



MAY 10, 2018

MARKET MATTERS

THE CITY OF ROCHESTER PUBLIC MARKET:
COMMERCE, CULTURE, COMMUNITY SINCE 1905

AAAAHHHHH (FINALLY)...IT'S SPRING AT THE MARKET

It could be said that Rochester has only ten months: no March or April, and a February with 89 days—the day before May 1 is February 89.

We are finally in May now, and even though we've come to expect a flurry or two at one of our *Flower City Days* horticultural sales in May, it's pretty safe to get the shorts out! The Market of course is open year-round, but in May, Market patrons will see a greater number and variety of vendors and goods—including early season local produce such as fresh lettuce, asparagus, onions and spinach. What's more, May is launch for the highly anticipated Flower City Days; musicians and other “buskers” start to appear; the free East End Parking Garage Shuttle and on-grounds/open-air/tractor-pulled

Trolley start to roll; community organizations appear in greater numbers to share valuable information; and the lively “sidewalk seating” culture of the Market really kicks in! The Market is marvelous all twelve months of the year, but May at the Market is truly a magical reward for making it through another Rochester winter.



EAST END GARAGE SHUTTLE RIDES AGAIN

The Market's popularity sometimes bumps up against the fact that it sits in a dense urban neighborhood with very limited land available for surface parking. This is why we are working hard to provide easy alternatives to the “single-occupancy vehicle” trip to the Market! We do understand the limitations and factors that make it easiest for many patrons to drive right to the Market, but customers, vendors, and Market management must work together to get at the roots of the traffic and congestion issues that affect the Market on Saturdays.

For the busiest months we are once again running a free Shuttle on Saturdays from the nearby East End Garage at the corner of Scio and East Main Streets. On all Saturdays from May 5 through October 27, the Shuttle will circulate the short distance between the Garage and the Market, with the first Shuttle departing the Garage at 8 a.m., and the last one leaving the Market stop across from the Union Street gateway entrance at 1 p.m. The Shuttle will run in approximately 25 minute loops; benches are available at both ends for your comfort!

The East End Garage Free Market Shuttle Stop. The cyclist in this photo is also a great reminder about the Market's “Best Parking at the Market” Bicycle Rewards Program—go to cityofrochester.gov/biketomarket to find out more, or stop by the Market Office.

The Shuttle will also run for last-Wednesday-of-the-month Food Truck Rodeos (5:00-9:30 p.m.), with the exception of the June 27 Rodeo. The Shuttle makes for easy in-out of the Market area for drivers; it's also a terrific option for those living! For more information, go to www.cityofrochester.gov/marketshuttle.

FRIENDS OF THE ROCHESTER PUBLIC MARKET MAKE THE MARKET MORE



The non-profit Friends of the Public Market run the nation's leading farmers/public market program for SNAP ("food stamp") recipients

21st CENTURY MARKET INDEED! FREE WIFI NOW AVAILABLE

Thanks to generous contributions of expertise and equipment from *Datto* (datto.com/wifi), the Public Market now offers free wifi to patrons and vendors. The City of Rochester's own talented IT technicians also helped make happen this value-add to the Public Market experience!



So fire up your favorite device and find "Public Market Guest" wifi network next time you're at 280 North Union Street!

STRETCH YOUR SNAP BENEFITS EVEN FURTHER: BUY VEGGIE- PRODUCING PLANTS!

The Market's nation-leading Token Program for SNAP ("food stamp") recipients already makes it easy to use SNAP benefits to get lots of fresh, healthy affordable food. But did you know that SNAP benefits can also be used to buy plants that produce food? This means that for as little as a couple of bucks in Market Tokens, a SNAP recipient could get a tomato plant that could produce dozens and dozens of the freshest possible produce—right in your backyard or on your back porch! And if that wasn't enough value—SNAP recipients that use their benefits at the Market get a 40% bonus through New York State Fresh Connects! Learn more at cityofrochester.gov/markettokenprogram.

