



**Market  
on a  
Mission**

**ANNUAL REPORT  
2021**



## Market on a Mission

As a nonprofit organization,  
the Boston Public Market Association is a

## Market on a Mission

to **nurture** local entrepreneurs, **educate** our  
visitors, celebrate the bounty of **all** of New  
England, and cultivate a **diverse** community  
around food.





## BOSTON **PUBLIC** MARKET ASSOCIATION

Annual Report 2021

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# Dear Friends,

As we reflect on the past year and share with you our 2021 Annual Report, we continue to be reminded of the challenges of these times. There are lots of wonderful stories that have come out of 2021 – stories that reflect the strength of our community, **the passion that we all feel for the mission of the Market and our place within the New England food system, and the grit and determination of our farmers and small food and artisanal businesses.**

Throughout the year, as we experienced the ups and downs of the pandemic and the various ways the Market and our vendors were affected, we remained focused on continuing to ensure that the Market is a unique and enriching experience; a place to shop for fresh local food to take home to your families and a place to learn about and enjoy the very best of our farmers, agriculturists, fishers, food entrepreneurs and artisans. **The Market is a place to celebrate, deepen and cultivate a diverse community around food.**

The world has changed in many ways over the past few years and we have all grown with those changes. **We have a deep commitment to the Market's mission: to support food growers, producers and entrepreneurs; to participate in and educate our community about the importance of a resilient and equitable food system, local sourcing and nutrition; to ensure affordability and access and economic development opportunities for all small business owners who are interested in being a part of our community.**

While we can point to our success in supporting our small business vendors through this difficult time, we are particularly mindful that some entrepreneurs encounter barriers to full participation in places like the Market, and we are committed to working with them to eliminate those barriers.

**Our deep gratitude goes out to several organizations and individuals who have supported us with conviction and enthusiasm. We could not have gotten through the past two years without the Henry P. Kendall Foundation and its Executive Director Andy Kendall.** Thank you as well to our new Mayor Michelle Wu, Senator Sal DiDomenico, Senator Eric Lesser, City Council President Ed Flynn, MDAR Commissioner John LeBeaux, Amos and Barbara Hostetter, the City of Boston, the Commonwealth of Massachusetts and our dedicated and generous Board of Directors.

As we look forward to the next several months, we are reminded of the convening power of food and the strength of our regional food system. **We are gratified to have just been named the 4th Best Public Market in the country by USA Today, a recognition of our growth and vibrancy and the enthusiastic support of our community.** We wish you all good health and happiness in the coming months, and hope that this year will bring with it renewed opportunity for all of you, the Market, our vendors and visitors.



Cheryl Cronin  
Chief Executive Officer



Lisa Sebesta  
Chair of the Board







# Impact by the Numbers

5,500

acres of New England  
farmland supported by  
the Market

1,500

small boat  
fishermen  
supported by  
Red's Best

883

Massachusetts and New England  
farms our vendors source from

29

small, local food entrepreneurs and  
artisanal business as permanent  
vendors

14

vendors who started  
at the BPM as their 1st  
retail location

13

vendors who grew  
their businesses  
and expanded into  
larger spaces within  
the Market

20

additional vendors  
at our outdoor  
farmers market

over  
70

additional businesses as  
pop up vendors per year



11  
Million

visitors to the Market  
since opening in 2015

\$597,468

total SNAP & HIP Sales  
in 2021

62%

permanent vendor businesses owned or  
co-owned by women

111,000

pounds of food donated  
in the last five years to  
emergency food programs  
and individuals in need

95

miles - the distance  
between our farthest  
vendor and the Market

44,679

pounds of food composted  
in 2021

0

miles - the nearest vendors  
produce right here on site  
at the Market



# Market on a Mission

Celebrate the bounty  
of **all** New England  
has to offer.

**Nurture** & support  
food growers, producers  
& entrepreneurs,  
who have barriers to  
fully participating in the  
Market.

**Educate** neighbors  
& visitors on the  
importance of a resilient  
& equitable food system,  
local sourcing & nutrition.

Celebrate, deepen,  
& cultivate a **diverse**  
community around food.

As a civic institution located in the heart of Boston, it is the Boston Public Market's responsibility to be a leader in creating and showcasing the diversity of our city. Boston needs to re-identify itself and acknowledge that it's comprised of a diverse mix of neighborhoods and families, businesses and communities. In the coming years, the Boston Public Market is renewing our efforts to reflect this emerging awareness of and appreciation for the city's diversity, centered around the convening power of food. In serving as a vehicle for this emerging Boston to shine, the Boston Public Market will help to lead the movement toward that new Boston where we celebrate the diversity of our neighbors.

