



# BOSTON PUBLIC MARKET

## ANNUAL REPORT

### 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

2019



**BOSTON PUBLIC MARKET ASSOCIATION**  
**Annual Report 2016**  
*Fresh Local Food All Year Long*

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## Dear Friends,

On behalf of the Boston Public Market Association, it is our privilege to share with you the Boston Public Market's 2016 Annual Report, our first full calendar year of operation. We have taken our place as a vital participant in Boston's iconic Market District. By the end of 2016 the Market had had 2,771,225 visitors. As of July 2017, we have had a total of 3,665,981 visitors. We have seen the impact the Market and our amazing farmers and small food businesses have on our regional food system. We have seen the diverse experiences the Market offers to our residents and visitors who continue to support us. The Market has become a dynamic civic hub in our beautiful city for all to visit, in less than two years of operation.

The heart of the Boston Public Market is our vendors, who bring to the Market each day the food they have grown and produced with grit and dedication. Particularly for our farmers, 2016 was a year full of challenges; given the record-setting drought we experienced in New England. Nevertheless, our farmers showed up each day with a robust bounty to provide to all of us. We are deeply appreciative of the hard work and determination of all of our food producers and farmers; without them, the Boston Public Market and the great joy we all take from the Market would not be possible.

Our gratitude also goes to the Commonwealth of Massachusetts and the Massachusetts Department of Agriculture, and the City of Boston, all of whom have been unflagging in their support for the Market. The Boston Public Market is a true public/private partnership. It was built with significant funding from the Commonwealth and a small group of generous foundations and individuals. We continue to collaborate with all these stakeholders and remain very grateful for that interest and significant support.

The Boston Public Market's public impact mission is the foundation on which the Market sits. We work each day to ensure that we are educating our community, particularly our children, about the importance of nutritious and healthy food and supporting our regional food system. We welcomed hundreds of schoolchildren to the Market in 2016, and we continue to do so. We are committed to providing fresh, healthy local food to consumers of all income levels. We remain focused on building a welcoming, accessible community environment that supports grocery shopping and healthy eating as a key public health goal.

Our thanks to all of you for your continued support of the Market and the Boston Public Market Association. We appreciate your strong enthusiasm for all that we have to offer, and look forward to continuing to welcome you to the Boston Public Market.



**Cheryl Cronin**  
Chief Executive Officer



**Robert Tuchmann**  
Chairman of the Board





# SEASONALITY CALENDAR

The calendar below shows which fresh products are available in-season in New England.

Outdoor season  
Greenhouse or storage

## VEGETABLES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Artichokes												
Asparagus												
Asparagus												
Beets												
Bok choy												
Broccoli												
Broccoli rabe												
Brussels sprouts												
Cabbage												
Callaloo												
Cardoon												
Carrots												
Cauliflower												
Cavendish												
Celery												
Chili peppers												
Collards												
Corn												
Cucumbers												
Edamame												
Eggplant												
Escarole												
Fava beans												
Fennel												
Fiddleheads												
Garlic												
Ginger												
Goats												
Green beans												
Honeydew												
Kale												
Leeks												
White												
Winter squash												
Zucchini												

## HERBS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Anise												
Basil												
Chervil												
Chives												
Cilantro												
Coriander												
Cutting celery												
Dill												
Hops												
Lavender												
Lemongrass												
Marjoram												
Mint												
Oregano												
Parsley												
Rosemary												
Sage												
Salad burnet												
Savory												
Shiso												
Sorrel												
Tarragon												
Thyme												
Wheatgrass												
White pine tips												

## FRUIT

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Apples												
Blueberries												
Cantaloupe												
Cherries												
Cranberries												
Currants												
Elderberries												
Figs												
Gooseberries												
Grapes												
Juniper berries												
Melons												
Nectarines												
Pawpaws												
Peaches												
Pears												
Plums												
Puots												
Raspberries												
Strawberries												
Watermelon												

## SEAFOOD

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Bluefin Tuna												
Bluefish												
Cod												
Dogfish												
Flounders												
Haddock												
Hake												
Herring												
Lobster												
Mackerel												
Monkfish												
Native shrimp												
Pollock												
Redfish												
Scallops												
Smeit												
Squid												
Whiting												

# BOSTON PUBLIC MARKET SEASONAL COOKBOOK

NEW ENGLAND RECIPES ALL YEAR LONG



# FRESH LOCAL FOOD ALL YEAR LONG

The Boston Public Market is an indoor, year-round marketplace for locally sourced fresh and seasonal food, where residents and visitors can enjoy offerings from close to forty farmers, fishers and food entrepreneurs from Massachusetts and other New England states. 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 business model for the Market's important public impact mission. The Boston Public Market was developed and built through a vibrant and dynamic public/nonprofit/private collaboration that exists to this day.

