



BOSTON
PUBLIC
MARKET

Market
on a
Mission

Celebrating 10 years of loving local

ANNUAL REPORT

Boston Public Market Association

2025



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.

a letter from our new CEO, Julia Leja

Dear Friends,

As we reflect on the past year at the Boston Public Market, we do so at a meaningful moment in our history. Ten years ago, this Market opened with a bold vision: to create a year-round public space where local farmers, fishers, food producers, and small businesses could thrive while ensuring all members of our community have access to fresh, locally-sourced food. Today, that vision is not only alive — it is growing, evolving, and even more essential.

In 2025, the Boston Public Market celebrated a decade of impact shaped by the people who make this place possible: our vendors, staff, partners, volunteers, and, importantly, our supporters. This year also marked a leadership transition, as we expressed deep gratitude to long-standing CEO Cheryl Cronin for her extraordinary stewardship and look ahead to the Market's next chapter.

Because of you, the Market continues to serve as an engine for local entrepreneurship, a welcoming civic gathering space, and a trusted source of food access and education in the heart of Boston.

This year brought moments of both celebration and momentum. We were honored to be named the **third Best Public Market in the country** in USA Today's 10Best Readers' Choice Awards — national recognition that reflects the strength of our vendors and the passion of our community. Across the Market, we expanded programming that supports small businesses at every stage of growth, welcomed thousands of visitors through free cultural events and educational programming, and continued to increase access to healthy, local food through SNAP and HIP benefits accepted across the Market.

Behind every statistic in this report is a story: a farmer reaching new customers year-round, an entrepreneur launching a first storefront, a family discovering fresh local food for the first time, or neighbors gathering around a shared table. These outcomes are made possible through philanthropic support that allows us to invest in vendor success, subsidize programming, and keep the Market accessible and welcoming to all.

As we enter our second decade, we are energized by what lies ahead. The need for vibrant local food systems, inclusive economic opportunity, and community-centered public spaces has never been greater. Our focus moving forward is clear: deepen support for small and emerging food businesses, expand food access initiatives, and strengthen the Market's role as an anchor of downtown Boston's vitality.

We are deeply grateful to everyone who has helped shape the Boston Public Market's first ten years. Your belief in this mission sustains not only a marketplace, but a community built around connection, resilience, and local pride. We invite you to continue building the next chapter with us.

With gratitude,

Handwritten signature of Julia Leja in black ink.

Julia Leja
CEO, Boston Public Market

Handwritten signature of Dave Clark in black ink.

Dave Clark
Chair of the Board



a decade of impact

ECONOMIC OPPORTUNITY

Providing entrepreneurs and visitors access to a vibrant retail space in Downtown Boston.

17.85 million

visitors since opening.

1,778,006 visitors in 2025.

The Market is home to

31 permanent vendors,

12 of which have been with us since our grand opening in 2015.

See page 12.

In 2025, we welcomed

171 small business pop-ups

by **65** unique vendors of which **22** were BIPOC-owned,

and **56** women-owned.

Throughout the decade, we've been an incubator for

78 leasing vendors.

166 people are employed by the Market and our vendors.

COMMUNITY ENGAGEMENT + EDUCATION

Creating a space where neighbors, visitors, individuals, couples, families, partners, entrepreneurs, entertainers, and creatives alike, are directly connected through enriching experiences.

Because of your donations to our Community Engagement Fund, we were able to host

599 events in 2025.

77% of events were made free for all to experience.

166 were events for kids and families on the weekends and during school vacations.

93% of these kids' events were made free.

11 were Market-wide festivals focused on educating and engaging with the community. Learn more on page 18.

ACCESSIBILITY

Granting access to locally-grown and produced healthy food for low-income individuals and families through the Supplemental Nutritional Assistance Program (SNAP), and Massachusetts' Healthy Incentives Program (HIP).

\$5,873,341

in HIP/SNAP sales since 2015

FOSTERING ENTREPRENEURSHIP

Educating startup entrepreneurs through our Entrepreneurship Forum program, and providing cherished retail opportunity with the Incubator Competition, powered by Citizens. Learn more on page 14.

126 small businesses have participated since program conception in 2022.