Sometimes very visible, more often behind the scenes, volunteers and a single part-time staffer of the non-profit *Friends of the Rochester Public Market* contribute to the workings and success of the Market in many ways. And for those who love the Market and want to get more involved, volunteering with the *Friends* offers terrific opportunities to get more deeply immersed in the life of the Market. These opportunities range from assisting the Market Token Program—the nation's best farmers market program for "food stamp" recipients—to leading school tours, to designing and deploying nutrition education programs.

Coming soon is an updated web site, www.marketfriends.org. You can meet Friends volunteers and most likely some board members on any regular Market day: visit the Market Token Center, the white boxcar-like building right behind the Market Office! You can also reach the Friends by email at marketfriends@rochester.rr.com.



Just Say Yes to Fruits and Vegetables



LEARN HOW TO MAKE IT, LEARN HOW TO EAT IT: NUTRITION DEMOS, SAMPLINGS RAMP UP IN SPRING AT THE MARKET

The Market's mission includes healthy cooking and eating, and thanks to our friends at Foodlink, we offer regular free Market day work-shops that show patrons how to prepare nutritious meals from fresh, seasonal Market produce. These *Just Say Yes to Fruits and Vegetables* demonstrations always include a chance to taste the recipe of the day!

These half-hour demonstrations happen on the hour from 9 a.m.-12 p.m. on every Thursday from May through the end of October, and every Saturday from July 7 through the end of October. You can find Foodlink cookin' either in the indoor "B" Shed stall 25, or outside under a tent in front of the Market Office (the two-story brick house at the center of the grounds).

For more information about Foodlink and the *Just Say Yes to Fruits and Vegetables* program, go to foodlinkny.org/fight_hunger/just-say-yes-to-fruits-and-vegetables.





HORTICULTURAL HEAVEN IS HERE: SEVEN *FLOWER CITY DAYS* IN MAY AND JUNE

The long-dormant sights and aromas of spring are bursting forth, and *Flower City Days at the Market* is a highly anticipated rite of spring for many Rochesterians! For five May/June Sundays and the Friday/Monday of Memorial Day weekend each year, dozens upon dozens of horticultural vendors converge on the Market to offer up a sense-smashing selection of flowers, plants and other garden goodies.

Master Gardeners from Cornell Cooperative Extension will again attend the Sunday *Flower City Days* to help you further green your thumbs—they can answer any and all of your gardening questions. And Veggie Valet, a free service offered on summer regular Market Saturdays to help patrons get their purchases back to their vehicles (or to the bike parking, the Market Shuttle Stop, or bus stop) will also be on hand at Sunday *Flower City Days* to help haul your horticulture.

And new this year: the new indoor “B” Shed will be open on the Sunday *Flower City Days* too, with many of your regular/favorite indoor shed vendors on hand. Cafes and coffee shops on Market grounds and in the surrounding Market District will welcome you as well.

The full 2018 *Flower City Days* schedule (all 8 a.m. to 2 p.m.): Sundays: May 6, May 13, May 20, May 27, June 3; And Memorial Day Weekend: Friday, May 25 and Monday, May 28.

You can find more info about *Flower City Days* online at www.cityofrochester.gov/flowercitydays.

ROCHESTER TRANSIT SERVICE'S WEEKLY WALKING EXCURSIONS TO THE MARKET MAKE FOR HEALTHIER, HAPPIER, BETTER BONDED EMPLOYEES

A simple program at a major local employer just down the road from the Market has become a wonderful tradition that creates healthier, happier employees. The Rochester Transit Service's main offices sit about a mile east of the Market, and on Thursdays during the warmer months, a club of RTS colleagues set out on foot for lunch and shopping at the Market, about three quarters of a mile away. The simple acts of walking, shopping, and breaking bread together has made a palpably positive difference for the participants, and the agency as a whole.

Renee Elwood, Director of Wellness and Benefits for RTS, leads the walking program. Says Renee: “Our employees really enjoy the weekly walk to the Market on Thursday. It’s a chance to take a break together while getting in some physical activity. Our goal is help our employees live the healthiest lives they can while fostering a culture of wellness and inclusion within our organization. Visiting the Market connects our employees to our community and the great things it has to offer.”