The Boston Public Market Association has had the privilege of developing and now operating the Market. We and this Market that belongs to all of us continue to enjoy the support of the Commonwealth, the City of Boston and a diverse group of organizations and individuals, all of whom are committed to its long-term growth and success.

Since the day we opened, the Market has been a dynamic civic space providing residents and visitors an abundance of fresh local food and a rich variety of experiences. The Market has quickly become a food hub in the middle of Boston's Market District. We have stayed true to our concept of local-only food, meaning food that is grown or produced solely in New England. The Market offers visitors and residents a strong variety of options on the Market floor.

The Market supports regional economic development by creating a consistent year-round supply and demand for that local food and the businesses within the Market – farmers, fishers and food makers – thrives. The Market substantially enhances the sales of locally grown and produced foods and increases regional growth in several areas.

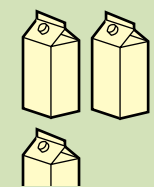
A key ingredient of the Market's appeal is that the customer can appreciate the quality, care, and origin of the food they buy and eat, thus connecting the customer much more closely to the food producer. Clearly, the experience of the Market and its food offerings are a huge success and appealing to a diverse group of visitors.

As a result, we continue to increase the number of visitors to the Market and our vendors' sales continue to thrive. We remain ever mindful of the importance of aggressively pushing forward on many fronts to ensure the success of the Market and our dedicated vendors.

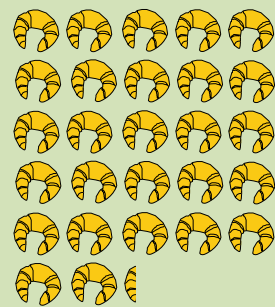




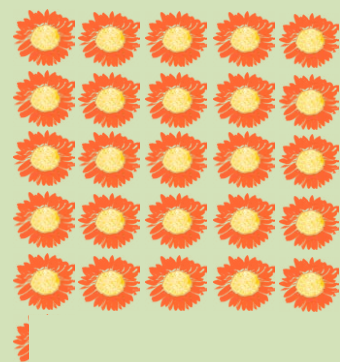
# IN 2016...



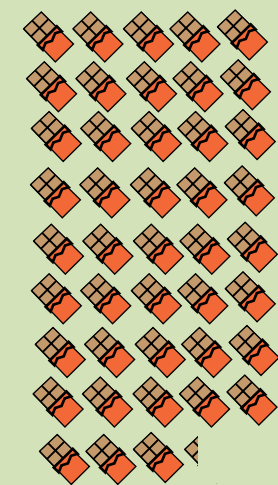
**2,500**  
gallons of milk sold



**27,157**  
croissants sold



**25,047**  
bouquets, plants and  
succulents sold



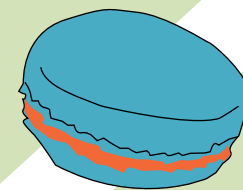
**43,050**  
bars of chocolate sold



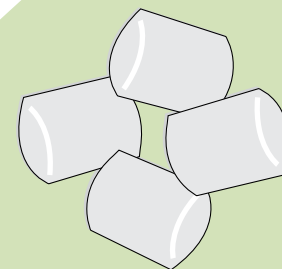
**48,631**  
oysters shucked



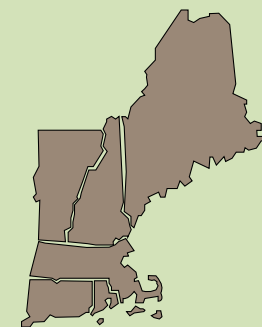
**16,341**  
bottles of wine sold



on avg.  
**300**  
macarons sold per day



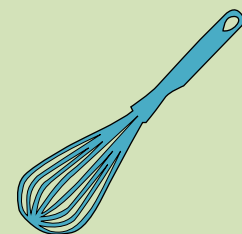
on avg.  
**13**  
bags of marshmallows  
sold daily



our vendors sourced from over  
**300**  
other small New England  
farms and businesses