100% of full-time vendor Incubator Award recipients have become leasing vendors.

NURTURING OUR REGION

Anchored in supporting local, the Boston Public Market nurtures the people, land, and food systems of New England.

70,803 pounds of food waste composted across the Market.

1,500 small boat fishers are supported by Red's Best.

48,000+ acres of New England farmland are supported by our vendors.

what the Market means to me: George Howell & Rebecca Fitzgerald

Being part of Boston Public Market supports the very backbone of what we have always believed coffee should be: a direct connection between the farmer and the cup. Our work has never been about coffee as a commodity, but as an agricultural product shaped by people, place, and care. BPM creates a rare space where that philosophy can live openly and be celebrated.

We have been part of the market since the doors opened. From the day we heard about the development of BPM we knew it had to be our first café in the city of Boston; reminiscent of George's second Coffee Connection at Faneuil Hall just a block away. What we've learned is that BPM is not just vital to the city – it's also important to the vendors because it serves as a constant reminder of our guiding principles of putting farmers front and center, reminding us daily of why we do what we do.

We just marked a major milestone: George's 50 years in coffee. His work has always been grounded in relationships with farmers. From his early days of The Coffee Connection when he began traveling to coffee-producing countries, to his pioneering work with the United Nations when he established new standards for quality and transparency in coffee, his goal has remained the same: to recognize and support those who grow exceptional coffee.

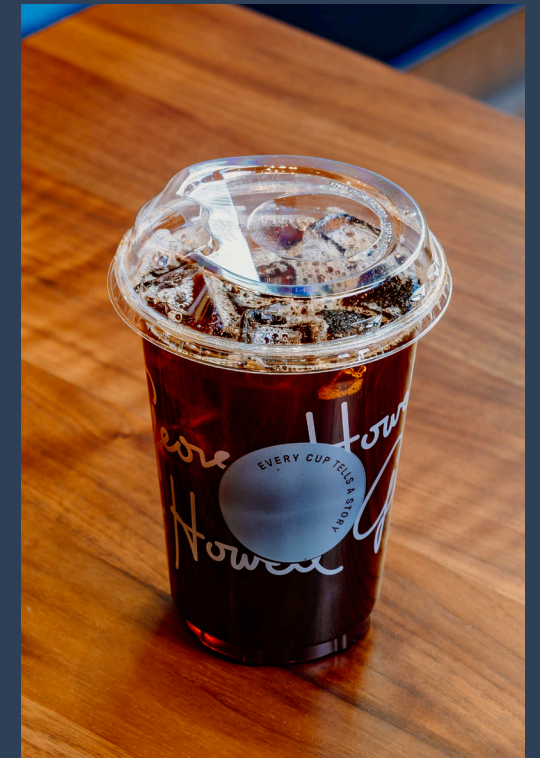
BPM shares this commitment by placing producers at the center of their stories and honoring the integrity of their work. It allows us, as vendors, to go beyond a name on a sign and instead share the full journey of the coffee, from the land it was grown on to the hands that prepared it. In doing so, we remain grounded in our mission of ensuring that every cup tells a story, and that the people behind it are never invisible.



BPM is also a place of learning. Whether it's teaching a guest about the unique flavors found in coffee or helping them pick the right bag of beans; from tastings at our stall to classes in the Nook; we can bring people closer to the experience of coffee. These exchanges strengthen our relationship with our customers, and furthermore, allow us to share with an audience that cares to learn about our coffee farms and dedication to brewing the ultimate cup. BPM's unique mission provides us with the chance to meet people - locals and visitors alike - who are already seeking a connection to what they consume. Together we create a deeper understanding of coffee as something more than a means to an end.



Rebecca Fitzgerald, *President*
& George Howell, *CEO/Founder*
George Howell Coffee



Audrey Yap, Owner
Noodle Lab



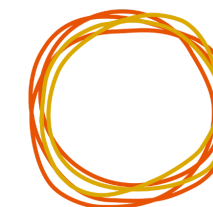
what the Market means to me: Audrey Yap

When the Boston Public Market first opened its doors, I was proud to be one of the founding vendors. Noodle Lab quickly became part of the daily rhythm of the Market—busy lunch rushes, familiar regulars, and the energy that comes from being surrounded by farmers, makers, and fellow small businesses who care deeply about what they do. It was more than just a place to sell food; it was a community that believed in supporting one another and sharing our cultures through what we cook.