After all, we are Boston's **PUBLIC** Market. That means all of us.

The continued challenges of 2021 proved to us one thing: our community — of vendors, partners, and visitors alike — is resilient, supportive, and dedicated to ensure that the Market remains a thrilling, vibrant place of education, connection, and growth.

The Boston Public Market opened in 2015, bringing to New England a public market destination with the key goals of supporting New England producers, providing fresh, healthy food to consumers of all income levels, educating the public about local sourcing and nutrition and building a community around food.

Since that time, the world has indeed changed. The ongoing pandemic exposed an urgent need for a strong, self-reliant, local food economy. A nationwide racial reckoning has increased the demand for equity in all areas of society. New, diverse public leadership has come to represent parts of our region, showcasing Boston and surrounding areas in new ways. Food Justice is a growing social movement with momentum behind it. These profound shifts offer enormous challenges and opportunities for our work. Because the Boston Public Market is more than just a retail location, we have the chance to embrace these cultural shifts and reflect the region as it exists — our diversity as our strength.

Together, we have learned that today is our opportunity to do more.

## Accessibility & Affordability

The Market remains committed to accessibility and affordability, and 2021 marked our fourth full year of accepting the Healthy Incentives Program (HIP) at the Boston Public Market. This statewide program provides an instant dollar for dollar match on the SNAP dollars used to purchase fresh fruits and vegetables at our Seasonal Farmers Markets and the Boston Public Market. HIP increases access to locally grown produce, benefiting the community's health and supporting our farmers by providing a consistent, reliable customer base.

## Developing Entrepreneurship & Supporting Small Businesses

The Boston Public Market was established to open the downtown market to more food entrepreneurs, farmers, fishers, and artisans in the New England region. We are proud to provide affordable retail space in the heart of downtown Boston, connecting growers and producers with urban customers. We consider the local entrepreneurs we house to be our single most significant and impactful group of partners, who represent the diversity of the City of Boston and our New England region. It is a symbiotic relationship where their successes are our successes, fostered by mentorship, subsidized rents, support, and guidance from the entire Boston Public Market Association team to ensure they are surviving during these challenging times.

With our renewed, dedicated focus on being accessible to more potential vendors and new consumers, we can showcase the true bounty of our region and renew the promise of the market — to provide a target-rich venue in the economic hub of New England for the region's many food producers, growers, fishers, and artisans.

In partnership and with financial support from Citizens Bank, the Boston Public Market was awarded the opportunity to launch an Entrepreneurship Forum and Incubator Program in 2022. This series of small business educational seminars will culminate in the opportunity for BIPOC vendors to open rent-free in the Boston Public Market for months at a time, field-testing their products and receiving invaluable hands-on retail experience with the support of the Boston Public Market Association and our network of vendors, stakeholders, and leaders.

## Our Pop Up Entrepreneurs

Our pop-up vendor program adds a diversity of products to the Market and expands our wonderful community of owners. In total, we hosted 31 unique businesses as pop ups throughout 2021, 20 of which were women or BIPOC owned. We are proud to support even more small businesses through our short-term retail opportunities and it is a wonderful pipeline for businesses to explore permanent vendor opportunities. We are pleased to announce that one of our longtime Holiday pop-up vendors, Laurel Greenfield Art, joined the Market in early 2022 as a permanent vendor.



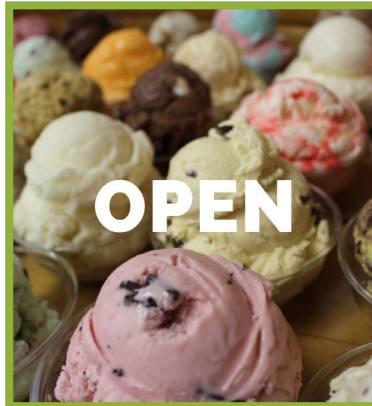
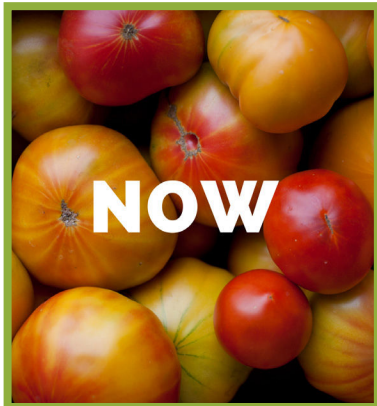


## Educating our Community

The Market continued to welcome hundreds of students through our doors on our free field trip program, where they taste locally grown produce and connect with entrepreneurs. Throughout the year, the Market hosted several field trips, encouraging kids from all over our region to foster a love for local food. For the adults, one of our longtime volunteers hosted weekly Tours & Tastings of the Market every Friday throughout the fall - inviting all visitors to celebrate the bounty of the Market and New England.