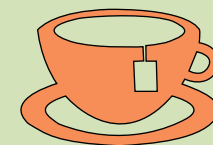
**75**  
community partners



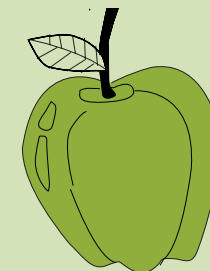
**4,278**  
people participated in  
kitchen programming



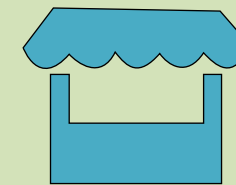
farthest vendor travels  
**203 miles**  
to the market  
  
closest vendor travels  
**2.2 miles**  
to the market



**26,600**  
cups of tea sold



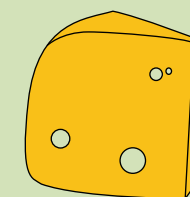
**14,709**  
pounds of apples sold



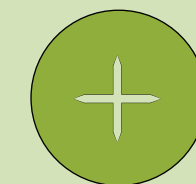
**22**  
unique pop-up  
vendors supported



**220**  
new jobs created



over  
**100**  
types of New England  
cheeses



**5**  
new vendors added to  
the market

\*1 item = 1,000





Ryan Rasy from Red's Best.  
Photos by: Melissa DiPalma, 2017.



# OUR VENDORS

## MA WINE SHOP

The Massachusetts Wine Shop, organized by Massachusetts Farm Winery and Growers Association, is the first of its kind concentrating on viticulture and winemaking throughout Massachusetts. Sourcing from over 20 small, family-run wineries, the Massachusetts Wine Shop offers the largest selection of wines anywhere in the region. Through informative tastings and weekly "Meet the Maker" events, the shop encourages consumer awareness of the handcrafted wines that are crushed, aged, fermented, and bottled right here in the Commonwealth.

## JENNIFER LEE'S GOURMET BAKERY

A 100% gluten free, nut free, egg free, and dairy free bakery. Founder Jennifer LaSala started her business at the age of 17, and was named Global Entrepreneur of the Year for New England by Goldman Sachs in 2013. Jennifer started as a pop-up vendor at the Boston Public Market and became a permanent vendor in March 2016. Due to an increased demand for her allergen-free products, she expanded to a larger stall in October 2016 and now bakes everything fresh in the Boston Public Market.

## SOLUNA GARDEN FARM

A one-acre, certified organic farm in Winchester, MA that specializes in sustainably grown herbs and flowers. Soluna also has their own line of handcrafted, small batch herb, spice, and tea blends. Soluna Garden Farm has expanded twice at the Boston Public Market, introducing new specialty products like kombucha on tap and increasing their fresh herb and flower offerings.

## Q'S NUTS

A family-owned and operated artisan nut roasting company started by husband and wife team Beth and Brian "Q" Quinn. Q's Nuts was founded in 2000 with the simple philosophy that wholesome ingredients, a love of good food, and a passion for creating in the kitchen would result in some of the best-tasting roasts around. Q and his team roast in small batches inside the Boston Public Market, always ensuring a fresh quality product. Their line of over 20 sweet, savory, and spicy flavor combinations are inspired by meals enjoyed, places visited, and closely held family recipes.

## STILLMAN'S QUALITY MEATS

Founded in 2005 by Kate Stillman, daughter of produce farmer Glenn Stillman. This family farm in Hardwick, MA is the only small farm in the state featuring an onsite poultry abattoir and meat processing facility, delivering customers the ultimate in farm-to-table eating. In addition to offering premium grass-fed and pasture-raised meats and poultry, Stillman Quality Meats expanded in February 2017 to feature a made-to-order bone broth bar.

## CHESTNUT FARMS

A family-owned and operated livestock farm in the heart of Massachusetts offering grass-fed and pasture-raised beef, pork, lamb, goat, and poultry. Farmers Rich and Kim employ animal-centered farming practices with a focus on land stewardship. In 2016, Chestnut Farms expanded their Boston Public Market stall in order to diversify their offerings and accommodate for a growing number of CSA pickups.

## SIENA FARMS

Farmer Chris Kurth and his wife Ana Sortun, chef/partner of the Oleana restaurant group, started Siena Farms in 2005 after the birth of their daughter Siena. The farm now spans 75-acres, including the land Farmer Chris grew up on. Siena Farms offers over 200 varieties of vegetables, fruits, herbs and flowers in addition to a diverse selection of farm products and specialty foods from fellow local food producers.