Like so many in the hospitality industry, the pandemic forced me to make incredibly difficult decisions. Closing Noodle Lab at the Market was one of the hardest. The stall had been thriving, and stepping away meant leaving behind not only a successful business, but a community that had become a huge part of my life.

That's why returning has meant so much. Seeing familiar faces come back after years away—customers who remember our noodles, neighbors who welcomed us on day one—has been incredibly moving.

Just as meaningful has been the unwavering support from the Market's leadership. From the very beginning, they've instilled a simple but powerful reassurance: that they are here to help, and that we will figure things out together. In a business where so much is uncertain, that kind of trust and partnership means everything. **Being back at the Boston Public Market feels like coming home.**



NOODLE LAB



what the Market means to me: Nate Fuller

When I moved to Boston from Western Massachusetts, I wanted to find a place where I could support local farms and businesses, a place where I could know the farmers and artisans directly, and be part of a community that shared my values. That place is the Boston Public Market. After spending a year as a patron, I realized I wanted to be part of the Market itself—and that opportunity came through Peterman's Board and Bowls.

Working with Peterman's has connected me to an extraordinary community of local farmers, chefs, and artisans. Spencer Peterman and Michele Jurado-Rende, who have been part of the Market since its opening, have helped create the glue that holds this community together. Every day, I see how their commitment to craft, quality, and collaboration strengthens not only their business, but the entire Market ecosystem.

The Market has also given me space to explore my passions in new ways. When I shared my background in music, I was invited to perform at a Market festival—and over the past five years, that has grown into my own band, Fuller and Friends, performing everything from funk organ saxophone trios to full disco ensembles. I've even had the chance to collaborate with members of the band Tower of Power, right here at the Market! Beyond music, being part of this community has deepened my understanding of collaboration, creativity, and the power of shared spaces to inspire growth—both personally and professionally.

I am profoundly grateful to the Boston Public Market for fostering this community and giving me opportunities I never imagined. Being part of this vibrant ecosystem has allowed me to connect, learn, create, and celebrate local culture in ways that are both joyful and deeply meaningful.



Nate Fuller, General Manager
Peterman's Boards & Bowls
(+ Saxophonist)



vendors

As Boston Public Market celebrates its 10th birthday, we are proud to shine a spotlight on the vendors who have helped build the Market from day one. Over the past decade, over a hundred small businesses have contributed to the Market's evolving story, each adding energy, creativity, and character along the way. We are especially **proud to recognize the 12 vendors who have been with us since our opening in 2015.**

From the moment our doors opened, each one of our small businesses have grown alongside the Market—adapting through change, navigating uncertainty, and embracing opportunity—while helping shape the vibrant, community-centered destination we are today. Their **longevity speaks not only to their own success**, but to the **strength of partnership, resilience, and shared belief in the power of local business.** Ten years in, their continued presence is both a celebration of how far we've come and a testament to what's possible when entrepreneurs and community invest in one another for the long term.

FOUNDING VENDORS WITH US SINCE 2015

BEANTOWN PASTRAMI CO.

Hand-carved hot pastrami, corned beef, and roast turkey sandwiches

BON ME

Bold, fresh Vietnamese cuisine

CRESCENT RIDGE

Award-winning fresh glass-bottled dairy and ice cream

GEORGE HOWELL COFFEE

Small batch coffee, espresso, and other specialty drinks

MOTHER JUICE

Cold-pressed juices, smoothies, and plant-based foods

NOODLE LAB

Daily rotating noodle and rice bowls using the highest quality ingredients

PETERMAN'S BOARDS & BOWLS

Kitchenware made from reclaimed fallen trees in New England

Q'S NUTS

Sweet, savory, and spicy roasted nuts

RED APPLE FARM

Fresh-from-the-farm fruit, 100% natural cider, hard cider, and all your favorite apple farm treats

RED'S BEST

Freshly caught whole fish and fillets, raw bar, and classic New England takeout options

