



BOSTON PUBLIC MARKET

ANNUAL REPORT

Boston Public Market Association

Our mission is to

■ **Support** New England farmers and food and artisanal producers by creating opportunities for them to thrive ■ **Educate** the public about the importance of locally sourced food and healthy eating, for people of all income levels and ■ **Build** a community around food and what it creates for us.

2019 & 2020



BOSTON PUBLIC MARKET ASSOCIATION

Annual Report 2019 & 2020

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Dear Friends,

Early March of each year is always a reflective time for us as we prepare the prior year's Annual Report. It's a fun project where we enjoy looking back on our accomplishments and honestly assess what we can improve in the coming year. As we consider each year in this process, we are always most gratified by the support of our community and the dedication and grit of our farmers and food entrepreneurs.

As was true for all of you, 2020 did not go as planned for us. By the third week of March we closed the Boston Public Market and the world for us all changed dramatically. At the time, we imagined a closing of no more than several weeks. Instead, the Market was closed for six months, as the pandemic kept most visitors and office workers out of downtown Boston. Throughout that time, however, we were singularly focused on providing healthy, local food to the many residents throughout Greater Boston who have come to rely on the Market. We also wanted to do everything possible to ensure that our vendors — our farmers and small food and agricultural businesses — would survive the devastating economic, health, and emotional consequences of the pandemic. Through a robust delivery program and outdoor farmers' markets, we strove to support our vendors and our community which depends upon us.

Over the summer we spent many weeks developing a Reopening Plan prioritizing public health, and were very pleased to re-open the Market to the public in mid-September. We knew that reopening was of utmost importance to keep our small New England businesses viable and to ensure access to safe, healthy local food for all our visitors. But we also knew that we could only reopen with significant public health enhancements and protocols. We are very pleased to report that the reopening went smoothly and our vendors and visitors have been vigilant about complying with our safety protocols to ensure the Market environment feels safe and mindful of public health goals.

As we look forward to better times in 2021, we are very hopeful for what this year will bring to the Market. After all, the Market remains a unique and enriching experience; a place to shop for fresh local food to take home to your families, a place for food tastefully prepared by our chefs, and a place to learn about and enjoy the very best of our farmers, agriculturists, fishers, food entrepreneurs, and artisans. This past year tested like no other the dedication, grit, and talent of our vendors who are the heart and soul of the Market.

We are also looking at new ways we can continue to support our mission which is closest to our hearts: economic development, New England food system resilience, public health and education, affordability and access. We undertook many wonderful community engagement activities in 2019 which you will read about in this Annual Report and that we will reactivate again in 2021. In 2020, through grants from the Boston Resiliency Fund and our work with the Pine Street Inn and community health centers, we were able to utilize the cooking and food preparation skills of our vendors to provide much needed meals to those members of our community in need. In 2021, we continue to seek new ways to engage with the city and region around food, leveraging our prominent location in the heart of Boston and our vibrant community of entrepreneurs


During this time, more than ever, we are reminded how much the Market contributes to the sales of locally grown and produced food, which in turn brings vibrancy to our urban neighborhood, creates jobs, protects the environment and recirculates dollars back into the local economy. It is in this moment that these goals are so critical to our community.

We know we have a lot of work to do to bring our entire community back to the Boston Public Market. Prior to 2020, the Market averaged 2.5 million visitors each year, some of them from across the street and some from across the world. We look forward to the time, which we know will arrive over the coming months, when Boston is once again filled with residents, travelers, office workers, day trippers, and visitors looking for the enriching and joyful experience that the Market offers.

We are sure that all of us are thinking about the past year and saying "we could not have gotten through this time without..." That is certainly the case for BPM — we feel enormous gratitude for the support we have received. We could not have gotten through this time without the incredible generosity of the Henry P. Kendall Foundation and its leader Andy Kendall. We are also so grateful to the City of Boston and the Boston Resiliency Fund, Barbara and Amos Hostetter, the Boston Foundation, Commissioner John LeBeaux of the Massachusetts Department of Agricultural Resources and Chair of the BPM Commission, and our dedicated Board of Directors.

As we share with you our reflections on the past two years, we do so confident about our future and yours. Your enthusiastic support of us and belief in our mission has ensured our place as a vibrant civic institution and food hub. We look forward to welcoming you back to the Market, and wish you all a happy and healthy 2021.

This review of 2020 gives us the opportunity to be proud of the many obstacles we overcame to ensure the Market's survival and ability to move forward in the face of an unparalleled situation. As we look back through 2019, we are reminded of the vibrancy of the Market in healthier times and we know we can return to those days, and grow even more, with the wonderful support of our community.