# Experiencing the Market

Finding safe ways to engage with our community and enhance their time on the Market floor has never been more important. Throughout the year, we worked hard to safely welcome our visitors back into the Market, to engage them with our Mission and vendors and to support even more small businesses. From activating our public spaces to collaborating with other local organizations to hosting outdoor programming, the Boston Public Market's goal for 2021 was to add life and vibrancy to the Market floor while continuing to grow and enrich our community of visitors, vendors and small businesses.



Reopening our doors seven days per week

**BOSTON PUBLIC MARKET presents**

## MARKET CHATS

Thursday, April 29 | 5-6pm  
Running a Family Business






**Nancy & Al Rose**  
Red Apple Farm

**Mark Parrish**  
Crescent Ridge Dairy

**Evan Reseska**  
Boston Honey Company

**Brian Quinn**  
O's Nuts


Educating our community, through free monthly panels featuring our vendors and stakeholders

## The Benefits of Aquaculture

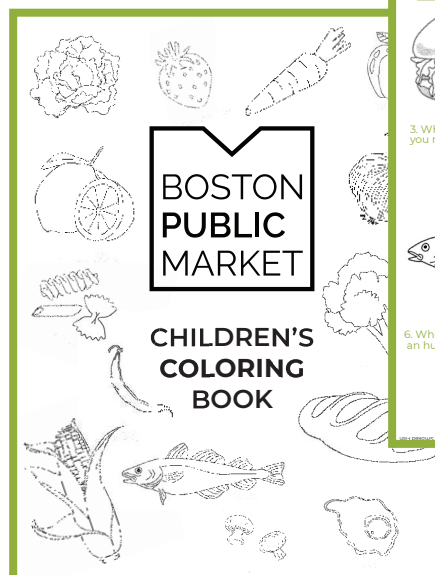
**Removes nitrogen & improves water quality**  
Nitrogen is an essential nutrient, but too much of it in water can boost the growth of algae. Algae overwheals water bodies and reduces oxygen levels, killing fish, crabs, lobsters and other aquatic life. Fortunately, shellfish aquaculture has emerged as a promising, low-cost tool to help improve water quality.

**Increases local food production and creates economic opportunities in coastal areas**

**Water filtration**  
An adult oyster can filter up to 50 gallons of water a day, while a large quahog can filter about 24 gallons of water a day.  
A farm with 100,000 oysters per acre can potentially filter up to 5,000,000 gallons of water per day, per acre.



Source: Mike Fiksel, Office of Aquaculture, Massachusetts Department of Fisheries and Wildlife



A series of Educational Signage shared secrets from nearby vendors

## Trivia Scavenger Hunt

Need a hint? Peak at the bottom for which vendor can help answer each question!

1. What's on Rachel's favorite sandwich?
2. What makes honeys different from each other?
3. What kind of milk can you make cheese out of?
4. List 3 different types of apples.
5. Name 2 different types of fishing gear.
6. Which nut resembles a human organ?
7. List one caffeinated and one non-caffeinated tea.

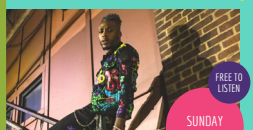
BONUS: Find the bacon not made from pork.

Fun for all ages, takeaway educational materials to encourage kids to grab & explore

Music to our ears, jazzy jams with North End Performing Arts Center, New England Conservatory & local musicians