SIENA FARMS

Fresh vegetables, fruits, herbs, and flowers, plus farm products and local specialty pantry items

UNION SQUARE DONUTS

Gourmet donuts made from scratch daily

SINCE '16—'20

BON APPÉTIT CRÊPERIE

Sweet and savory crêpes

BOSTON BEER ALLEY

Curated selection of New England craft beer, spirits, wine, and cider

JENNIFER LEE'S BAKERY

100% vegan and top-9 allergen-free bakery and lunch items

MO'ROCKIN FUSION

Traditional Moroccan cuisine with a spin

THE POPOVER LADY

Sweet, savory, and classic popovers

SINCE '21—'24

BAGEL GUILD

Hand-rolled sourdough bagels and bagel sandwiches

CURIO SPICE CO.

Ethically-sourced and artfully-crafted salt blends, teas, pantry staples, and familiar and rare spices

LAUREL GREENFIELD ART

Colorful paintings inspired by New England food

LIFEBLOOM

100% biodegradable candles in reusable handmade concrete vessels

OOHJACQUELINA

Handcrafted high-quality jewelry made to last

PARLOTT CHOCOLATIER

Handcrafted artisan chocolate

TINY FARMHOUSE

Stationery and kitchen accessories featuring original watercolor artwork

JOINED IN '25

HAPPY CACTUS

Dried flower bouquets, houseplants, crystals, oddities, and décor

MELT IN YOUR MOUTH

Made-from-scratch cakes and cupcakes featuring seasonal local ingredients

MR. TAMOLE

Authentic flavorful Mexican cuisine and tamales

NINAWA ZERO-WASTE

Reusable tote bags and accessories made by hand from upcycled textiles



entrepreneurship forum

Sponsored by  Citizens®

As Boston Public Market celebrates its 10th birthday, the Entrepreneurship Forum and Incubator Program reflect a decade of learning shaped into a proven model for inclusive economic growth.

Developed in partnership with Citizens, the Entrepreneurship Forum is a cornerstone of the Market's mission to expand opportunities for entrepreneurs who have been historically excluded from traditional business pathways. Through a cohort-based seminar series, individualized mentorship, and a real-world retail incubator, the program strengthens financial literacy, business readiness, and long-term viability—culminating in the opportunity for select participants to sell at the Market rent-free for up to one year.

The **2024–2025 Entrepreneurship Forum** welcomed **24 local small businesses** committed to deepening their knowledge of growth strategy, marketing, financing, and small business operations in Massachusetts. Reflecting the program's continued reach and relevance, **85% of cohort businesses are women-owned** and **61% are owned by people of color**. Participants engaged in practical, hands-on learning paired with peer exchange and direct access to industry expertise—tools they could immediately apply to their businesses.

Following the Forum, entrepreneurs were invited to the Market's annual **Incubator Pitch Days**, where participants presented their concepts for expanded opportunities within the Market. In 2025, two businesses—**Ninawa Zero Waste**, founded by Aelen Unan, and **Melt in Your Mouth**, founded by Silpa Pande—were selected to receive free incubator stalls, launching the next phase of their growth within one of New England's most active public marketplaces.

“At Citizens, we believe in the power of small businesses to drive meaningful impact in our communities,” said Lisa Murray, Massachusetts President at Citizens. **“This year’s winners exemplify the creativity, resilience, and innovation that help our local entrepreneurs thrive.”**

This year also marked a meaningful expansion of the program's partnership with Citizens. In addition to seminar leadership, Citizens deepened its investment through **one-on-one mentorship with cohort members and quarterly check-ins** with Aelen and Silpa, providing sustained guidance beyond the classroom and reinforcing a shared commitment to long-term entrepreneurial success.

The Entrepreneurship Forum's impact is evident in its growing pipeline of successful businesses. Two past incubator winners—**Lifebloom**, the inaugural award winner, and **Tiny Farmhouse**—are now **full-time, rent-paying vendors at Boston Public Market**. Their progression from early-stage entrepreneurs to stable Market tenants demonstrates the Forum's effectiveness as a pathway to business sustainability, job creation, and economic resilience.