Cheryl Cronin
Chief Executive Officer



Lisa Sebesta
Chair of the Board



By the Numbers

5,500

Acres of New England farmland supported by the Market

over 70

Community partners collaborated with

1,500

Small Boat Fisherman supported by Red's Best

73

Schools took part in our Field Trip Program in 2019

56,695

Pounds of food donated in 2019

1,987

Kids visited the Market on our Free Field Trip Program in 2019

about 350

People employed by the Market in 2019

\$797,378

Total SNAP & HIP Sales in 2019 & 2020

428

Participants in our Free Tours Program in 2019

883

Local Farms we source from

nearly 11

Million visitors to the Market since opening

59

Days of Seasonal Farmers Markets in 2020

32,000

Meals delivered to the Pine Street Inn by our Vendors in 2020

216,980

Pounds of food waste composted in 2019 & 2020

2,001

Attendees on our Reopening Day in September Post-Pandemic 2020

93%

of our Permanent Vendors returned when we reopened in September

2,693

Attendees on our Busiest Day in December 2020

Our Community Impact

The Boston Public Market is proud of our mission to support New England farmers and food and artisanal producers by creating opportunities for them to thrive, educate the public about the importance of locally sourced food and healthy eating, for people of all income levels, and build a community around food and what it creates for us. These goals are at the heart of everything we do, and we work to realize them through several programs, initiatives and outreach efforts each year.

The Market has welcomed thousands of school children through our doors on our free field trip program, where they taste locally grown produce and connect with entrepreneurs. Over the years, our Community Festivals have introduced hundreds of thousands of visitors to New England's farmers, invited them to sample locally harvested oysters and even allowed them to meet an alpaca up close. We pride ourselves on connecting our urban community to the rural and coastal landscape and the people who grow, raise and harvest our food.

At the Boston Public Market, we are fortunate to have a supportive, resilient and committed community - composed of vendors, partners and guests alike - that contribute to the thriving atmosphere and success of the Market.

The unprecedented year of 2020 was a moment to remind ourselves of the mission of the Boston Public Market as a nonprofit organization to build a community around the common culture of food. More than ever, our engagement with the communities both inside and outside of the Market is crucial to ensure we remain a place of opportunity, growth, education, and provision.

Over the last two years, our goals for Community Engagement included activating our public spaces with free educational and entertaining programming, building on and improving our festivals calendar and launching our Private Event program, promoting and booking the space to raise revenue, expand our audience and serve our community in a new way.



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Sharing our Mission with Children & Students

Our free field trip program hosted more students than ever before in 2019, welcoming over 2,200 students from 90+ schools, community groups, and after school programs. Our custom scavenger hunts encourage students to interact with staff at several stalls, learning about small business ownership, farming, the fishing industry, and our food system as a whole. We even introduced a new scavenger hunt for our youngest eaters, helping preschool and kindergarten age students to explore the Market by color while tasting fresh fruits and vegetables.

We have continued to work with North End Waterfront Health Services on our Backpack Program, which expanded in 2019 to include both the Harvard Kent School in Charlestown and the Eliot School in the North End. This program brings fresh, local produce directly from our farms to students who take the produce home in their backpacks over weekends and holiday breaks, providing extra food for their families. We deliver 80 produce bags each month and run the program throughout the school year.

We kept the Kids Nook active with weekly sing-alongs and seasonal craft projects. Our Tuesday sing-alongs with local celebrity Jeff Jam provided vibrant entertainment for caregivers with children. For February and April school vacation weeks, we offered additional free programming, including seasonal taste testings, fruit and vegetable craft stations and a Marketwide Scavenger Hunt day.

Educating our Community through our Market Chat Series

We launched our new "Market Chats" Series with a panel on Food Blogging and building your brand online. Our CEO, Cheryl Cronin, moderated a lively and casual discussion with local influencers Leigh Belanger, Dan Whalen, and Brian Samuels. This free monthly series invites panelists to discuss topics in food, agriculture, nutrition, and entrepreneurship and offers our community an additional free educational experience.

Engaging with Food System Stakeholders

We participated in the Mayor's Office of Food Access Strategic Planning efforts and attended their planning summit where stakeholders from many community groups, nonprofits, and City agencies came together to provide input on a first draft of the Strategic Plan. The Mayor's Food Access Agenda for the City of Boston will guide the City towards a more food secure community that reflects the many cultures of Boston. We were very happy to be a part of the planning conversation and look forward to participating in its execution over the next few years.

Celebrating our Community

Our 2019 Harvest Party, our major yearly fundraising event, was another great success as it continued to celebrate our unique community and showcase our small businesses and agricultural producers. Funds raised through our Harvest Party are dedicated to the Boston Public Market Community Engagement Fund, which provides free public festivals, free field trips and enriching experiences for children, and allows us to continue our work of building a space for community around food.