## LIVE MUSIC

ON THE BPM PATIO



FREE TO LISTEN  
SUNDAY 11:30A-1:30P

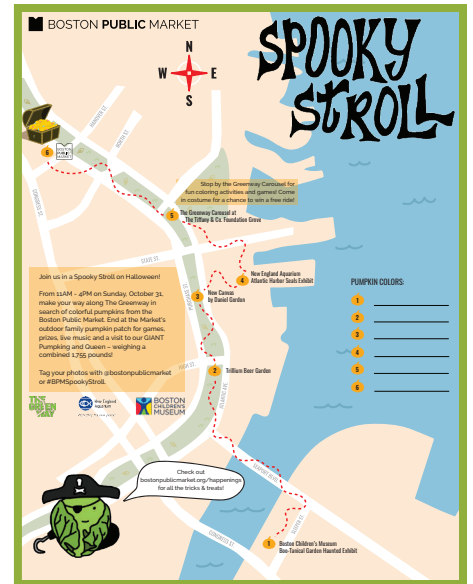




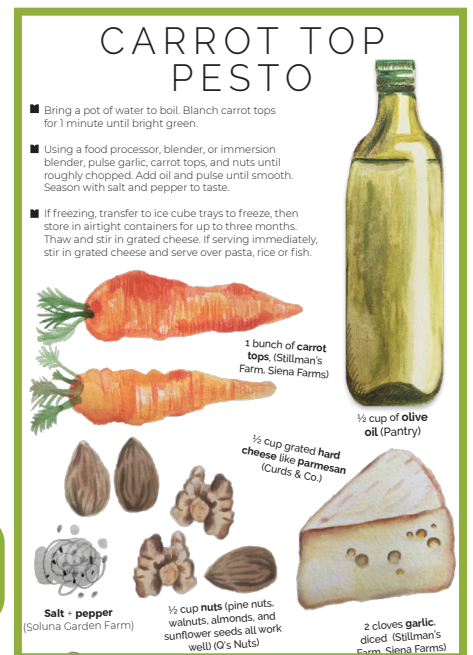
**Chefs in the Demo Stall,**  
allowing vendors to share their  
knowledge and specialty recipes



**PumpKing & Queen return!**



**A Spook-tacular Celebration,**  
in collaboration with The Greenway,  
New England Aquarium and the  
Boston Children's Museum



**Dinner Tonight,**  
recipes & tips featuring  
seasonal ingredients from  
our vendors



**WAG your tails!**  
Our first  
ever puppy  
adoption event  
in support  
of WAG  
(We Adopt  
Greyhounds)  
where all our  
new furry  
friends found  
forever-homes

# Engaging with our Community

















# New Vendors

We have had several exciting new additions to the Market in 2021 after aggressive outreach efforts and a strong focus on recruitment. We are thrilled to be joined by six new unique small businesses who are adding excitement and fresh products to the Market and contributing to our diverse community of vendors!



Husband and wife team Giulio Caperchi and Carol Sogigian started Seven Hills Pasta in their home kitchen in Boston. The company is named after the town in Italy where Giulio grew up, which is surrounded by seven hills. Giulio spent his entire life surrounded by artisanal food and farming and learned the art of pasta making from his Nonna Lina. Giulio and Carol live in the North End with their family and are frequent visitors at the Market.

At its start, Seven Hills Pasta focused on creating dried pastas as they believed that they had found a niche in creating a local, high-quality dried product. They started by selling their four shapes of pastas at local farmers markets and pop-up spaces and worked their way into larger store contracts and a full production space. Seven Hills pasta shapes are now carried in over fifty local retail locations and through their website, notably including all regional Whole Foods locations.

In addition to being incredibly focused on quality and craftsmanship, Giulio and Carol are dedicated to education and community building, and hosted highly sought-after classes and workshops in their former wholesale kitchen. They intend to bring these classes to the Market and their new wholesale space in the Kitchen.

Giulio and Carol intend to expand their product line further to include stuffed pastas, fresh pastas and prepared dishes in their new spaces at the Market. We hope you will come visit them soon and sample their delicious pasta!





**HOPE Unlimited** is a new retail space featuring products handcrafted by artisans with disabilities supported by House of Possibilities, a local nonprofit empowering children and adults with disabilities and their families. HOPE strives for a world where disabled individuals and their families are not held back — where they have all the resources and support they need to pursue hopeful, purposeful lives on their own terms. HOPE also powered the reopening of the **American Stonecraft** stall under their management.

*Laurel Greenfield Art*

**Laurel Greenfield** is a Boston-based painter capturing nostalgic food memories in vibrant color so they can be savored forever. For Laurel, food is a symbol of love, joy, and connection! She received her master's degree in Gastronomy from Boston University, where she studied how deeply rooted food is in our cultural and individual identities. Laurel is also a teacher and helps newer painters get their vision from their head to the canvas so they can uncover their unique style. Her painting motto is "tools over rules" and she believes all any artist needs are the tools to bring their unique vision to life. She teaches workshops online and in person at the market.



**Perillas** is a made-from-scratch Korean kitchen specializing in bibimbap, and focused on making this regional cuisine accessible to a wider audience through their fast-casual approach. James Choi started Perillas based on the belief that all people should be treated with dignity and respect. They uphold that value by providing fresh, delicious Korean food that's made from scratch, with an exceptional experience for their guests.