2025-26 FORUM AT A GLANCE

24
entrepreneurs
accepted

83%
businesses
owned by
women

61%
businesses
owned by
people of color

Building on this momentum, the **2025–2026 Entrepreneurship Forum** launched this fall with a record number of applications—**up 60% from the previous year**. This newest cohort includes **24 small businesses, 83% women-owned and 61% BIPOC-owned**, underscoring both growing demand and the program's reputation as a trusted engine for opportunity.

By the conclusion of the 2025–2026 sessions, **126 small businesses will have had the opportunity to complete the Entrepreneurship Forum**, strengthening their operations, advancing toward financial sustainability, and contributing to a more resilient local economy. Together, the Entrepreneurship Forum and Incubator Program serve as a powerful workforce development and small business retention strategy—supporting entrepreneurs not only as business owners, but as employers, community anchors, and drivers of long-term economic vitality for the region.

2025 FORUM HIGHLIGHTS

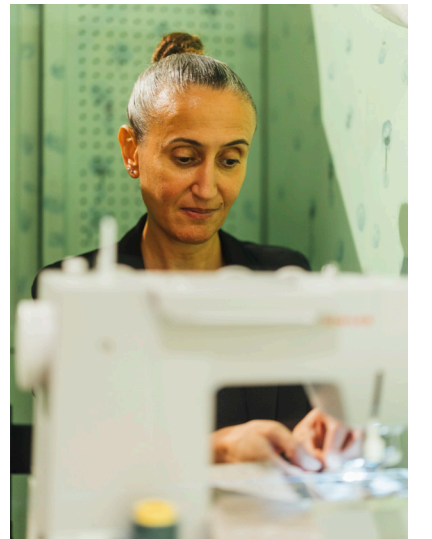
2025 FULL-TIME VENDOR AWARD RECIPIENT

Ninawa Zero-Waste Clothes, owned by Aelen Unan, is a sustainable upcycler business. Founded in 2019 while experiencing homelessness and living in a women's shelter, Ninawa Zero-Waste Clothes upcycles unwanted, trashed textiles such as curtains, sheets, tablecloths, and leftover fabric or clothes into eco-friendly tote bags, handmade aprons, artistic tea towels, napkins, unique table runners, and other sustainable kitchen accessories. Ninawa Zero-Waste Clothes' mission is to reduce the use of plastic bags by replacing them with ecofriendly upcycled tote bags and to reduce the waste of textiles material that is sent to landfill by giving it new life through the upcycling process.



“Boston Public Market Entrepreneurship Forum is a great educational program that opens a welcoming door for my sustainable business, Ninawa Zero-Waste Clothes. I appreciate BPM and Citizens for believing in me to have the opportunity to be one of the winners. It's my honor to be one of the vendors at BPM.”

– Aelen Unan, Owner



2025 POP-UP VENDOR AWARD RECIPIENT



Melt in Your Mouth is a woman-owned, all-natural dessert business specializing in handcrafted, made-from-scratch treats using seasonal ingredients sourced from local businesses. Founded by Silpa Pande, whose search for wholesome desserts began when her infant was diagnosed as lactose intolerant, the business grew into a bigger mission: creating desserts made with real, clean ingredients — free from artificial colors, flavors, preservatives, and high-fructose corn syrup. From timeless classics like Vanilla to globally inspired flavors like Rose Cardamom, their desserts are crafted to bring people together through the simple joy of dessert.





boston public market at logan international airport

Boston Public Market at Logan International Airport extends the Market's mission beyond downtown Boston, connecting millions of travelers with the best of Massachusetts and New England's local food economy.

As a global gateway, Logan Airport offers an unparalleled platform to showcase small businesses, locally sourced food, and entrepreneurial talent to a diverse audience of residents, domestic travelers, and international visitors. For many, this location provides a first introduction to the Boston Public Market—building brand recognition and encouraging future visits to the flagship Market at 100 Hanover Street.

In 2025, Logan International Airport welcomed nearly 44 million passengers, making it one of the busiest years in the airport's history. This extraordinary reach positions the Logan outpost as a powerful driver of visibility and economic opportunity for local businesses, allowing them to operate in a high-volume environment while reaching customers from around the world.