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Community Partners

- | | | |
|----------------------------|----------------------------|---------------------------------------|
| ALZ Foundation | Branchfood | Mass. Dept. of Agricultural Resources |
| American Heart Association | Cambridge Science Festival | New England Aquarium |
| Americas Test Kitchen | City of Boston | New England Conservatory |
| Ann Marie O'Dowd | Community Servings | Office of Food Access |
| Artweek | Cultural Day | Pine Street Inn |
| Babson College | Eliot School | Polar Seltzer |
| Berklee College of Music | The Rose Kennedy Greenway | Red Sox Foundation |
| Bootstrap Composting | James Beard Foundation | SNAP-EDU |
| Boston Consulting Group | Kendall Foundation | Wharf District Council |
| Boston Public Schools | KinderCare | WS Development |
| Boston Resiliency Fund | Laurel Greenfield | |

Responding & Adapting to the Pandemic

The COVID-19 pandemic brought with it many challenges for our scheduled programming and operations. Like everyone else, the Market was challenged to adapt to the ever-changing landscape and find creative ways to continue our work of supporting our small businesses and ensuring our customers had access to fresh, locally grown and produced food. Over the past year, the Boston Public Market Association and our vendors have worked hard to overcome obstacles and further our mission while keeping our vendors and our community safe and healthy.

Serving Our Most Vulnerable Residents

Thanks to a generous grant from the Boston Resiliency Fund, the Boston Public Market Association and our vendors Beantown Pastrami, Law of Pasta, and Noodle Lab were able to provide over 32,000 meals for residents of the Pine Street Inn and thousands more to members of the community who were unable to leave their homes during the pandemic and relied on meals delivered by local senior centers. These nutritious meals were safely prepared inside the Boston Public Market and delivered to sites by our vendors, who were thrilled to have the opportunity to serve their neighbors and community during such a difficult time.

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Changing Our Market Operations

To reopen safely amid the COVID pandemic, we knew we had to alter our operations and reimagine our Market floor to ensure a safe environment for both our vendors and our customers. This meant removing all indoor seating for the remainder of the year and finding other fun ways to activate our shared spaces, such as highlighting local artists by hanging their works and designing beautiful educational boards that helped customers learn more about our vendors' businesses and products. Additionally, we helped our vendors change the layout of their stalls to facilitate better social distancing and one-way flow of traffic through their spaces. All vendors installed protective screens at their points of sale and other areas where distance from customers was not possible, and socially distanced line indicators were added to the Market's floor to help shoppers remain safely apart. We also reduced the points of entry for customers into the Market to help our Operations Team better maintain the current capacity guidelines. To ensure proper air flow and increased air cleaning, we made changes to our HVAC system to use finer filters as well as mechanisms to eradicate bacteriophages. We required everyone in the Market to wear face coverings at all times and encouraged frequent hand washing and handling of only the items people intended to purchase. Our marketing team created beautiful signage to alert customers to these changes and ensure compliance.



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Creating a Vibrant Outdoor Space

The reopening of the Market was a celebratory occasion where the Boston Public Market Association team worked hard to cultivate the Market's normal vibrancy while ensuring the safety and comfort of our vendors and shoppers. To build a sense of community, we created the Boston Public Market Patio, a seating area on our outdoor plaza. This space provided outdoor seating for our customers, allowing them to gather safely and enjoy the delicious products they purchased from our vendors. The small, colorful, bistro style tables ensure that customers sit in smaller groups than our previous farm tables and allow our customers to enjoy the Market's ambiance in a socially distanced manner that comply with current COVID guidelines. Throughout the fall of 2020, we hosted several bands and musical groups on the Patio, and we look forward to hosting more performance acts next year.

2020 Outdoor Farmers Market on the Plaza

As we were forced to close our doors to the public from mid-March to mid-September of 2020 to help do our part in limiting the spread of COVID and to take time to prepare the Market for an appropriately socially distanced reopening, we knew we had to get creative to best serve our community and our vendors. We established an outdoor farmers market on our plaza during this time. This gave our vendors an opportunity to sell their seasonal products directly to customers at a time when the bounty of their harvest was in full swing! The outdoor market also enabled our customers who rely on SNAP and HIP to help feed their families by ensuring access to healthy, locally grown options. Both Stillman's Farm and Siena Farms maintained a strong presence throughout those months with several of our other vendors periodically popping up for a few days or weeks to offer prepared foods, beverages, and local meat and seafood options. Farmer Chris of Siena Farms commented that it reminded him of the early years when everyone was eagerly anticipating the indoor Market's opening in 2015 and several of our now permanent indoor vendors popped up on our plaza.

Ensuring a Robust Delivery Program

While we had been offering our customers grocery delivery long before the pandemic, we saw a dramatic increase in online purchases due to stay-at-home orders. To better serve our customers, in June 2020 we partnered with New England-based grocery delivery vendor WhatsGood for daily delivery.

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Our Vendors

BOSTON SMOKED FISH CO.

Matt Baumann and Chris Avery are longtime smoked fish enthusiasts. In 2013, they decided to turn this passion into a new career. Working with a home smoker, they experimented with 72 different brine recipes, multiple sources of fresh fish, and different hardwoods. They eventually found a combination that yielded a rich, delicious flavor, while remaining minimally processed.