**Rootastes** creates lunches curated according to the season, featuring local ingredients and loaded with nutritional goodness. Rootaste's certification with eatREAL demonstrates their commitment to providing healthy options, cutting down or eliminating fried and processed foods, and using local and sustainable vendors. To Mint, Pak, and the Rootastes team, "Nourishment is essential for mind and body."



In the middle of a pandemic is a courageous time to start a business, but when the opportunity presented itself with the right farmer, Shawn & Julie Hennigan leaped. Their cows are raised on a local farm from birth, stay on the farm their entire life and are handled in a humane way. Julie & Shawn truly "want them to have a happy life before they are on our table." With a commitment to supporting farmers who raise animals with a focus on quality and care, all the beef and pork sold by **The Farmhouse Meats** are pasture-raised and are antibiotic and artificial growth hormone-free. Chicken, lamb, poultry, and eggs are also sourced from New England farms with the same commitment to modern agricultural values.



# Our Vendors

**American Stonecraft** Natural fieldstone tableware handmade from freshly tilled stones from working New England farms.

**Beantown Pastrami Company** Hand carved hot pastrami, hot corned beef, and roast turkey sandwiches with side dishes.

**Bon Appetit Crêperie** Wide variety of sweet and savory crepes made to order using a dynamic fusion of ingredients.

**Bon Me** Bold, fresh, and fun Vietnamese cuisine.

**Boston Beer Alley** Offering a curated selection of New England craft beer, spirits, wine, and ciders.

**Boston Honey Company** Raw unfiltered honey, bee pollen, honeycomb, beeswax candles, and skin care products.

**Boston Smoked Fish Company** Hand-selected smoked seafood produced using sustainably harvested fish, locally-sourced ingredients, and all-natural preparation.

**Crescent Ridge** Award-winning fresh glass bottled milk, ice cream, and other dairy products.

**Curds & Co.** A wide variety of New England-made cheeses, in addition to imported favorites like aged Gouda, Gruyere, and more. Range of non-cheese items and accoutrements.

**George Howell Coffee** Coffee and espresso drinks made with freshly roasted small batch single estate, single origin coffee, and beans for home brewing.

**HOPE Unlimited** Featuring handcrafted products by artisans with disabilities, this retail space is powered by House of Possibilities, a local nonprofit empowering children and adults with disabilities.

**Jennifer Lee's Allergen Friendly and Vegan Shoppe** 100% gluten-free, nut-free, egg-free, and dairy-free breads, cookies, cupcakes, muffins, and donuts.

**Laurel Greenfield Art** Colorful paintings and art prints inspired by food memories from New England and beyond.

**Levend Bagelry** Organic hand-shaped sourdough bagels, bagel sandwiches, and pizza bagels.



**Mo'Rockin Fusion** Traditional Moroccan cuisine with a creative spin.

**Mother Juice** Cold-pressed juices, smoothies, and plant-based foods. All organic and as local as possible.

**Perillas** A made-from-scratch Korean kitchen specializing in bibimbap.

**Peterman's Boards and Bowls** Bowls, serving boards and trays, salad tossers, bottle stoppers, and napkin rings made from discarded or fallen trees from New England towns.

**Q's Nuts** Sweet, savory, and spicy roasts in over six varieties of nuts. Vegan, gluten, soy, and dairy free.

**Red Apple Farm** Fresh-from-the-farm fruit, 100% natural cider and all your favorite apple farm treats.

**Red's Best** Fillets and shellfish for home cooking, raw bar offerings, lobster rolls, and other New England classic takeout options.

**Rootastes** Seasonal, design-your-own bowls featuring greens, grains, proteins, and delicious, hearty vegetable sides and sauces.

**Seven Hills Pasta** A variety of handmade pastas, using just flour, water, and pasta machines imported from Italy.

**Siena Farms** Over 200 varieties of fresh vegetables, fruits, herbs and flowers, plus farm products and specialty foods from local favorite producers.

**Soluna Garden Farm** Hot or iced tea & chai lattes, fresh & dried herbs, hand-blended herb, spice, & tea blends.

**Stillman's Farm** The freshest conscientiously grown produce and plants.

**The Farmhouse Meats** All natural pasture raised antibiotic and growth hormone free beef, pork, lamb, poultry, and eggs.