## CRESCENT RIDGE

An 85 year-old dairy farm in Sharon, MA selling award-winning ice cream and glass bottled milk. Run by third and fourth generation Parrish family members, Crescent Ridge still sends a fleet of milkmen across Massachusetts to deliver their fresh milk to homes, businesses, and schools. They also supply fluid milk to their fellow Boston Public Market vendors. Each one of Crescent Ridge's super premium ice cream flavors begins with the 40 year-old Parrish family recipe and is carefully churned to be truly delicious.

## SOMERVILLE BREAD COMPANY

A small batch bakery offering a rotating assortment of organic breads and bread products. Somerville Bread opened their Boston Public Market location in October 2016, marking their first permanent offsite retail location. In addition to their local, organic breads, Somerville Bread Company has a stone mill on-site to provide customers with freshly milled flour.

## BEVERAGES

- GEORGE HOWELL COFFEE
- HOPSTERS ALLEY
- MA WINE SHOP
- MOTHER JUICE



## PREPARED

- BEANTOWN PASTRAMI CO.
- BON ME
- INNA'S KITCHEN
- NOODLE LAB



## BAKERY

- FINESSE PASTRIES
- JENNIFER LEE'S BAKERY
- LEVEND BAGELRY
- SOMERVILLE BREAD CO.
- SWISSBAKERS
- UNION SQUARE DONUTS



## DAIRY

- APPLETON FARMS
- CRESCENT RIDGE



## MEAT

- CHESTNUT FARMS
- STILLMAN QUALITY MEATS



## PRODUCE

- CORNER STALK FARM
- RED APPLE FARM
- SIENA FARMS
- STILLMAN'S FARM



## SPECIALTY & OTHER

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



## SEAFOOD

- BOSTON SMOKED FISH CO.
- RED'S BEST









# MARKET HIGHLIGHTS 2016



JAN. 24	Family Shopping Day at the Market
FEB. 4	Know Your Roots free program in the Kids Nook
FEB.16-22	Boston Public Market hosts February School Vacation Week activities
MARCH 17	Market Greens Sampling & Demos for St. Patrick's Day
MARCH 20	Maple Day at BPM
APRIL 9	American Stonecraft Mending Wall Community Service Project
APRIL 14	Boston Marathon runners Eating Local activities at the Market
APRIL 20-24	Boston Public Market hosts April School Vacation Week activities
APRIL 29 - MAY 8	Boston Public Market celebrates ArtWeek Boston
MAY 4	Boston Public Market launches Free Guided Tour Program
MAY 18-22	Boston Public Market hosts the American Heart Association's FAST exhibit
JUNE 8	Strawberry Day!
JUNE 19	Boston Public Market begins partnership with Fresh Truck
JUNE 29	Red's Best loads 11 ft skiff into the Boston Public Market
JULY 1	Berklee Summer Concert Series kickoff
JULY 1	HarborFest ice cream social with Crescent Ridge
JULY 6	Summer Meals Program site launched at Boston Public Market
JULY 14	Boston Future Leaders cohort visits the Market
JULY 18	Boston Public Market opens 7 days a week!
JULY 30	Boston Public Market celebrates 1 year anniversary
AUGUST 18	Local Libations Outdoor Beer Garden series begins
AUGUST 24	Boston Public Market hosts MDAR Tomato Contest
AUGUST 28	Boston Public Market hosts Fermentation Festival
SEPT. 13	Boston Public Market hosts Edible Boston 10th Anniversary Celebration
SEPT. 22	Senior walking tour + cooking class with Tufts University & City of Boston
SEPT. 30 - OCT. 7	Boston Public Market celebrates ArtWeek Boston



## ...& 2017



OCT. 1	Boston Public Market launches "Dinner Tonight" campaign
OCT. 7	BPM Barnraiser concert with Farm Aid
OCT. 18	Boston Public Market hosts Fermentation Festival
OCT. 20	First Annual Harvest Party
OCT. 31	Fresh Truck "Projectile Produce"
NOV. 3-4	Food Solutions New England's Leadership Institute at the Market
NOV. 17	Boston Public Market launches Buy An Extra Campaign
DEC. 6	Boston Public Market releases First Edition Seasonal Cookbook
JAN. 8	UNI Draw Cart public art project arrives at the Boston Public Market
JAN. 17	Boston Public Market launches "Sip & Shop" series
FEB. 20-24	Boston Public Market hosts February School Vacation Week activities
MARCH 2	Boston Public Market hosts Open House
APRIL 3	Boston Public Market hosts Farm to Fork to Film
APRIL 17-22	Boston Public Market hosts April School Vacation Week activities
APRIL 25	First Annual Food Hub Forum
APRIL 28 - MAY 7	Boston Public Market celebrates ArtWeek Boston
MAY 16	Boston Public Market at Dewey Square Opening Day