The Market celebrated the opening of Bon Me at Logan Airport, expanding the vendor lineup and bringing another beloved local brand to this highly visible setting. The Logan location continues to support small business growth by providing access to new faces while reinforcing the Market's commitment to diversity, quality, and regional representation.

As Boston Public Market celebrates 10 years as a civic and economic anchor, the Logan Airport presence exemplifies how strategic partnerships can advance workforce development, small business sustainability, and regional economic vitality—bringing local entrepreneurship to a global stage.



harvest party: celebrating 10 years

The Harvest Party is more than Boston Public Market's signature celebration—it is a powerful expression of what makes our community thrive. In honor of our 10th year, this annual fundraiser brought together supporters, partners, vendors, and friends for an evening that honored a decade of shared commitment to local food, small businesses, and inclusive community. With the Market transformed for the occasion, the night captured the joy, creativity, and connection that define our mission.

We are deeply grateful to the generous sponsors, donors, and community partners whose support made this celebration possible. Their investment in the Harvest Party fuels far more than a single evening—it helps sustain every facet of the Market's work. From subsidizing rent for local entrepreneurs and expanding educational programming, to strengthening vendor support systems and advancing opportunities for minority-owned businesses, the impact of this event is felt year-round.

As Boston Public Market looks ahead to its next decade, the Harvest Party remains a vital source of support for the mission at the heart of everything we do. The generosity sparked by this celebration ensures that the Market can continue to serve as a welcoming, resilient, and dynamic public space—one where local businesses grow, communities connect, and the future of our regional food economy is built together.



THANK YOU TO OUR 2025 SPONSORS



DONATE

If you are interested in making an impact, please visit bostonpublicmarket.org/donate.



community engagement fund

Community engagement has been at the heart of Boston Public Market since the very beginning. As a public space built for everyone, **the Market is more than a place to shop—it is a place to gather, celebrate, learn, and connect.** Each year, we host a significant number of free, public-facing events that transform the Market into a vibrant civic commons, welcoming neighbors, families, visitors, and community partners from across Greater Boston.

These events—ranging from **cultural celebrations** and **seasonal festivals** to **educational programming** and **community-led gatherings**—are intentionally designed to be accessible to all. They reflect the diversity, creativity, and resilience of the communities we serve, while creating **meaningful opportunities for small businesses to engage new audiences and build lasting relationships.** In a world where public gathering space is increasingly limited, the Market plays a critical role in fostering connection, cultural exchange, and shared experience.

This work is made possible through support of our Community Engagement Fund. Contributions to the Fund ensure that the majority of our programming remains free, inclusive, and community-driven, removing financial barriers to participation while strengthening the Market's role as a welcoming, dynamic public resource. As we celebrate our 10th anniversary, investment in the Community Engagement Fund is an investment in the next decade of connection—supporting events that bring people together, uplift local voices, and ensure the Boston Public Market continues to serve as a living, breathing hub for community life.



Create, support, or sponsor an event, festival, or series with us!
 Contact Amy, agilbert@bostonpublicmarket.org.

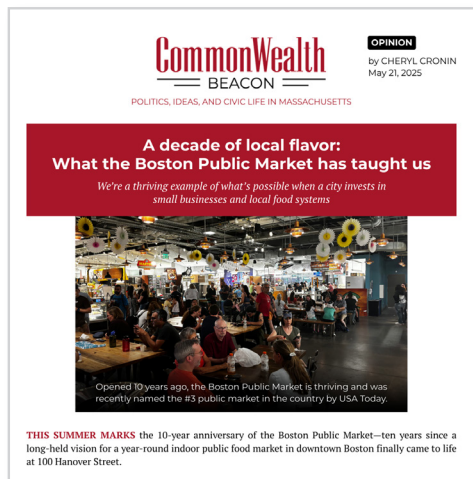
sharing our story

Sharing our story is essential to amplifying the impact of Boston Public Market. **Thoughtful media coverage helps elevate the voices of our small businesses, highlight the value of investing in local food systems, and reinforce the Market's role as a civic and economic asset.** As we celebrate our 10th birthday, this visibility strengthens our ability to attract partners, funders, and community members who believe in our mission and the power of local entrepreneurship.