SIENA FARMS

Siena Farms was founded in 2005 and is named after the daughter of owner Chris Kurth and Ana Sortun. Siena Farms is one of the original vendors in the Market. Farmer Chris has always been willing to pivot with what the seasons bring as any farmer, especially a New England farmer, knows is a must. The last year was no different — with fewer people out and about in the Boston area, the farm leaned into their CSA program and had record-breaking signups for their farm share throughout the pandemic.



STILLMAN'S FARM

Glenn Stillman started farming in Lunenburg, MA in 1980 and eventually expanded into New Braintree. He and his wife Genevieve have a holistic approach to farming and market their produce as "Conscientiously Grown." In order to expand the short New England growing season, they've added hydroponics to their farming rotation. Instead of using artificial lighting for the hydroponics, Glenn uniquely utilizes natural light.



THE POPOVER LADY

Naomi Cannistraci, aka "The Popover Lady" started her small batch popover and baked goods company in 2009 selling at weekend farmers markets. When her office job was outsourced, she decided to commit full time to selling popovers, pies, scones, and other baked goods out of Melrose, MA. She now offers a wide selection of this New England favorite, including Asiago cheese, toasted onion, cinnamon sugar, chocolate drizzle and original as well as breakfast and lunch sandwiches.



BEANTOWN PASTRAMI CO.

Joe Langan, one of the founders of the Food Network, created Beantown Pastrami in 2015. He wanted to make and sell specialty sandwiches by using old world-style delicatessen methods, such as steaming, slow roasting, and hand carving. Beantown Pastrami Co. is different from most sandwich providers because all the main ingredients are from New England and are not chemically preserved. During the Market's shutdown in 2020, Joe and his crew provided sandwiches to Pine Street Inn, an organization striving to help end homelessness.



FINESSE PASTRIES

As a child, Chelsey Erickson, Pastry Chef and owner of Finesse Pastries, started to immerse herself in desserts. She has fond memories of time spent with her dad together in the kitchen, baking simple items. She eventually went to France to refine her skills under Master French Pastry Chef Delphin Gomes. Chelsey studied how to make delicate desserts and learned to focus on every detail. Since macarons are tricky to get right, she is proud that Finesse Pastries really makes them perfectly.

CRESCENT RIDGE

Founded in 1932, Crescent Ridge is a family owned and operated business selling award-winning ice cream and glass-bottled milk. Their creamery is run by 3rd and 4th generation Parrish family members, with milk coming from their friends at St. Albans Cooperative Creamery in Vermont, established in 1919. Their whole milk is never skimmed, and even their 2% and 1% milk options start as creamy whole milk. Each of their super premium ice cream flavors begins with their 50-year-old Parrish family recipe and is carefully churned to be truly, unbelievably, insanely delicious.



PETERMAN'S BOARDS AND BOWLS

Spencer Peterman takes fallen or discarded trees throughout New England and gives them new life as beautiful and functional works of art. Spencer has been upcycling fallen trees for over 20 years. He's even engineered his own lathe that can produce multiple bowls out of a single log.

Market Highlights 2019

JAN. 12	Former BPM Vendor Farm to Fiber teaches their first Learn to Knit class in the Connections Corner
FEB. 10	Boston Public Market hosts the Second Annual Fiber Festival, bringing in over 20 additional vendors, speakers, authors, and even a few sheep!
FEB. 18-22	Boston Public Market hosts free children's activities for School Vacation Week
APRIL 13	Boston Public Market participates in the Cambridge Science Festival by hosting a Science of Food Scavenger Hunt
APR. 15-19	Free children's programming in the Kids Nook for April School Vacation Week
APRIL 23	Chef Dan Bazinotti from Eataly visits the Market for our Chef Hero program
APRIL 28	Agricultural Festival takes place at the Market, featuring educational demos, hands on activities, and farm animal interaction
MAY 14	Boston Public Market participates in Cultural Day, signing up hundreds of students to visit the Market through our free Field Trip program
JUNE 29	Oysterfest takes place on the Boston Public Market's plaza, celebrating local shellfish in partnership with Red's Best
JULY 19	Boston Public Market and our vendors participate in Eataly's block party
AUG. 17	Siena Farms demos kids' recipes featuring produce from their Kid's CSA in our Demonstration Station
AUG. 27	MDAR Tomato Contest takes place in the Boston Public Market. BPM's own Stillman's Farm takes home several awards
SEPT. 15	Boston Public Market participates in the Boston Local Food Festival on the Greenway alongside many food businesses.
OCT. 10	MassChallenge hosts all female entrepreneur panel in the Market's Hub
OCT. 24	The Fourth Annual Harvest Party takes place in the Market!
NOV. 2	The Market is rented for its first ever wedding, hosting a couple who had their first date at the Market
NOV. 25	BPM Staff members demo Thanksgiving recipes in Demonstration Stall
NOV. 26	Pie in the Sky pick ups take place at the Boston Public Market benefitting Community Servings program
NOV. 29	The Holiday CrEATor Market begins at the Boston Public Market
DEC. 9	Field & Vase hosts a holiday wreath making class in the Connections Corner