# OUR COMMUNITY IMPACT

In 2016, the Boston Public Market Association worked with over 75 unique community partners, organizations, and institutions to provide exciting, innovative, and educational programming for the public. In addition to our community partners, we worked with all 40 of our farmers, fishers, bakers, fermenters, and food producers to create educational opportunities that appealed to a broad public audience. Together with our partners and our vendors, the Boston Public Market engaged our audience in discussions of local food and public health during a wide variety of events including festivals, classes, tours, workshops, and forums.

## Engaging with our youngest consumers and supporting their families

To engage with our youngest audience, the Boston Public Market offered a wide range of **free children's programming**, allowing students to explore where their food comes from and helping them to gain an understanding of the importance of a healthy, locally sourced diet. We believe in the importance of engaging with children early and often to help them build good habits for the future and encourage them to nurture a love of locally produced goods.

### The Market as a Classroom

The Market hosted free educational activities for students during public school vacations and throughout summer vacation. We provided enjoyable educational opportunities that helped kids to have fun and get their hands dirty while engaging in activities like meeting our farmer's piglets and learning to identify rare New England fish species with our fishmongers. Additionally, 2016 saw the launch of a free school field trip program available to students of all ages. Over 900 students from 45 school groups visited the Market and met our vendors. Students on our fields trips are encouraged to sample fresh produce, talk to our producers, and compete in scavenger hunts that encourage them to explore the entire Market floor.



### Accessible, Nourishing Meals for Children and Families

Of course, our engagement with children and families was not all just fun and games. The Boston Public Market continued to support initiatives that improved child nutrition and education for local families by participating as a USDA Summer Meals Program site and holding grocery shopping workshops for families, seniors, children, and budget shoppers.

## Educating and nourishing our community

We continue to work to satisfy our community's curiosity about healthy, locally sourced ingredients, their production, and their suggested preparation methods. In 2016, we launched several programs to help meet these demands and continue to educate the community about our vendors and their products.

### Public Tour Program

In support of our mission to educate and nourish our community, the Boston Public Market launched a public tour program, giving our customers a unique opportunity to **"meet the makers"** behind their favorite food products and to learn from local farmers, fishers, and food entrepreneurs. We understand that one of the most important pieces of our marketplace is directly connecting our consumers with the producers who create their food. Twice weekly, customers can embark on a behind-the-scenes look at the market with one of our BPMA staff members or knowledgeable volunteers, helping them to gain a better understanding of our vendors, the origin and history of their businesses, and the production methods they employ.



### Answering the Age-Old Question: What's for Dinner?

To help our customers make the best use of our wide variety of food offerings, we launched our **"Dinner Tonight"** program in 2016, which provides shoppers with accessible, seasonal, and delicious recipes that showcase our vendors' products. Now, not only can customers find the freshest local ingredients in the market, they can also take home a recipe sure to please a crowd or get dinner on the table quickly. Additionally, many of the "Dinner Tonight" recipes instruct shoppers on how to best utilize little-known ingredients or make the most of peak-season produce.

### Launching our Boston Public Market Cookbook

Building on the success and enthusiastic response to the 'Dinner Tonight' program, Boston Public Market Association staff worked with our vendors to produce our first ever Boston Public Market Association **Seasonal Cookbook**, which features over 100 seasonal recipes and highlights the small businesses who grow, catch, and create exceptional local food. The 2016 edition is available for sale in the Market and promises to be the first of many unique editions.



## Accessibility for all our customers

The Boston Public Market remains focused on building a welcoming environment that is accessible to the entire community. We continue to support and encourage grocery shopping as a public health intervention. In 2016, our vendors accepted SNAP, Farmers Market Senior and WIC Project Fresh coupons, and Boston Bounty Bucks for all eligible products, year-round. We also worked with SNAP Education providers and WIC educators like Project Bread and the University of Massachusetts to offer free classes, information sessions, and enrollment support to our customers.