A FEW HIGHLIGHTS



Find us on Somebody Feed Phil—Season 8, Episode 3!



+ innumerable vendor features across local and national outlets.

DEDICATED FOLLOWERS

As of December 2025



Newsletter subscribers: **26,013**



Website views for all of 2025: **619,037**



Instagram followers: **69,265**



Facebook followers: **24,024**



FOOD NEWS

Boston has one of the country's best public markets, according to USA Today readers

This Downtown Boston spot is among the top-10 best public markets.



By **Katelyn Umholtz**
April 23, 2025

The Boston Public Market earned a spot among the best public markets in the country, according to a reader-chosen award from USA Today.

Released Wednesday, Boston Public Market beat out much bigger and older public markets across the country, like the Reading Terminal in Philadelphia. The local market made its way to the third spot on the USA Today's 10Best Readers' Choice Awards list, an improvement from its no. 7 spot the year before. A list of the top-10 public markets was decided by USA Today readers across the country, according to a press release.

"We are honored to be recognized among the top public markets in the country," said Cheryl Cronin, CEO of Boston Public Market. "As we head into our 10th birthday year, this award is a testament to the hard work over the last decade of our incredible vendors, the loyalty of our visitors, and our ongoing commitment to supporting local food and artisanal entrepreneurs."

PROUD TO BE VOTED TOP 3 PUBLIC MARKETS IN THE COUNTRY!



ways of giving

As a nonprofit organization, Boston Public Market thrives because of a community that believes in the power of local food and small businesses. Every contribution — whether financial, in-kind, or hands-on — helps us support regional farmers and food producers, expand access to fresh food, and create a welcoming space for all. However you choose to give, you are strengthening a vibrant, resilient marketplace at the heart of our city.

CASH DONATIONS

Make a direct investment in our mission by supporting local food producers, small businesses, and community programming through a financial gift of any size.

VISIT [BOSTONPUBLICMARKET.ORG/DONATE](https://bostonpublicmarket.org/donate)

CORPORATE PARTNERSHIPS

Partner with us to strengthen our regional food system while aligning your brand with a trusted nonprofit dedicated to impact, access, and community.

EMAIL INFORMATION@BOSTONPUBLICMARKET.ORG

GIFTS-IN-KIND

Donate goods or professional services that help us reduce costs, enhance operations, and direct more resources toward supporting our local vendors and visitors.

EMAIL INFORMATION@BOSTONPUBLICMARKET.ORG

HOST A PRIVATE EVENT

Celebrate your next gathering in the Market while contributing to a nonprofit space that champions local food and community connection.

VISIT [BOSTONPUBLICMARKET.ORG/HOST-AN-EVENT](https://bostonpublicmarket.org/host-an-event)

EVENT SPONSORSHIPS

Sponsor a Market event—such as our annual Harvest Party or festival—to showcase your brand while directly supporting community programming that celebrates local food, culture, and connection.

EMAIL INFORMATION@BOSTONPUBLICMARKET.ORG

EDUCATIONAL INITIATIVES

Support hands-on classes, workshops, and programs that empower the next generation of food enthusiasts and producers, creatives, and entrepreneurs.

EMAIL INFORMATION@BOSTONPUBLICMARKET.ORG

VOLUNTEER

Give your time and talents to help advance our Market on a Mission and create a welcoming, vibrant marketplace for all.

VISIT [BOSTONPUBLICMARKET.ORG/VOLUNTEER](https://bostonpublicmarket.org/volunteer)

NOMINATE A VENDOR

Do you know a New England-based small business that would be a perfect fit for the Market? Let us know!