We at the Market appreciate this program and its participants as well—in addition to supporting the Market and its vendors regularly, RTS has inspired us, as we work to make “active transportation” to the Market a much more common choice. When we found out about it, we quickly gifted the participants reusable Market shopping bags! If your company, organization, club or other entity would be interested in starting a Market ‘walking club’, we’d love to help make it happen and support it in any ways we can. Get in touch—call 585-428-7282 or email us at pmarket@cityofrochester.gov.



RTS employees all set to embark on Thursday lunch-time walks to the Market. Photos: Renee Elwood



CELEBRATION OF ROCHESTER NEIGHBORS BRINGS BLOCK PARTY ATMOSPHERE TO THE MARKET

Thanks to our friends from NeighborWorks Rochester, the Market will once again be the site of a city-wide block party. On Monday, June 4 from 5:00-7:30 p.m., the Celebration of Rochester Neighbors will honor and celebrate the people and citizen-driven organizations that do so much to make our neighborhoods and city great places to live. Free food and drink, music, vendors, fun and games for the kids, and more block party-style fun will fill the Market. This will be the third annual Celebration of Rochester Neighbors

at the Market, and we are thrilled to make this event a new signature free-admission annual event. For more info about the event and NeighborWorks Rochester, go to www.nwrochester.org.

IN THE DISTRICT: HIDDEN GEMS TO DISCOVER

Don't forget that outside the gates of the Public Market is the Marketview Heights Neighborhood and the Market District, served by the growing Market District Business Association. You're probably familiar now with the bustling new businesses and developments on Railroad Street, but there's much more to explore in the Market's surroundings. Just steps away from the Union Street gateway to the Market is the dazzling Sofrito Garden, lovingly tended by residents of the Marketview Heights Neighborhood. Just a couple of blocks north of the Market grounds is the Central Park Family Diner (271 Central Park), a friendly place that gets high marks for its breakfasts and lunches. And just one short block from Railroad Street (183 Hayward Ave.) is Tropical Delight, a cafe specializing in Puerto Rican cuisine. And as we reported in the last issue of *Market Matters* (March 15, 2018), a small urban farm is taking root just across the street from the north entrance of the Market, at the corner of Pennsylvania Avenue and First Street. The First Market Farm, a project of the Taproot Collective, will soon be growing the local-est of possible produce!

Stay tuned to happenings in the Market District at the Business Association's Facebook page: www.facebook.com/rochestermarketdistrict.



City of Rochester Public Market

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pmarket@cityofrochester.gov

[www.cityofrochester.gov/
publicmarket](http://www.cityofrochester.gov/publicmarket)

Tuesday/Thursday, 6 a.m. -
1 p.m.; Saturday, 5 a.m. - 3 p.m.

Lovely A. Warren, Mayor

Daniele Lyman-Torres
Commissioner, Department of
Recreation and Youth Services

Jim Farr, Market Director

Cindy DeCoste, Supervisor

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein,
Assistant Market Supervisor

Kham Vilaysak, Willie Wynn
Operations Workers

Receive *Market Matters*
via email: Send request to
pmarket@cityofrochester.gov



COMMUNITY GARAGE SALES RESUME JUNE 10

Each year we launch our Sunday "flea markets" with two sales in late April. We then take a hiatus for Flower City Days horticultural sale events, then resume the Community Garage Sales in earnest, cramming 17 sales into the schedule on just about every Sunday between June and October. These Sundays offer shoppers a huge array of goods and items, trinkets and treasures, collectibles and curiosities. The range of available products at these sales defy easy description—you just have to come to some sales and see for yourself! We are confident that each time you attend, you'll leave with something you were seeking, a surprise find, a great deal—or all of the above! Cafes and coffee shops are open on Community Garage Sale Sundays as well. These events are also terrific for moving some of your stuff, making an extra buck, or raising funds for a cause or organization you care about. For vendor info and the full schedule, go to cityofrochester.gov/garagesales.