## Our Community Partners

Age Friendly Boston  
American Association of Retired Persons  
American Heart Association  
Arlington Food Assistance Center  
Armenian Heritage Park  
ArtLifing  
ArtWeek  
Aspire  
Baraka Community Health Center  
Berklee College of Music  
Big Sisters  
Boston AP/Lab  
Boston Afterschool and Beyond  
Boston Globe  
Boston Greenfest  
Boston Lyric Opera  
Boston Public Schools  
Branch Food  
Bright Horizons  
Cambridge Public Schools  
Charlestown Girls Club  
Citizen Schools  
Citizens Bank  
City of Boston  
City of Boston Future Leaders  
Club Passim  
Community Servings  
Dudley Street Neighborhood Initiative  
Daily Table  
EOS Foundation  
FarmAid  
Fit University  
Food Solutions  
Food Solutions New England  
Food for Free  
Fresh Truck  
Friends of Columbus Park  
Future Chefs  
Greylock Mill  
Harborfest  
Highland Street Foundation  
Home Base  
Human Nutrition Research Center on Aging  
Interise  
James Beard Community Market  
Jewish Vocational Services  
Kendall Foundation  
LevelGround  
Metropolitan Area Planning Council  
Madison Park High School  
MassDEP  
Michael Lisnow Center  
Mission Safe  
New England Center for Arts & Technology  
North End Music and Performing Arts Center  
NetImpact

New England Aquarium  
New England Forestry Foundation  
New England Office of Food Initiatives  
New Entry Sustainable Farm Project  
Omaha Public Market  
Opera on Tap  
Project SOUP  
Readable Feast  
Red Sox Foundation  
Rose Fitzgerald Kennedy Greenway  
SNAP-EDU  
Simmons  
Somerville Winter Market  
Startup Institute  
Sustainable Business Network  
The Family Dinner Project  
The Food Project  
The Trustees  
Tufts University  
USDA  
WIC  
Waterfront Association  
WestEnd Community Center  
YES Goal  
YW Boston Connect  
Zoo New England



Mark Parrish, owner of Crescent Ridge, making a special delivery to our friends at George Howell Coffee.





Eggs from Chestnut Farms.



Kate Stillman, owner of Stillman Quality Meats.  
Photo by: Melissa DiPalma, 2017.



# THE MARKET FLOOR

The first full year of operation was an exciting time for the Boston Public Market as we worked to support our vendors and other small food producers in the region, improve our operational processes, focus on sustainability, and make our customer experience a more enjoyable one.

In addition to supporting our full-time, permanent vendors, the Boston Public Market Association team has continued to support the region's farmers, fishers, and small food entrepreneurs through growth of our **Short-Term Vendor Program**. Allowing "pop-up" style vendors to set up temporary stalls for short periods of time not only supports our mission of providing fresh, healthy food to consumers, it also helps us to bring a greater variety of products to the Market floor while supporting even more small food businesses. In 2016, the Short-Term Vendor Program supported an additional 22 unique local vendors, exposing our customers to their products and helping these vendors to build their brands and business strategies.

In response to growing demand from our customers and our location in a dynamic neighborhood landscape, in 2016 the Boston Public Market transitioned from operating only



five days a week to opening **seven days a week**. Our vendors and staff worked hard to make this process smooth and strategic, and we are proud to now offer our customers 82 public hours each week when they can shop from our vendors and fulfill their grocery shopping needs. Our additional hours allow our customers access to the freshest possible food every single day.

We also worked to make our Market operations more sustainable. The Boston Public Market team collaborated both with our vendors and our external partners in an effort to eliminate food waste in our supply chain by working with food rescue organizations to donate excess Market products. Additionally, the Boston Public Market manages a large-scale composting program to ensure that our organic material returns to the region's farms and strengthens the yields of the season's crops. In 2016, the Boston Public Market composted **over 131,000 pounds** of food scraps and organic material.

To make our customer experience more enjoyable, we have worked to add amenities that make shoppers feel comfortable and at home when they spend time with us. In 2016, the Boston Public Market introduced **free public wi-fi** as a means to communicate more efficiently with our shoppers. This innovation encourages sharing of Market pictures and stories across various social media platforms and helps our customers be productive and efficient during their visits with us.







Appleton Farms.  
Photo by: Melissa DiPalma, 2017.



Sweet Lydia's.  
Photo by: Melissa DiPalma, 2017.



# SHARING OUR STORY

## Social Media/Website/Newsletter

Boston Public Market's social media, website, and newsletter provide fun and exciting real-time engagement with customers who increasingly turn to these digital tools for information. Our following continues to grow rapidly as both loyal and new customers find beautiful, enticing photos and details about upcoming events and promotions, Market offerings, holiday specials, vendor stories and profiles, classes and demos, and much more. These tools provide a communications forum to bring the BPM experience outside Market walls and build strong relationships with vendors, customers, partners, stakeholders, and future guests.