**The Popover Lady** Sweet, savory, and classic popovers made in small batches using all natural ingredients.

**Union Square Donuts** Gourmet donuts made from scratch, every day.





# Celebrating our Women Entrepreneurs

















# Dewey Square Farmers Market



The Boston Public Market Association has managed the Dewey Square Farmers Market for over twenty years. Dewey Square is an important market location as it's a high commuter traffic area, being right above a T stop and across from a commuter rail station and bus stop. It's also very close and accessible to Chinatown, one of the Boston neighborhoods whose residents make up a large portion of SNAP and HIP users.

We're able to accept SNAP, HIP, and the City's and MDAR's Farmers Market Coupons, which help provide additional revenue for our vendors and food access for lower income individuals and families. This year we processed just under \$5,000 in the City's Farmers Market Coupons. We strive to provide a wide range of produce and products for our customers as well as cultivating a market that helps support small local businesses.

This year approximately 83% of our vendors were women and/or BIPOC owned.

The Dewey Square Farmers Market ran on Thursdays, from June 3rd through November 18th. We had a total of 12 vendors, although the number each market day fluctuated slightly, primarily due to the staffing issues that much of the food industry has seen over the past two years. Despite some smaller days, it was very exciting to see Dewey pick up notably from the 2020 season in terms of vendors, sales, and foot traffic. Customers were very excited to return to the Market and enjoy the beautiful weather and festive set up. They enjoyed frequenting long-time favorites and sampling unique products from several new vendors.





## Boston Public Market at Logan Airport

Since the Boston Public Market launched in 2015, we have been overwhelmed by the community's positive response. Our partnership with HMSHost and MarketPlace allowed us to open a Boston Public Market at Logan in late September, expanding our ability to provide fresh, local food to Boston-area residents and travelers. We admire MassPort's commitment to restructuring their food and beverage options to be healthier and more progressive as consumers want to feed their families simple, good food.

The 6,000-square-foot outpost at Logan reflects the same mission and high-quality food as BPM's flagship market at 100 Hanover Street. We look forward to supplying Logan Airport's more than 30 million annual travelers with fresh, locally sourced food from Massachusetts and New England for breakfast, lunch, and dinner.





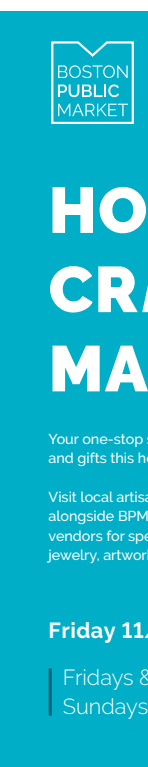
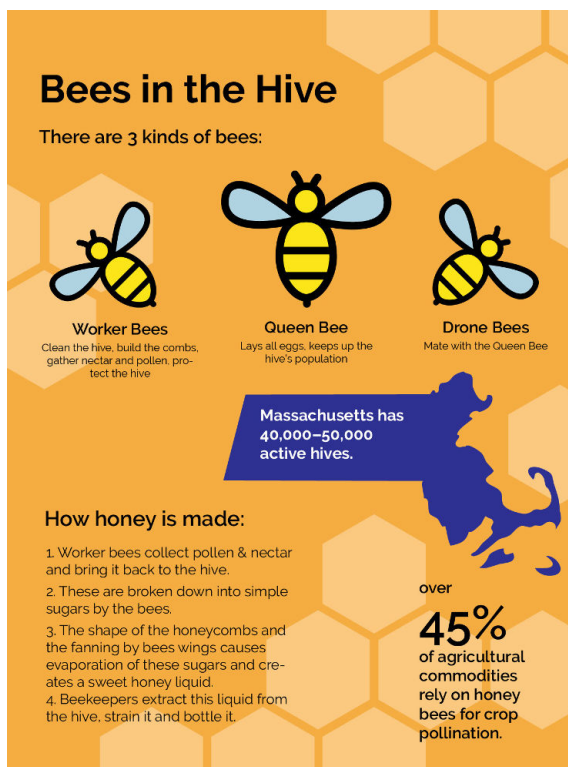
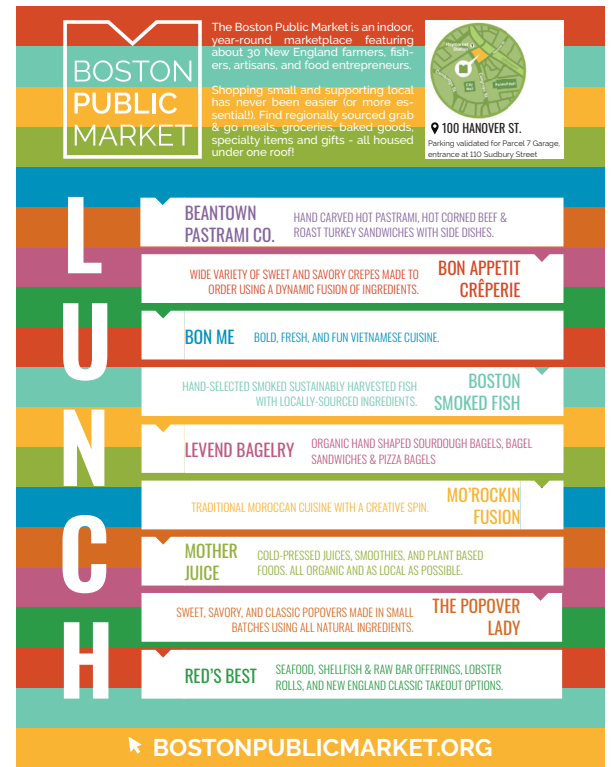








