



BOSTON PUBLIC MARKET

ANNUAL REPORT

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.

2017



BOSTON **PUBLIC** MARKET ASSOCIATION

Annual Report 2017
Bring Fresh Home Today

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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.

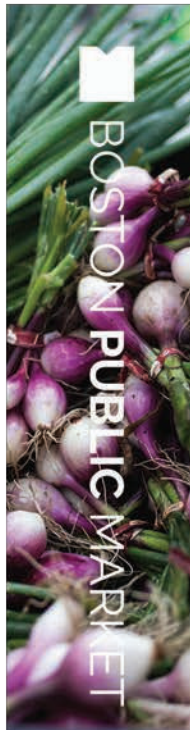
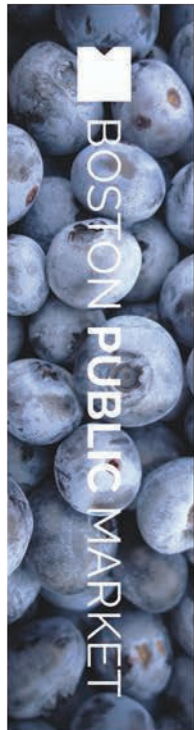
Our gratitude to the Commonwealth of Massachusetts, our other very generous Founders, the City of Boston, and everyone who visits our Market, since without your belief in us and our mission, we would not be here. We look forward to continuing to welcome you to the Boston Public Market.

Cheryl Cronin


Cheryl Cronin
Chief Executive Officer

Robert Tuchmann


Robert Tuchmann
Chairman of the Board





spring

summer

fall

winter

BOSTON
PUBLIC
MARKET

BOSTON
PUBLIC
MARKET

seasonal cookbook

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

collaborated with

over
50

community partners

54

additional small businesses
supported through our
Cr[EAT]or Market and Short
Term Vendor program

56

days of Dewey Square
farmers market

307

press hits in local, regional,
national and international
outlets

over
1,600
kids

visited the market through
field trips, tours, and
summer programming

4,000
lbs

of food donated to
local non-profits

Over
17,000

Twitter followers

over
18,000

Facebook followers

over
49,000

Instagram followers

135,000
lbs

of food waste
composted

497,163

website visits

over
2.4
million

visitors enjoyed
the Market

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!

American Stonecraft

Soluna Garden Farm

Levend Bagelry

Peterman's Bowls & Boards

George Howell Coffee

Swissbäkers

Union Square Donuts

Red Apple Farm

Mother Juice

The Popover Lady

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 brine recipes, multiple sources of fresh fish, and different hardwoods, they finally found the 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 on the Historic Boston Fish Pier.

FOODCARESBOSTON

An initiative of Roxbury-based nonprofit Baraka Community Wellness, FoodCaresBOSTON 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 BPM location support FoodCaresBOSTON's food access efforts, providing free healthy food and educational resources to families and children in Boston's low-income communities.

PETERMAN'S BOARDS AND BOWLS

Owned by Spencer Peterman and his wife Michele Jurado-Rende, Peterman's Boards & Bowls takes fallen or discarded trees from New England towns and gives them new life in the form of beautiful - and 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 tossers, bottle stoppers, and napkin rings at their workshop in Gill, MA.

STILLMAN'S FARM

Glenn Stillman started farming in Lunenburg, MA in 1980, eventually expanding into New Braintree ten years later. Stillman's Farm is now a leader in growing top-quality, safe, and healthy produce and plants. In 2004, Glenn and his wife Geneviève created their own registered trademark "Conscientiously Grown" to market 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 assortment of produce, plants, and other farm goods, they are best known for their award-winning tomatoes and corn.

BOSTON HONEY CO.

Andy Reseska started his apiary in 1996 with a single bee colony. Today, along with his family and farm crew, he maintains 30 field locations around Massachusetts that support 968 bee colonies. From raising honeybees, extracting honey from the comb, bottling, and distributing, Boston Honey Company does it all while remaining committed to colony health, honey quality, and sustainability. At their Boston Public Market stall, you can find a variety of raw unfiltered honey, pure comb honey, beeswax candles and soaps, and even a live observation hive!

TAZA CHOCOLATE

After taking his first bite of stone ground chocolate while traveling in Oaxaca, Mexico, Taza founder Alex Whitmore created a chocolate factory back home in Somerville, MA. He apprenticed under a molinero 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 freshly roasted, Direct Trade Certified cacao beans using traditional Mexican stone mills called molinos, and whips up fresh hot or iced chocolate drinks that are customizable, gritty in texture, and delicious.