Market Highlights 2020

JAN. 16	BPM Team delivers over 80 Children's CSAs at 2 local schools to kick off our 2020 Backpack Program, providing extra fruits & vegetables to local families
FEB. 6	Boston Public Market hosts the James Beard Foundation Raising the Bar Event, celebrating local chefs & bartenders, including many of our own vendors
FEB. 8	Rockstar BPM Vendor Curds & Co. hosts a Brunch & Cheese Tasting Class in the Connections Corner
FEB. 9	Boston Public Market hosts the Third Annual Fiber Festival, featuring over 30 New England fiber farmers
FEB. 13	Renowned local artist Laurel Greenfield teaches an Art of Food Painting course in the Connections Corner
FEB. 17-21	The Kids Nook hosts free children's programming for School Vacation Week
FEB. 27	The Market hosts its first ever Market Chat, featuring three food bloggers discussing their journey with our CEO Cheryl Cronin as moderator
MAR. 16	First day of Outdoor Market on the Boston Public Market's Plaza, ensuring that our customers still have access to fresh produce and local foods during COVID-19 shutdowns
JUNE 2	First Day of Boston Public Market at Dewey Square
JUNE 6	First Day of Boston Public Market at Seaport
JUNE 15	The Market launches its new partnership with WhatsGood, New England-based delivery and pick up service.
SEPT. 16	Boston Public Market Reopens to the Public!
OCT. 14	The Giant Pumpkins arrive at the Boston Public Market to celebrate the Harvest Season!
OCT. 31	Boston Public Market launches the Spooky Stroll in partnership with the Greenway, the New England Aquarium, and the Boston Children's Museum as a safe and socially distanced way for families to enjoy Halloween
NOV. 24	Pie in the Sky pickup takes place at the Boston Public Market and at the Boston Public Market at Dewey Square
DEC. 4	First day of the Holiday CrEATor Market, featuring additional artisan vendors selling unique, locally made holiday gifts

BOSTON PUBLIC MARKET

Agricultural Festival

**Sunday, April 28
10am - 4pm**

MARKET WIDE
FREE ENTRY | NO RSVP

HIGHLIGHTS
Baby Chicks and Bunnies
Floral Crown Design
Container Garden Planting
Live Folk Music
Night Shift Brewing Pop-up
Food Sampling
& more!

100 HANOVER ST. AT HAYMARKET STATION
PARKING VALIDATION | PARCEL 7 GARAGE
BOSTONPUBLICMARKET.ORG for more info

BOSTON PUBLIC MARKET

VISIT OUR DINNER TONIGHT STATION TO FIND FREE SEASONAL RECIPE CARDS

BAKED FRENCH TOAST

SAUTÉED RAINBOW CHARD AND CARROTS

FOR DOWNLOADABLE VERSIONS, VISIT
BOSTONPUBLICMARKET.ORG/BLOG

BOSTON PUBLIC MARKET

Valentine CREATION Market

**Saturday, February 9th &
Monday, February 11th - Thursday,
February 14th**

#LoveLocal this Valentines day with something special for your sweetheart. Choose from popup vendors selling jewelry, art, and specialty food products alongside 35 year-round vendors!

Introducing

bpm grocers

A new program from the Boston Public Market featuring tips, recipes, and weekly sales info to help you Bring Fresh Home Today. Find shopping resources at the Market entrances and vendor stalls, or bostonpublicmarket.org

Market Snack Hub

Fresh Finds of the Week

Shopping List:
Local, seasonal fruit and vegetables
Meat and seafood
Cheese, milk, ice cream
Eggs
Pickles, canned fruit, condiments
Bread and baked goods
Spices and herbs
Flowers
Coffee and teas
Wine and spirits

FOOD TRIVIA NIGHT!

**EVERY THURSDAY
MARCH 7 - 28 | 6:30-8PM
IN THE HUB
BAR POP-UP AVAILABLE**
BPM gift card prize for 1st place!

No sign-up necessary. Just bring yourself, friends, and an appetite to win!

BOSTON PUBLIC MARKET
100 Hanover Street at Haymarket Station
BOSTONPUBLICMARKET.ORG
Parking validation for Parcel 7 Garage available upon purchase.

BOSTON PUBLIC MARKET

DON'T FORGET YOUR MASK!

BOSTON PUBLIC MARKET

OUTDOOR MARKET TIPS

SHOP SMALL & STAY SAFE

WEAR A MASK
FACE COVERING REQUIRED BY ORDINANCE OF THE GOVERNOR.