# Sharing Our Story



## Dedicated Market Followers

(as of December 2021)



Newsletter subscribers: **14,002**



Website views for all of 2021: **289,468**



BOSTON PUBLIC MARKET

# AUTUMN HOURS



Mon-Sat, 8am-6pm  
Sun, 10am-6pm



BOSTON PUBLIC MARKET presents

# MARKET CHATS

## A MONTHLY PANEL SERIES

LAST THURSDAY OF EVERY MONTH

5:00 - 6:30PM

JOIN FOR FREE via ZOOM

Sign up at: bpmMARmarketchat.eventbrite.com

## MARCH 25: BUILDING A MEANINGFUL NETWORK



**Amy Hirschfeld**  
Co-Founder, Soluna Garden Farm



**Jenn Mason**  
Big Cheese, Curds & Co.



**Chelsey Erickson**  
Pastry Chef & Owner, Finesse Pastries



**Kim Denney**  
Owner, Chestnut Farms

BOSTON PUBLIC MARKET

# HOLIDAY CREATOR MARKET

one-stop shop for groceries

at artisan pop-ups  
de BPM's year-round  
for specialty foods,  
artwork, & home goods.

Friday 11/26-Friday 12/24

Weekdays & Saturdays 8am-6pm  
Sundays 10am-6pm

December at the BOSTON PUBLIC MARKET						
<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
<b>HOLIDAY CREATOR MARKET</b> Nov 25 Fri & Sat 8am-6pm Sun 10am-6pm	Nov 26 Your one-stop shop for groceries and gifts this holiday season! Visit dozens of local artisan pop-ups alongside BPM's year-round vendors for specialty foods, artwork, & home goods.	Nov 27 HOPE Unlimited GRAND OPENING! American Stoncraft	Nov 28 1 Seven Hills Pasta	Nov 29 2 Seven Hills Pasta	Nov 30 3 BPM Tour & Tasting! 11AM-12:30AM Seven Hills Pasta	Nov 30 4
OCTOBER at the BOSTON PUBLIC MARKET						
<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
Oct 1 5 New Talk & Tasting with Boston Honey Co. 11AM-12PM	Oct 2 HOLIDAY CREATOR MARKET 12 NEMPA Family Cidering 11AM Kids Gingerbread Class with Jennifer Lee 11AM and 2PM	Oct 3 HOLIDAY CREATOR MARKET 19 HOLIDAY CREATOR MARKET 26	Oct 4 3 Radish Salad with Siena Farms 11AM-12PM Live music on the Patio with Reggie Lett 11:30AM-1:30PM	Oct 5 4 Live music on the Patio with Reggie Lett 11:30AM-1:30PM	Oct 6 10 Carbonara with Seven Hills Pasta 11AM-12PM Live music on the Patio with Reggie Lett 11:30AM-1:30PM	Oct 7 11 Live music on the Patio with Reggie Lett 11:30AM-1:30PM
Oct 8 24 Game Day (Meats with Beantown Pastrami 11AM-12PM Live music on the Patio with Reggie Lett 11:30AM-1:30PM)	Oct 9 Halloween 31 Creepy Cupcake Decorating with Jennifer Lee 11AM-12PM Live music on the Patio with Reggie Lett 11AM-1PM	Oct 10 MORE HALLOWEEN FUN Children's Sing-along with Jeff Jams 2PM-3PM Spooky Scavenger Hunt & Pumpkin Patch ALL DAY	Oct 11 12 Annual of our GIANT Pumpkins & Queen! 11:30AM	Oct 12 13 AMAL Creams (Wed-Fri)	Oct 13 21 Boston Public Market at Dewey Square 11AM-6PM Movie Night on The Greenway at Dewey Square 6PM-7:30PM	Oct 14 28 Boston Public Market at Dewey Square 11AM-6PM Movie Night on The Greenway at Dewey Square 6PM-7:30PM
<p>JOIN US ON HALLOWEEN FOR A SPOOKY SCAVENGER HUNT ALONG THE GREENWAY AND AN OUTDOOR PUMPKIN PATCH AT THE BPM FEATURING OUR GIANT PUMPKING &amp; PUMPKIN, TRICKS &amp; TREATS FROM OUR VENDORS, KIDS ACTIVITIES, PRIZES AND MORE! CHECK IT OUT AT <a href="http://BOSTONPUBLICMARKET.ORG/HAPPENINGS">BOSTONPUBLICMARKET.ORG/HAPPENINGS</a></p> <p>Monday-Saturday 8AM-6PM; Sunday 10AM-6PM</p> <p>Boston Public Market @bostonpublicmarket @BosPublicMarket</p>						