NOODLE LAB

Audrey Yap got her start in the kitchen spending time with her grandmother during summer vacations in Malaysia as a child. Upon moving to America, the family opened several restaurants in Tucson, AZ. After college, Audrey was determined to open a place of her own. Noodle Lab at the Boston Public Market showcases some of her family's generations-old recipes, along with regional dishes that originate from Southeast Asia. Noodle Lab features ramen, noodle soups, and rice bowls made to order.

LEVEND BAGELRY

Alex Jong founded Levend Bagelry in 2015 at the age of 26, baking out of a commercial kitchen and selling at local farmers markets. In July 2016, he opened his first (and only) 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 key 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 Rietscha and Dave Buchholz, 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 90 varieties of flowers including sweet peas, peonies, dahlias, 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.

BEVERAGES

- GEORGE HOWELL COFFEE
- HOPSTERS ALLEY
- MA WINE SHOP
- MOTHER JUICE
- SOLUNA GARDEN FARM
- TAZA CHOCOLATE



FAST CASUAL

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



BAKERY

- FINESSE PASTRIES
- JENNIFER LEE'S BAKERY
- LEVEND BAGELRY
- THE POPOVER LADY
- SWISSBÄKERS
- UNION SQUARE DONUTS



DAIRY

- APPLETON FARMS
- CRESCENT RIDGE



MEAT

- CHESTNUT FARMS
- STILLMAN QUALITY MEATS



PRODUCE

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



SPECIALTY & OTHER

- AMERICAN STONECRAFT
- BOSTON HONEY COMPANY
- FIELD & VASE BY STOW GREENHOUSES
- NELLA PASTA
- NEW ENGLAND FARM TO FIBER
- PETERMAN'S BOARDS AND BOWLS
- Q'S NUTS
- SWEET LYDIA'S



SEAFOOD

- BOSTON SMOKED FISH CO.
- RED'S BEST



Supporting the Market Community

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



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
FEB. 20-24	February School Vacation Week activities
MARCH 2	Boston Public Market hosts first annual Open House
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 16	Boston Public Market at Dewey Square Opening Day
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



JUNE 25	BPM Blueberry launch!
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	CEO 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
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
OCT. 17	Boston Public Market's Pumpking Unveiled!
OCT. 19	Second Annual Harvest Party
NOV. 18	Holiday Cr[EAT]or 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 partnership 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.



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.

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.



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.



Accessibility for all our customers

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.



Our Community Partners

- AARP

Age Friendly Boston

American Heart Association

Arlington Food Assistance Center

Armenian Heritage Park

ArtLifting

ArtWeek

Aspire

Baraka Community Health Center

Berklee College of Music

Big Sisters

Boston Afterschool and Beyond

Boston AP/Lab

Boston Globe

Boston Greenfest

Boston Public Schools

Boston Lyric Opera

Branchfood

Bright Horizons

Cambridge Public Schools

Charlestown Girls Club

Citizen Schools

City of Boston

City of Boston Future Leaders

Club Passim

Community Servings

Dudley Street Neighborhood Initiative

EOS Foundation
- Farm Aid

Fit University

Food for Free

Food Solutions New England

Fresh Truck

Friends of Columbus Park

Future Chefs

Greenway

Greylock Mill

Harborfest

Highland Street Foundation

Home Base

Human Nutrition Research Center on Aging

Interise

James Beard Community Market

Jewish Vocational Services

LevelGround

Madison Park High School

Metropolitan Area Planning Council

MassDEP

Michael Lisnow Center

Mission Safe

NetImpact

New England Aquarium

New England Center for Arts & Technology

New England Forestry Foundation

New England Office of Food Initiatives

North End Music & Performing Arts Center

- New Entry Sustainable Farm Project

Omaha Public Market

Opera on Tap

Project SOUP

Readable Feast

Red Sox Foundation

Simmons College

SNAP-EDU

Somerville Winter Market

Startup Institute

Sustainable Business Network of Massachusetts

The Family Dinner Project

The Food Project

Tufts University

USDA

Waterfront Association

WestEnd Community Center

WIC

YES Goal

YW Boston Connect

Zoo New England





Evan Reseska, Boston Honey Company
Photos by: Melissa DiPalma, 2017

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.

Cr[EAT]or Market

This holiday season, the Boston Public Market held our first ever Holiday Cr[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 Cr[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.