WASH YOUR HANDS
UTILIZE PROVIDED HAND SINK AND SOAP.

KEEP YOUR DISTANCE
MAINTAIN 6' APART; WAIT TO THE SIDE FOR YOUR TURN.

NO TOUCHING
ALLOW ONLY THE VENDORS TO HANDLE THE PRODUCTS.

BRING A CARD
USE TOUCHLESS PAYMENT METHODS, WHEN POSSIBLE.

BOSTON PUBLIC MARKET

HARVEST STROLL SCAVENGER HUNT

See what fall items you can find throughout the Market! Check off each one as you see them, and make sure to color them in!

☐ PUMPKIN

☐ APPLE

☐ BUTTERNUT SQUASH

☐ FALL LEAF

☐ ROASTED NUTS

☐ BRUSSELS SPROUTS

☐ GIANT PUMPKIN!

Bring your completed scavenger hunt to the Information Desk for a free pumpkin decorating kit courtesy of the Boston Public Market.

BOSTON PUBLIC MARKET

SPOOKY STROLL

Join us in a Spooky Stroll on Halloween! From 11AM - 6PM on Saturday, October 31, make your way along The Greenway in search of colorful pumpkins from the Boston Public Market. End at the Market's GIANT Pumpkins and Queens - weighing a combined 2,244 pounds! - to receive a prize.

Tag your photos with [@bostonpublicmarket](https://www.instagram.com/bostonpublicmarket) or [BPMHalloween](https://www.instagram.com/BPMHalloween).

Complete the treasure hunt for a free pumpkin-decorating kit on Halloween!

PUMPKIN COLORS:

- 1
- 2
- 3
- 4
- 5
- 6

Locations marked on map: The Greenway Conservancy, New England Aquarium, Historic Harbor Seal Exhibit, Global Connections by Catalina Delgado-Truitt, William Beer Garden, Boston Children's Museum.

BOSTON PUBLIC MARKET

HOLIDAY CREATOR MARKET

Friday & Saturday 8am-6pm
Sunday 10am-6pm

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, & home goods.



The Market Floor

New Vendors

We welcomed a total of five new vendors over the last two years. We're excited to share some of their stories:

Boston Beer Alley

The Boston Beer Alley joined the Market in the fall of 2019. They provide a curated selection of local craft beers, liquors, and ciders. This is the fifth bottle shop run by owner Dawa Lama throughout the Boston area.

Curds & Co.

Curds & Co. was founded in 2017 by Jenn and Matt Mason and joined the Market in the fall of 2019. Their goal is to bring great cheese and happiness to people. They carry a wide variety of New England-made cheeses as well as a few imported staple cheeses such as Parmegian. They also have a wide range of accoutrements to accompany their cheese selection.

MoRockin' Fusion

Mo'Rockin Fusion was founded in 2016 by Morad Bouzidi, whose love of cooking stemmed from his childhood growing up in Morocco and helping his mother in the kitchen. After coming to the United States in his 20s and working in several fine dining restaurants, Morad started Mo'Rockin Fusion as a way to share his love of Moroccan cuisine with Boston diners, operating a food truck that he parked around the city twice a week. While the business faced its challenges early on, Morad garnered a loyal following of customers who had come to love the distinctive Moroccan cuisine that he helped introduce to the city. He opened at the BPM during the Market's reopening after a brief closure for the pandemic in 2020.

Additionally, several of our vendors have expanded their spaces in the Market or moved to new locations on the Market floor to expand their displays and product lines



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CrEATor Market and Pop Up Vendors

Our pop up vendor program continued to gain popularity and allowed us to support additional small businesses who may not be ready to commit to long-term retail space. We are able to bring in diverse products from every state in New England. Over the last two years, we supported over 50 individual pop up vendors.

In both 2019 and 2020, Thanksgiving Weekend kicked off our Holiday CrEATor Market series of pop ups. Jewelers, artisans, specialty food producers, and our favorite glass blower filled extra spaces in the Market to allow customers to gift shop while they grocery shop during the holiday season. In 2019, 27 small businesses made up 39 pop ups from Thanksgiving until Christmas Eve. In 2020, an additional 13 businesses popped up, helping to create a festive atmosphere.



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During the 2020 season, both the Dewey Square and Seaport markets returned for the season amid new public health regulations in response to the ongoing pandemic. Our outdoor markets stayed bountiful, featuring everything from produce to fresh seafood and BBQ prepared onsite. The pandemic certainly brought on a sharp decline in both commuter and tourist foot traffic, but our vendors remained committed to increasing access to fresh delicious food and providing a safe outdoor activity for our customers.

Seasonal Markets

For the past two years, we were able to run very active, vibrant outdoor markets that served both our vendors and our customers.

