and Lovin' Spoonfuls link food from the Market to a network of partners combatting hunger in Suffolk County.

"GBFB is pleased to work with Market to connect them with several of our local member agencies, including New England Center for Homeless Veterans, Rosie's Place, and Pine Street Inn. Working with like-minded organizations to reduce waste is in keeping with our mission to End Hunger Here in eastern Massachusetts. Partnerships like this reflect GBFB's longstanding commitment to provide healthy food to those in need while promoting healthy communities." Catherine D'Amato, President and CEO.

"At Lovin' Spoonfuls, we believe food is a right, not a privilege. Our operations focus heavily on fresh, healthy foods, including fruits & vegetables, dairy, and proteins. We're fortunate to live in a region that is flush with some amazing producers and farmers, but the agencies we serve aren't typically able to access these products due to limited budgets. We are thrilled to be rescuing the excess and unsold product from the Boston Public Market for our partners." Lauren Palumbo, COO, Lovin' Spoonfuls.

## ENGAGING OUR COMMUNITY: Apple Day

Farmers across New England heralded 2015 as the best apple season in years. Boston Public Market dedicated a day to celebrating this bounty with free, health-focused event for local children. On Sept. 18, 2015 K-12 students who visited the Market learned about apples in creative and interactive ways like receiving a free apple directly from the Market's farm vendors, an apple-themed scavenger hunt, and crafts. Red Apple Farm displayed their antique apple cider press in the Market, and throughout the day farmers talked to students about growing apples, and the distinctive flavors and textures of the variety of New England apples. Student visitors included five Boston Public School elementary classes, who used this event as a field trip to enjoy a free apple and talk to the people who grew it.













# FINANCE

## CONSTRUCTION

**I**n 2015, the Boston Public Market Association stewarded the Market from a vision to a reality. Construction of the Market broke ground in October 2014 quickly followed by our grand opening in July 2015. Construction was completed on time through a winter with a record-breaking 110.6 inches of snowfall and in spite of a citywide industry shortage of construction subcontractors and close to 40 individual stall fit outs. Construction even continued during four out of the five official snow days for the city of Boston.

The Market's home in the 100 Hanover Street building was built as part of the Big Dig. When construction started the 28,000 square foot space had been vacant for over 12 years and was spread across four different floor levels with only one spigot, one electrical plug. This space was transformed to hold close to 40 businesses and a 3,300 square foot teaching kitchen through the vision and partnership of architecture firm Architerra, general contractors Lee Kennedy Company, and project management consultants Colliers International. The priority in construction was to design a space that fosters interaction between customers and the producers and employees of local farms, food businesses and fishing boats. The connection to New England agriculture is integrated through the space, including 2,500 square feet of recycled, donated New England barn board used throughout the Market. Both the construction and our continued operations prioritize green practices and energy and water efficiency. The Market has registered for LEED certification and is tracking towards LEED Silver.

## FINANCIAL OVERVIEW | 2013-2015

### PROJECT SUMMARY 2013-2015

#### Revenue

Grants and contributions	\$8,495,022
Government grants	\$6,580,870
Market rental	\$620,268
Other income	\$23,442

**Total revenue \$15,719,602**

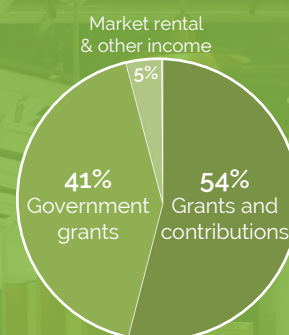
#### Expenses

Market building & furniture	\$13,059,545
Program services	\$2,692,243
Fundraising	\$374,577
Management / admin	\$310,582

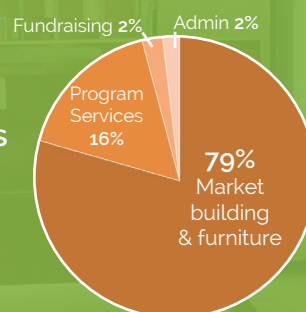
**Total expenses \$16,436,947**

**Net loss -\$717,345**

#### Revenue



#### Expenses





## OPERATION

With construction complete, the Boston Public Market Association's focus is growing a civic hub that nourishes our community and supports the people who grow, catch, and produce local food. As a nonprofit our operating priorities are to:

- Support New England small businesses by offering preferable rents and small business assistance to the 39 farmers, fishers, and food entrepreneurs in the Market.
- Strive to make the Market a place for everyone, irrespective of income, by accepting and processing food accessibility benefits, through educational outreach to low-income consumers, and by continuing our food donation program with partners in Boston's hunger relief network.
- Build community with free educational, arts and cultural experiences in the Market that highlight local products, their makers, and the diverse talent of New England.
- Grow the regional food system by creating opportunity for local farmers, fishers and food entrepreneurs to operate year round in downtown Boston and in turn supporting the New England businesses our vendors source from.