Instagram followers: 65,425



Twitter followers: 16,931



Facebook followers: 23,309



# Financial Overview\*

## 2021 Market Revenue

Market Rental	\$716,237
Grants	\$511,841
Cost of Sales	( 2,157)
Release From Donor	
Restricted Activity	\$424,395
Total Operating Revenue	\$1,650,316

## 2021 Operating Expenses

Total Payroll and Related	\$500,076
Utilities	\$203,803
Janitorial/Security	\$182,468
General Market Maintenance	\$155,672
Internet/Technical	\$52,648
Marketing/Programming	\$30,338
Taxes/Fees	\$99,857
Accounting/Audit	\$74,185
Other professional services	\$122,395
Office Rent/Utilities/Expense	\$68,625
Insurance	\$47,933
Interest	\$47,229
Miscellaneous Expenses	\$26,715
Total Expenses	
before Depreciation	\$1,611,944
Depreciation/Amortization	\$582,843
Total Operating Expenses	\$2,194,787
w/ Depreciation	

## ASSETS & LIABILITIES

Cash	\$614,682
Accounts Receivables	\$64,111
Other current assets	\$20,031
Total Current Assets	\$698,824
Total Fixed Assets	\$9,774,155
Misc. Assets	\$3,168
Total Assets	\$10,476,147

## LIABILITIES & EQUITY

Total Current Liabilities	\$601,517
Total Long Term Liabilities	\$1,144,829
Total Liabilities	\$1,746,346
Total Equity	\$8,729,801
Total Liabilities and Equity	\$10,476,147

\* Based on 2021 Financial Statements.







# Thank You!

## Our Founders

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

## Board of Advisors

Lauren Abda	Tom Jones
Sydney Asbury	Louisa Kasdon
Jay Blackwell	Clare Kelly
Patrick Campbell	Brian Kinney
Kate Cook	Sofiya Klein
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Richard Garver	Colette Phillips
Peter Gori	Jan Saragoni
Rachel Greenberger	Gus Schumacher <i>in memoriam</i>
Joe Hanley	Fredi Shonkoff
Kerry Harrison	Jamie Simchik
Meghan Jasani	Robert Tuchmann

## Special Thanks!

Henry P. Kendall Foundation and Andy Kendall, Executive Director  
Mayor Michelle Wu  
Commissioner John LeBeaux, Massachusetts Department of Agricultural Resources and  
Chairman, Boston Public Market Commission  
City Council President Ed Flynn  
State Senator Sal DiDomenico  
State Senator Eric Lesser  
Barbara and Amos Hostetter

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We are very grateful for the generosity and support of our dedicated Board of Directors, particularly during the past two challenging years.

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## Photo & Design Credit

JB Douglas: Cover, pages 16-17 and 24-25  
Bearwalk Cinemas: Back Cover, pages 3, 5, 11, 14-15, 28-29  
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# Boston Public Market Association Team



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*Director of Operations*



**Kalli Burns**  
*Assistant Market Manager*



**Gina Cassara**  
*Market Manager*



**Cheryl Cronin**  
*Chief Executive Officer*



**Carrie DeWitt**  
*Vendor Recruitment*



**Chelsea Doliner**  
*Director of Marketing & Communications*

Since the Market's inception, the small but mighty team of the Boston Public Market Association has shown remarkable talent, perseverance and commitment. This has never been more true than over the past two years, as the Market has pushed its way through the most unanticipated challenges. To our Boston Public Market Association team, past and present, our deepest appreciation and gratitude!

-Cheryl Cronin, CEO and our BPMA Board of Directors



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