## Advertising

Sharing our story in an effective way involves significant advertising efforts across an array of platforms. While we allocate funds to run several of our ads, we are grateful for the support we receive from media partners who believe in our mission and public impact goals.

In 2016 we launched several paid and pro-bono Boston Public Market advertising campaigns. We had the opportunity to work with Massachusetts Department of Transportation's Office of Outdoor Advertising Public Service Announcement Program and Massachusetts Department of Agricultural Resources to coordinate branded, digital billboards with a "support your Massachusetts farmer" message. Boston Public Market print and/or digital ads appeared throughout the year in publications such as The Boston Globe, BostonGlobe.com, Boston.com, Edible Boston and To Market magazines, Faneuil Hall neighborhood guide, Duck Boat Tours program, MBTA digital screens, and social media platforms. We are especially grateful to our friends at The Boston Globe who sponsored our first annual Harvest Party, running five print ads and sending two newsletters to promote our fundraising event.



## 7 Day Week Launch

The launch of opening seven days a week in July of 2016 was an important milestone for communicating a positive narrative about the Market's rapid growth and measurements of success around the one year anniversary. This announcement provided fodder for the exciting local advertising, social media engagement, and extensive press coverage that gave BPM the opportunity to highlight successful year one data and new upcoming initiatives. The mid-summer timing of this buzz created significant exposure during our high-traffic season for residents and tourists.



## Public Relations

In an effort to spread awareness about the Boston Public Market to key residential audiences, 40,000 direct mailers were distributed via USPS to North End, Beacon Hill, Back Bay, Waterfront, and South End residents. These mailers were strategically sent in September when Bostonians were home from summer travels and getting back into a routine. Discounts on BPM merchandise provided an incentive to visit the Market.

Given the holiday season's crucial impact in the retail arena, November and December saw a fresh, fun, and robust holiday ad campaign. Five Improper Bostonian Magazine issues included a full-page ad, each with a different veggie personality. These creatives also ran digitally in social media, BostInno, local online news sites, and mobile apps, achieving 4.6 million impressions with over 25,000 brand engagements across all platforms. 12,000 users clicked to the BPM website and mobile map through the digital ads. This campaign had a positive impact on foot traffic, with the Market seeing 180,937 visitors in November and 204,925 in December, an increase of 105,669 since 2015.





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# EXPERIENCING THE MARKET



## HARVEST PARTY

On October 20, 2016, the Boston Public Market Association hosted our first annual Harvest Party, which was a rousing success! Hundreds of friends and fans of the Market gathered together to enjoy live music, engage in hands-on experiences with our vendors, and of course, to eat and drink all the best products the Boston Public Market vendors had to offer.

The evening started with a unique ticketed 'Chef's Table' experience in the Boston Public Market's KITCHEN, where guests were invited to enjoy small plates and signature cocktails from special guest Ana Sortun's cookbook *Soframiz*.

Guests then headed into the main Market floor to taste samples from our vendors paired with local beer and wine. Whether dancing the night away or capturing a memory in our Harvest Party photo booth, attendees couldn't help but have an amazing time. **We can't wait for our second annual Harvest Party on October 19, 2017.**



## PUMPKING

We unveiled our second annual Official Pumpkin of Boston in October, weighing in at an impressive 1,082 pounds – even larger than last year's pumpkin! This year, we even got our pumpkin a friend, housing an 800-pound gourd to keep him company. The dynamic duo was the center of many great photo opportunities and was lovingly dubbed Big Papi and Green Monstah after a hotly contested naming contest.

Big Papi and Green Monstah presided over the Market's Harvest Party and were the center of attention at the Boston Public Market's Pumpkin Fest hosted in the KITCHEN, where children carved and painted pumpkins and enjoyed pumpkin-themed products from several of our market vendors.

## FUN IN OUR NEIGHBORHOOD

The Boston Public Market also participated in several community events with our neighbors in 2016. From the North End Little League Season Kick-Off to the West End Children's Festival, we took our show on the road and participated in the excitement happening outside of our four walls.

We have been working hard to welcome our neighbors into the Market and have hosted several pop-up events at neighboring office buildings, apartment complexes, and universities, encouraging those who live and work close to us to get to know our vendors and stop by to say hello.