From top to bottom: FoodCaresBOSTON, New England Farm to Fiber, and The Popover Lady in the Market.



Field & Vase by Stow Greenhouses | Stow, MA



Barb Rietscha, Field & Vase by Stow Greenhouses
Photos by: Melissa DiPalma, 2017

Sharing Our Story

A core part of the Boston Public Market Association's mission is to build community, and we work hard to ensure our community of customers, vendors, and partners know our story and want to be a part of it. Through ongoing, robust marketing campaigns, we reach the community both inside and outside the Market, and share the unique story of who we are and why we're here.

Social Media/Website/Newsletters

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!



Advertising

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.

Signage & Materials

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.

Public Relations

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.

Awards

- 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
- 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

BOSTON PUBLIC MARKET

PEACH FEST

SATURDAY, AUGUST 19TH
10AM-4PM

Join Red Apple Farm in celebrating stone fruit season.
Fresh peaches by the peck or bushel from Red Apple Farm, Siena Farms, and Stillman's Farm | Inna's Kitchen peach knishes | Jennifer Lee's Bakery peach bread and peach muffins | Crescent Ridge ice cream atop Red Apple Farm peach crisp | and more peachy creations!
how do you like them peaches??

BOSTON PUBLIC MARKET

HOLIDAY
CREATOR
MARKET

Every Saturday & Sunday
November 18 - December 17

Your one-stop shop for groceries AND gifts this holiday season! Visit local artisan pop-ups alongside BPM's year-round vendors for specialty foods, jewelry, artwork, and home goods.
For more info about the Holiday CREATOR Market, visit bostonpublicmarket.org

BOSTON PUBLIC MARKET

FARM DAY

SATURDAY, JUNE 24

We're bringing the farm to the city. Join our farmers in the KITCHEN for hands-on activities and farm fresh fun!

11:00 - 11:45 am | Chickens & Eggs with Chestnut Farms
12:15 - 1:00 pm | Greens, Beets & Sunflowers with Siena Farms
1:30 - 2:15 pm | Make Veggie Creatures with Stillman's Farm
2:45-3:00 pm | Giant Pumpkin Seeds & Apples with Red Apple Farm

FOR TICKETS & INFO VISIT BOSTONPUBLICMARKET.ORG

BOSTON PUBLIC MARKET

Harvest Party

THURSDAY, OCTOBER 19TH
7:00-10:00PM

A festive fundraiser celebrating the best of the Boston Public Market! Savor an evening with our vendor community over local libations, food, live music, dancing, and so much more.
\$50

BUY TICKETS AT MARKET INFO DESK OR ONLINE AT BOSTONPUBLICMARKET.ORG/HARVESTPARTY

Proceeds support the Boston Public Market's Community Engagement Fund, which offers free, public, seed-to-skillet educational experiences within our four walls and throughout our local community.

Citizens Bank

Improper

HoneyBee

Conventures

HYM

Massachusetts Department of Agricultural Resources and Mass Farmers' Markets Presents

33RD
ANNUAL
MASSACHUSETTS
TOMATO
CONTEST

TUESDAY, AUGUST 22ND

Sponsored by:

MDAR

VEGETABLE & BERRY

Schedule of Events:
8:00 am to 10:45 am - Tomato drop-off and registration
11:00 am - Judging of tomatoes by panel of experts
1:00 pm - Presentation of awards

BOSTON PUBLIC MARKET

FOOD FOR
FOOD

APRIL

Urban Food Market Dis...

Invest in Local Food

BOSTON PUBLIC MARKET

FOOD SYSTEM

CONFERENCE

RECEPTION

Food System Neighborhoods City Systems business incubator

BOSTON PUBLIC MARKET

SUMMER FRIDAYS
SIP & SHOP

EVERY FRIDAY 3-7PM

Enjoy a beverage while you shop or dine throughout the Market!

FARM WINERIES & GROWERS

NATIONAL HONEYBEE DAY

FREE!

Saturday, August 19

11:00AM - 2:00PM

The Boston Honey Co. is celebrating National Honeybee Day with a Local Honey Festival in The KITCHEN. Join us as we showcase this sweet & healthy treat with a day full of fun events and learning activities.