EMAIL INFORMATION@BOSTONPUBLICMARKET.ORG

THANK YOU

to the following people and organizations for their unwavering support of Boston Public Market over the last decade:

PUBLIC OFFICIALS + COMMUNITY PARTNERS

Rep. Aaron Michlewitz,
House Ways and Means Chair

Senator Lydia Edwards

Mayor Michelle Wu

Commissioner Ashley Randle,
Massachusetts Department of
Agricultural Resources and
Chairman, Boston Public
Market Commission

Massachusetts Department of
Transportation

Massachusetts Office of Travel
and Tourism

Andy Kendall,
Henry P. Kendall Foundation

Citizens

The Boston Globe

FOUNDERS

Commonwealth of Massachusetts
Barr Foundation

Holly McGrath

The Conservation Fund

Linda and John Henry

Henry P. Kendall Foundation

The Manton Foundation

The Trustees

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Lisa Sebesta

Donald Wiest

Pratt Wiley

financial overview

2025 MARKET REVENUE

Operating Revenue	\$1,807,544
Grants/Development	\$985,739
Total Operating Revenue	\$2,793,283

2025 OPERATING EXPENSES

Total Payroll and Related	\$874,625
Janitorial	\$109,940
Security	\$193,405
Utilities	\$283,939
Market Maintenance/Repairs	\$202,039
Internet/Technical	\$67,734
Grant Funded (MOTT) Marketing	\$54,834
General Marketing	\$27,329
Programming/Community Activities	\$122,247
Real Estate Taxes/Permits	\$114,256
Merchandise	\$14,886
Professional Services/ Vendor Disbursements	\$268,767
Office Rent/Utilities/Expense	\$157,895
Insurance	\$56,289
Interest	\$29,421
Miscellaneous Expenses	\$48,868
In-Kind Expenses	\$66,000
Total Expenses Before Depreciation	\$2,692,475
Depreciation/Amortization	\$582,621
Total Operating Expenses w/ Depreciation	\$3,275,096

ASSETS & LIABILITIES

Total Current Assets	\$1,158,451
Total Fixed Assets	\$7,529,768
Misc. Assets	\$12,745
Total Assets	\$8,700,994

LIABILITIES & EQUITY

Total Current Liabilities	\$644,194
Total Long Term Liabilities	\$742,759
Total Liabilities	\$1,386,953
Total Equity	\$7,314,041
Total Liabilities and Equity	\$8,700,994

** Based on 2025 Unaudited Financial Statements prepared in accordance with GAAP.*



thank you, cheryl

As Cheryl Cronin retires from her role as CEO, we celebrate a decade of leadership defined by heart, vision, and an unwavering belief in the power of local entrepreneurship. Since 2016, Cheryl has guided Boston Public Market with purpose and care, helping it grow into a vibrant community where farmers, fishers, food producers, and neighbors connect every day.

Cheryl understood that supporting small businesses means supporting people—their ideas, their risks, and their dreams. She championed opportunities for entrepreneurs to launch and thrive, expanding access to mentorship, resources, and visibility while strengthening the Market's role as a year-round home for local food and local enterprise.

In 2022, Cheryl helped launch the Entrepreneurship Forum to educate, connect, and elevate emerging business owners through shared learning and community support. In recognition of her lasting impact, this work will continue through the **Cheryl Cronin Entrepreneurship Forum Award, powered by Citizens**, ensuring future entrepreneurs benefit from the same encouragement she so generously gave others.

Cheryl leaves behind a stronger Market bearing a community shaped by collaboration, resilience, and joy.

With gratitude and admiration — thank you, Cheryl.

— *The Boston Public Market Association staff, vendors, and the community you helped grow*



boston public market association team



Julia Leja
Chief Executive Officer



Chelsea Doliner
Chief Marketing & Engagement Officer



Gina Cassara
Director, Vendor Management & Analytics



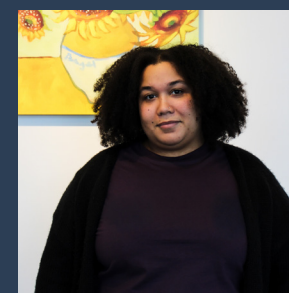
Shannon Veilleux
Design Director



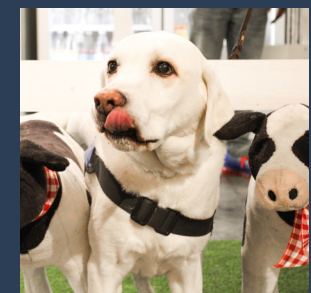
Amy Gilbert
Community Engagement & Events Manager



Aaron DeVoria
Market Operations Manager



Destiny Román
Assistant Market Manager



Jax
Chief Marketing Officer



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