In 2019, we ran three outdoor markets. Our Dewey Square and Seaport markets reopened for the season with a number of returning vendors as well as newcomers. We were excited to have the Seaport market in a new, highly visible location at Seaport Common. We also launched a new market at City Hall. In total we engaged 34 vendors across all three markets, about a third of whom participated in more than one market.





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Experiencing the Market

In 2019, the Market was vibrant and bustling, hosting many gatherings, festivals, classes, workshops, and celebrations in person. Of course, we had to postpone and reimagine many of those activities in 2020 to keep up our community safe and healthy. We look forward to gathering with you again in 2021 and returning to our robust in-person programming.

Our shared community spaces continued to attract guests for classes prior to the pandemic, and the new Demonstration Station provided an additional opportunity for vendors to interact with customers, test their new products, or showcase fresh items. Both the Connections Corner and the Demonstration Stall have allowed us to offer unique programming that showcases our vendors' talents.

In early 2019, we rebranded the Southeast Corner of the Market and the Market Meeting Table as the "Connections Corner," offering an additional amenity in the Market for both our vendors and our community partners. The **Connections Corner hosted over 20 events in 2019** and is **a place for community collaboration and classes to take place. Vendors are utilizing the Corner for both ticketed classes and free events.** The Connections Corner class series has been very successful for our vendors, who have taught ticketed classes in everything from beginning knitting to terrarium planting and holiday wreath making. Most classes were sold out. Additionally, community groups and non-profits popping up in the space gave out free health information and recipe cards featuring our vendors' products.

Our Demonstration Stall opened in 2019 and was utilized by our vendors to sample their products and create unique dishes for our customers to enjoy. We kicked things off with our **Holiday Demonstrations Series**, where we cooked and sampled holiday recipes made with ingredients from the Market and offered free samples of holiday product offerings from our vendors, complete with coupons that encouraged shoppers to bring those products home to their loved ones.

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The Market continued to execute a calendar of Seasonal Festivals that are free and open to the public. This year's community-wide events saw over 50,000 visitors, and featured a petting zoo with Chestnut Farms, cider pressing with Red Apple Farm, New England Oyster sampling with Red's Best Seafood, author signings, recipe demos, and much, much more. Some highlights:

In February, the Market hosted the second annual Fiber Festival in partnership with New England Farm to Fiber, welcoming an additional 24 New England fiber vendors to the Market to sell their products and talk about their farms. This year's festival featured a Female Farmer Discussion Panel, a natural dye workshop, and even an area where guests could interact with two live sheep! The Fiber Festival attracted nearly 10,000 visitors, an increase of about 2,000 from the previous year.

Our second annual **OysterFest** took place on June 29 in partnership with Red's Best. We were pleased to further existing relationships and create new ones, as Polar Beverages was onsite to sample product, Down the Road Brewing sold beer out on the plaza, and oyster shuckers came in from ARC Hatchery in Cape Cod. We welcomed nearly 12,000 guests, and vendors leveraged the extra foot traffic for a great day of sales.

Fermentation Festival took place on August 18 in partnership with Boston Ferments, welcoming 10,250 customers through the doors as they engaged with pop up vendors, speakers, demos, etc. to learn about all things fermented.

We hosted six private events in 2019, including our very first wedding at the Boston Public Market. We kicked off 2020 by partnering with the James Beard Foundation for their Raising the Bar Event in February. We welcomed several hundred guests to the Market for a night to celebrate the talents of local chefs and mixologists. We were privileged to partner with the iconic James Beard Foundation for one of the last festive evenings in Boston prior to the pandemic shutdown.



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Sharing Our Story

We continue to work to connect our community with the people who grow, raise, and produce their food, helping them to develop an appreciation for the quality, care, and dedication that goes into the products sold at the Market. Additionally, we work to grow our audience by connecting them to the vibrancy of our vendors' stalls and the experience of the Market through several different outlets.