RED'S BEST

LOBSTER FEST & BLOCK PARTY

in partnership with Boston Public Market Association

Saturday

June 17, 2017

11 - 4 pm

OUTSIDE ON THE PLAZA AT BOSTON PUBLIC MARKET, 100 HANOVER STREET

Celebrate the Tall Ships coming to Boston! Join Red's Best and the Boston Public Market for a full on lobster-y pop-up with beer, music, corn hole and other festivities outside on the BPM plaza along the River Fitzgerald Kennedy Greenway! Menu includes: grilled lobster tails, mini lobster rolls, and lobster bisque! No tickets necessary and all items will be sold a la carte. Rain date Sunday, 6/18/17, 11 am - 4 pm.

BOSTON PUBLIC MARKET

February Vacation Week
Kids' Activities

February 20-24
in the KITCHEN at the BPM

TUES: FEB 21

COOKING CAMP with Corner Stalk Farm 9:30 AM-12:30 PM
PIZZA PARTY 1:00-3:00 PM

THURS: FEB 23

COOKING DEMO with Project Bread 11:45 AM -12:30 PM & 1:00-1:45 PM

MON: FEB 20

COOKING CAMP with Red's Best 9:30 AM-12:30 PM

WED: FEB 22

COOKING CAMP with Chestnut Farms 9:30 AM-12:30 PM
DECORATE A POT & PLANT A BULB with Stow Greenhouses 1:00-2:00 PM

FRI: FEB 24

CHOCOLATE GRINDING DEMO with Taza Chocolate 2:00-3:00 PM
FAMILY DINNER NIGHT with Just Add Cooking 6:00-8:00 PM

Register for events at bpmkitchen.eventbrite.com

BPM turns 2!

We're celebrating our 2nd birthday with 2 GIANT pies!

Monday, July 31st

12:30pm till the pie runs out.

Pies baked by our friends at Centerville Pie Company using fresh local produce from Boston Public Market farmers.

BOSTON PUBLIC MARKET



Mobile billboard during the holiday season

Experiencing The Market

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.



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.



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!



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.





Red's Best | Boston Fish Pier, MA



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

Market Rental	\$1,457,540
Donations/Grants	\$190,701
Total Operating Revenue	\$1,648,241

2017 Operating Expenses

Salaries	\$568,386
Fringe Benefits	\$73,779
Payroll taxes	\$50,820
Total payroll and related	\$692,985

Utilities	\$367,090
Security and Custodial	\$323,498
Advertising & Marketing	\$232,034
Occupancy	\$139,860
Repairs and Maintenance	\$111,665
Professional Services	\$64,527
Donated Professional Services	\$35,000
Events/Conferences	\$55,056
Program and Other Supplies/Internet	\$53,267
Insurance	\$32,524
Interest	\$32,291
Miscellaneous	\$27,742
Bad Debt	\$13,305

Total Other \$1,487,576

Total Expenses before Depreciation \$2,180,561

Depreciation \$576,311

Total Operating Expenses with Depreciation \$2,756,872

ASSETS & LIABILITIES

Assets

Cash	\$572,502
Tenant Security Deposits	\$86,430
Market Reserve Account	\$250,128
Accounts Receivables	\$131,786
Inventory/Prepaid Expenses	\$33,596

Total current assets	\$1,074,442
Cash - Tenant Security Deposits, Net of Current Portion	\$45,152
Property and Equipment	\$11,965,708
Total Assets	\$13,085,302

Liabilities and Net Assets

Liabilities

Note Payable	\$800.00
Accounts Payable/Accrued Expenses	\$293,939

Advanced Rental Payments \$12,692

Current Portion of Tenant Security Deposits \$86,430

Total Current Liabilities \$1,193,061

Tenant Security Deposits, Net of Current Portion \$45,152

Total Liabilities \$1,238,213

Net Assets

Operating	\$101,379
Property and Equipment	\$11,165,708
Market Reserve	\$250,128

Total Unrestricted \$11,517,214

Temporarily Restricted \$329,875

Total Net Assets \$11,847,089

Total Liabilities and Net Assets \$13,085,302



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



Thank You

To our Founders

Commonwealth of Massachusetts
Barr Foundation
Holly and David Bruce
The Conservation Fund
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Henry P. Kendall Foundation
The Manton Foundation
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Annual Report Design & Layout

Sahar Salari (www.saharsalari.com)

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)

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Conventures

We are especially grateful to our presenting sponsor Citizens Bank, which also has a banking presence in the Market.

The Boston Public Market Association
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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.