## OPERATING BUDGET | 2016

### REVENUE

Base rents	\$826,537
Percent of sales rents	\$179,413
Temp stalls, events, other	\$78,244
Utility & other chargeback	\$222,000
Farmers market revenue	\$30,000
Vacancy loss	-\$68,598

**Total operating revenue \$1,267,596**

### EXPENSES

Building services and repair	\$443,383
Utilities/IT	\$205,380
Market operations management	\$198,305
Administration	\$172,040
Communications/advertising	\$109,540
Professional services	\$106,000
Taxes and insurance	\$99,700
Programming	\$75,818
Office	\$37,000
Other costs	\$35,209

**Total operating expenses \$1,482,375**

# THANK YOU

## To those whose generosity and vision built the Market:

Commonwealth of Massachusetts | Barr Foundation | Holly and David Bruce | The Conservation Fund  
Linda and John Henry | Henry P. Kendall Foundation | The Manton Foundation | The Trustees

Alipes | Amelia Peabody Charitable Fund | Blue Cross Blue Shield of Massachusetts | The Boston Foundation  
Bromley Charitable Trust | Rick and Nonnie Burnes | The Claneil Foundation | City of Boston | Laura DeBonis  
and Scott Nathan | Roberta and William Dowling | Marjie Findlay and Geoff Freeman | The Grantham  
Foundation for the Protection of the Environment | Thomas W. Haas Fund of the New Hampshire Charitable  
Foundation | Charlotte and Kurt Hemr | Jane's Trust | The John Merck Fund | Nancy Keating and Brian Kinney  
Alex Lewin | Linda and William McQuillan | Liz and Tim Morningstar | Cynthia and John Reed | Todd Robinson  
Solidago Foundation | The Soules Family | Charles SteelFisher | Lydia B. Stokes Foundation | Yanni Tsipis  
Naomi and Robert Tuchmann | The U.S. Department of Agriculture | In memory of David J. Wiest by his family  
Anonymous

## To those whose time, creativity and unique commitment made the Market a reality:

Architerra, Inc. | Boston Redevelopment Authority | Colliers International | CommonWealth Kitchen  
Crawford Strategies | Sam Falkoff | The Harvard Kennedy School | Haymarket Pushcart Association | Interise  
Lee Kennedy Company, Inc. | Massachusetts Department of Agriculture | Massachusetts Department of  
Transportation | MIT Sloan School of Management | New England Forestry Foundation | Rose Fitzgerald  
Kennedy Greenway Conservancy | Tufts University College of Arts and Sciences

## Founding Board

Brian Kinney, Board Chair | Donald W. Wiest, Vice Chair | Navjeet K. Bal, Treasurer | Andrew J. Grace, Clerk  
Alison Arnett | David Clark | Jeff Cole | Thomas R. Davis | Chris Douglass | William Dowling | Marlo Fogelman  
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Yanni Tsipis | Robert Tuchmann | Charlotte Vena | Janet Christensen, Board Member Emeritus

## Awards

Architerra, 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

## Former Staff

Liz Morningstar | Julia Vannoni | Megan Gibbons | Cailla Quinn | Mimi Hall | Shaquille Jones

## BPMA Staff

Cheryl Cronin, Chief Executive Officer | Amanda Campbell, Communications Director | Katrina Stanislaw Carr,  
Director of Development and Partnerships | Tiffani Emig, Director of Market Operations | Jeanne LeClair, Director  
of Finance and Business Operations | Malia Maier, Assistant Market Manager | Hannah Martin, Assistant Market  
Manager | Mackenzie Sehlke, Director, Community Education and Engagement

*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](http://bostonpublicmarket.org/donate) and become a Friend of the Boston Public Market.*





The Boston Public Market Association  
office is located at:

12 Marshall Street, 4th Floor  
Boston, MA 02108  
(617) 973-4909

Mailing address: PO Box 130457 | Boston, MA 02113



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Boston Public Market

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