Digital Marketing

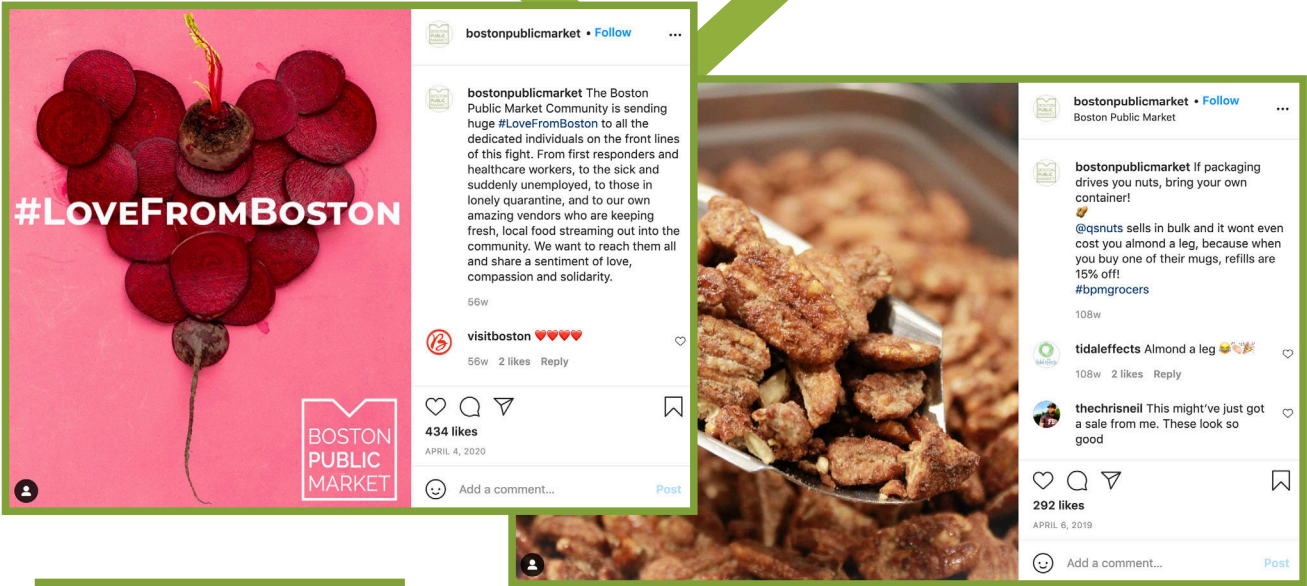
Social media, newsletters, and website updates continue to be the most immediate, cost-efficient, and broadest reaching tool to share our story, in our own words, directly with our loyal audience. Making strategic use of vendor photos, Market-designed graphics, visitor snaps, and commissioned images, we were able to create a visually engaging world that represents the vibrancy of the Boston Public Market.

Advertising

The cornerstone of our 2020 advertising strategy — and a key component of both our reopening goals and holiday marketing endeavors — was a commercial ad campaign featuring the tagline “Travel Home,” designed to remind locals that while the wider world may be temporarily closed to visitors, the Boston Public Market allows you to safely “travel” within New England. For a six-week period of time spanning from Thanksgiving through Christmas, we ran commercials on Hulu, YouTube, Facebook, and Instagram.

Public Relations

Throughout the Boston Public Market's tenure, we have recognized the crucial role the local, regional, and national media have played in sharing our story with Boston and the greater world, and we are continuously grateful for the dedicated relationships and genuine support we have developed over the years. In addition to over 150 press hits in 2019 highlighting BPM events, vendor offerings, and community programming, the Boston Public Market was thrilled to receive more than 20 features in just five days surrounding our reopening.



Digital Stats

(as of December 2020)



Instagram followers: **63,754**



Facebook followers: **23,597**



Twitter followers: **17,190**



Newsletter subscribers: **13,180**



Website views for all of 2020: **270,316**



Financial Overview*

2020

OPERATING ACTIVITY

Market Revenue	
Market Operating Income	\$566,148
Donations/Grants	\$996,316
Total Operating Revenue	\$1,558,025

Operating Expenses

Personnel	\$589,008
Market Maintenance	\$280,544
Utilities	\$206,527
Real Estate Taxes	\$88,539
Marketing	\$47,166
Professional Services	\$95,772
Office Expenses	\$80,281
Insurance	\$52,877
Interest	\$28,090
Other Expenses	\$21,026
Total Expenses before Depreciation	\$1,489,830

ASSETS & LIABILITIES

Assets	
Cash	\$1,004,833
Other Current Assets	\$163,248
Fixed Assets	\$10,299,543
Other Assets	\$38,399
Total Assets	\$11,506,023
Total Liabilities	\$1,825,358
Total Equity	\$9,680,665
Total Liabilites & Equity	\$11,506,023

2019

OPERATING ACTIVITY

Market Revenue	
Market Operating Income	\$1,541,462
Donations/Grants/Other	\$222,227
Total Operating Revenue	\$1,763,689

Operating Expenses

Personnel	\$737,707
Market Maintenance	\$465,737
Utilities	\$344,050
Professional Services	\$77,043
Real Estate Taxes/Rent	\$144,182
Marketing	\$61,738
Interest	\$42,088
Insurance	\$39,570
Office/Program Supplies	\$42,791
Events	\$20,390
Other Expenses	\$71,740
Total Expenses before Depreciation	\$2,047,036

ASSETS & LIABILITIES

Assets	
Cash	\$379,913
Other Current Assets	\$357,511
Fixed Assets	\$10,845,316
Total Assets	\$11,582,740
Total Liabilities	\$1,557,822
Total Equity	\$10,024,918
Total Liabilites & Equity	\$11,582,740

* For 2019 & 2020. For complete audited financial statements please visit bostonpublicmarket.org



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.

Thank You!

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Annual Report Design

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Cheryl Cronin
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Carrie DeWitt
Director of Community Engagement
& Vendor Recruitment



Chelsea Doliner
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