Boston Public Market Association Team



Amanda Campbell
Marketing & Communications Director



Cheryl Cronin
Chief Executive Officer



Carrie DeWitt
Lead Market Manager/Community Engagement



Casey Hogan
Market Manager



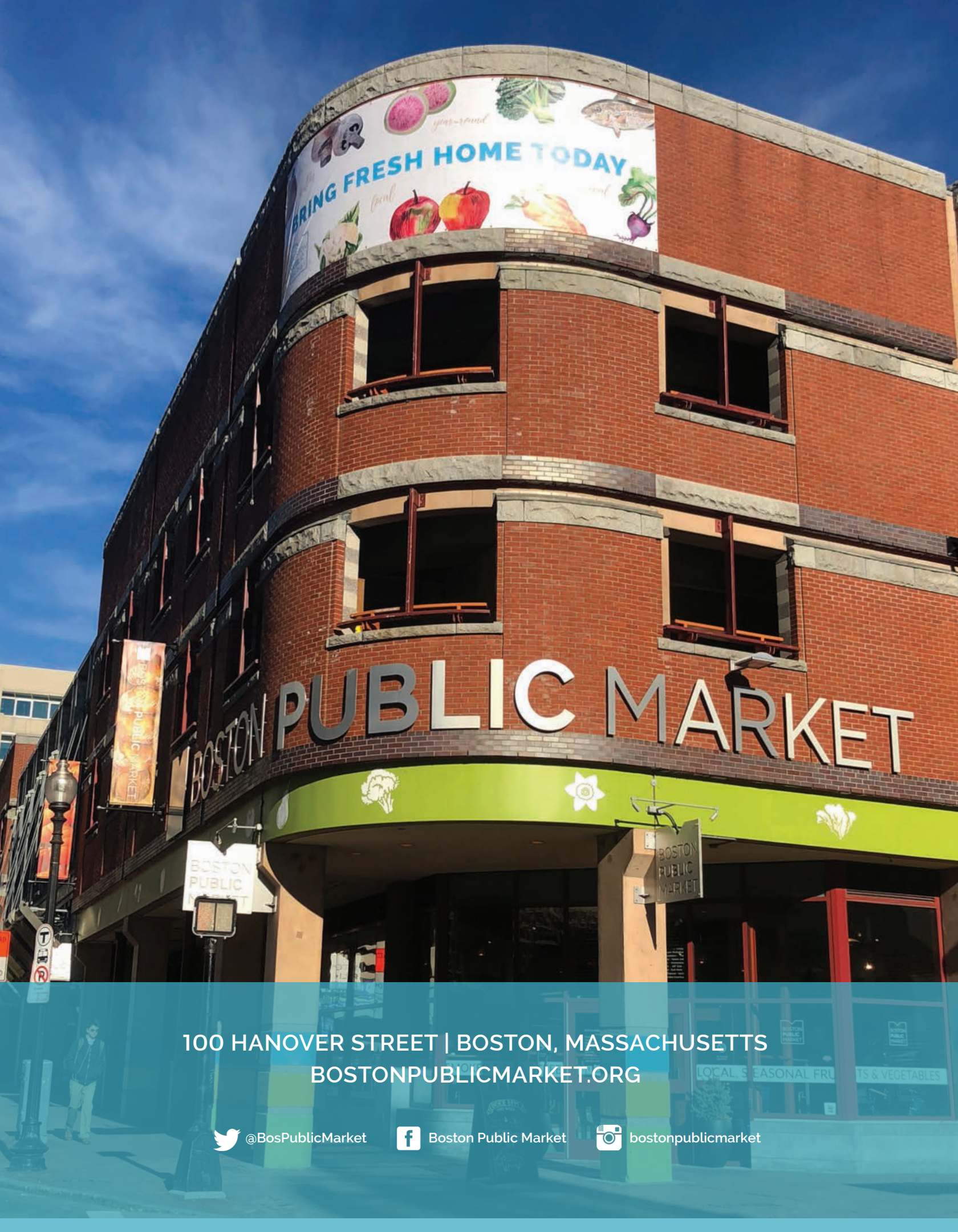
Liane Kush
Director of Administration & Finance



Malia Maier
Marketing Coordinator

[Our thanks to **Mackenzie Sehlke** for her contributions to this Report and her dedicated community engagement work throughout 2017.]





BRING FRESH HOME TODAY

BOSTON PUBLIC MARKET

100 HANOVER STREET | BOSTON, MASSACHUSETTS
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[bostonpublicmarket](https://www.bostonpublicmarket.org)