Of course, we also participated in several health- and food-related events such as the Boston Wine Expo, FitUniversity and GreenFest. The Boston Public Market also participated in Boston Winter's holiday market, outfitting a pop-up chalet that brought our vendors' wares onto City Hall Plaza and showcased them as great holiday gift options along with several other pop-up shops. Shoppers ice skated, sipped on mulled wine, listened to live music performances, and took home a wide array of great holiday-themed products.



## SIP & SHOP

The summer of 2016 welcomed our "Local Libations" summer series where guests were invited to enjoy a local beer and wine al fresco. Each week, the market hosted a pop-up beer garden on our plaza where customers could enjoy the beautiful New England weather.

The Boston Public Market has continued the fun by holding a weekly Sip & Shop Series, where customers can enjoy a local beverage or two while wandering the Market to fill their grocery basket or enjoying a bite to eat at one of our communal tables.







Chelsey Erickson, owner of Finesse Pastries.  
Photos by: Melissa DiPalma, 2017.



# FINANCIAL OVERVIEW\*

## OPERATING REVENUE AND EXPENSES

### 2016 Market Revenue

Market Rental	\$1,256,583
Donations/Grants	\$261,614
<b>Total Operating Revenue</b>	<b>\$1,518,197</b>

### 2016 Operating Expenses

Salaries	\$510,859
Taxes/Benefits	\$90,821
Market Repair & Maintenance	\$475,300
Advertising & Marketing	\$238,833
Professional Services	\$83,232
Donated Professional Services	\$19,600
Market & Program Supplies	\$62,630
Events & Conferences	\$56,581
Insurance	\$34,774
Interest	\$31,659
Occupancy	\$83,281
Various/Misc	\$21,613
<b>Total Operating Expenses</b>	<b>\$1,709,183</b>
Depreciation	\$572,000
<b>Total Operating Expenses With Depreciation</b>	<b>\$2,281,183</b>

## ASSETS & LIABILITIES

### Assets

Cash	\$981,308
Tenant Security Deposits	\$152,556
Market Reserve Account	\$250,000
Pledges/Grants Receivables	\$291,241
Accounts Receivables	\$181,071
Inventory/Prepaid Expenses	\$30,130

Assets Before Property and Equipment	\$1,886,306
Property and Equipment	\$12,540,219
<b>Total Assets (with Property and Equipment)</b>	<b>\$14,426,525</b>

### Liabilities

Note Payable	\$1,000,000
Accounts Payable/Accrued Expenses	\$152,609
Tenant Security Deposits	\$152,556
<b>Total Liabilities</b>	<b>\$1,305,165</b>

\* For 2016. For complete audited financial statements please visit [bostonpublicmarket.org](http://bostonpublicmarket.org)



New England Farm to Fiber  
Photo by: Melissa DiPalma, 2017.





Soluna Garden Farm stall at the Boston Public Market.



Inna and Alex Khitrik , owners of Inna's Kitchen.



# THANK YOU

**To our Founders**

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**Harvest Party Sponsors**

Citizens Bank | The Boston Globe | The HYM Investment Group, LLC | Blue Cross Blue Shield | DentaQuest | Crawford Strategies | TD Bank | John Hancock | JLL. We are especially grateful to our presenting sponsor Citizens Bank, which also has a banking presence in the Market.

**Awards**

Improper Bostonian "Best One-Stop Shop of 2017"  
Academy of Culinary Nutrition Approved 2017  
Mass Recycle 2017 Institution 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  
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

**BPMA Staff**

Amanda Campbell, Marketing & Communications Director | Cheryl Cronin, Chief Executive Officer | Carrie DeWitt, Market Facilities Manager | Tim Johnson, Seasonal Farmers Market Manager | Liane Kush, Director of Administration & Finance | Malia Maier, Marketing Coordinator | Hannah Martin, Market Manager | Taylor Millington, Assistant Market Manager | Mackenzie Sehlke, Director of Programming & Community Engagement.

**Annual Report Design and Layout**

Sahar Salari

**Annual Report Photography**

Some photos in this report are sourced from a collaborative project between Boston Public Market and Boston-based photographer Melissa DiPalma. Market Stories is a behind-the-scenes series of stories about the food, farmers, and makers who are our valued vendors. You can see the complete series at [www.lootstories.com](http://www.lootstories.com) and learn more about Melissa at [www.melissadipalma.com](http://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](http://bostonpublicmarket.org/donate) and become a Friend of the Boston Public Market.

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