



MARKET MATTERS

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

D O N E



Fresh Since 1905. Re-Freshed 2017. The fifteen-month, \$8.5 million Public Market improvement project is complete. On Wednesday, July 12, Mayor Lovely A. Warren, Rochester City Council President Loretta Scott, Commissioner of Recreation and Youth Services Marisol Ramos-Lopez, Market Director Jim Farr, and quite a few others cut a ribbon outside the new indoor "B" Shed. This ceremonial snipping signaled the official completion of the project, and festively ushered in an exciting new era at the Market. This new era features new structures and infrastructure that will allow the Market to serve commerce and community for at least another century.



At the July 12 celebration, attendees toured the dazzling new indoor "B" Shed, the new outdoor "D" Shed, and the four new food stands. They enjoyed fresh pizza from the Union Street Bakery and a fruit salad whipped up by the Friends of the Public Market, our non-profit partner. New Market brochures were unveiled, along with a commemorative poster featuring images from its 112-year history.



With the project complete and all the new elements operational, over half of the Market structures are now brand new. The main, curved outdoor "A" Shed--the workhorse of the Market since 1930--is still going strong, as is the 1960s-era "C" Shed. The new outdoor "D" Shed, finished in October 2016, is a beautiful replica of the first "A" Shed, which ran the length of the Market for 58 years before it was demolished in 1963. This new outdoor shed will accommodate 46 more vendors and bring life and activity to a space on the grounds that was only asphalt for over half a century.



The new indoor "B" Shed replaces a 1977 indoor shed that was being stretched far beyond its original purpose as a "winter shed" for farmers. This new "B" Shed is longer, wider and taller, with a spacious vaulted design, and naturally lit with a glass façade. The garage-type bay doors on the front of the building make it "convertible" for a more open-air feel in warm weather.

This new indoor Shed offers vendors much better amenities and much greater comfort for customers. This greater comfort includes large new restroom facilities at the rear of the building!

The four new food stands flanking the new indoor "B" Shed were custom fabricated from repurposed shipping containers, and also provide much improved amenities and comfort for both food stand proprietors and their customers. *(continued on page 2)*

Market Improvement Project, continued

This was a complex project. As the Market was kept running full throttle throughout, indoor vendors were relocated to the temporarily enclosed “D” Shed while the indoor shed was replaced. The four new food stand structures had to be temporarily relocated as well. There are many to thank for making it all work:

Funders. Empire State Development Corporation, New York State Department of Agriculture & Markets, the New York Dormitory Authority, City of Rochester, and Assemblyman David Gantt all provided funding for the project. Thanks to this funding, none of this project will be paid for by increased vendor rents or customer costs.

Market Director Jim Farr. Jim oversaw a huge mountain of process and details, all while keeping the Market running. Jim has directed the Market now for over two decades (and is also the Assistant Director of Recreation for the City).

Design Consultants. Chris Lopez of Plan Architects and Tom Castelein of T.Y. Lin International led a design process that beautifully articulated the Market's needs and vision.

Contractors. Led by LeChase and Superintendent Ed O'Donnell, contractors created structures that not only honor the history of the Market, but also ready it for at least another century of service to the community. BLM Construction, Hewitt Young, T. Bell Construction, and many talented subcontractors literally put the whole thing together. M-Design Vehicles crafted the shipping container food stands.

City Staff. City Architect Chris McManus and Project Manager Andy Wojewodzic in the Department of Environmental Services handled an unimaginable load of details and minutiae from start to finish.

Market Staff. Market Supervisor Cindy DeCoste and Assistant Supervisor Rob Sharman kept the wheels of the Market turning seamlessly throughout a very unusual fifteen months. Communications Coordinator Evan Lowenstein kept the community apprised of the elements, stages and progress of the project. Grounds Manager Kham Vilaysak and his assistant Chan Xomvimane kept the Market facilities in solid shape throughout.

Vendors. Our vendors are the heartbeat of the Market. Their patience and flexibility throughout this project is deeply appreciated. Whether a family farm that has been at the Market for generations (such as Bushart Farms, now at Market over 80 years) or a brand new enterprise just getting into the Market for the first time, our collection of vendors are the true treasure of the Market.

Customers. So many of the Market's customers are true devotees—the volume and diversity of these customers have made the Market a colorful and endearing place for well over a century now.

The Friends of the Public Market. Our non-profit partner, the Friends add countless hours of volunteer service to the Market. They run the nation's flagship farmers market food stamp program, and in many other ways donate their time and passion to making the Market a better place for all.

The July 12 ribbon cutting was the end of the big project, but the beginning of an exciting new era for the Market!



*Above: The first “A” Shed, built for the 1905 grand opening.
Below: The new “D” Shed on the same footprint, October 2016.*



Summit Federal Credit Union's Tina Longwell presents the July 2017 Vendor of the Month Award to three generations of Glad to Know Ya Farm's Dickinson family. (Photo by Graeme McGuire)

SUMMER = SPECIAL EVENTS GALORE

The Market hosts almost 50 days of free-admission special events every year! Here's what's coming up...

Friday, July 14: Bands on the Bricks featuring *DOPAPOD*

Sunday, July 16: Community Garage Sale (8 am - 2 pm)

Friday, July 21: Bands on the Bricks: Latino Night (6-10 p.m.)

Sunday, July 23: Community Garage Sale (8 am - 2 pm)

Wednesday, July 26: Food Truck Rodeo (5-9 pm)

Friday, July 28: Bands on the Bricks featuring *SOMETHING ELSE*

Sunday, July 30: Community Garage Sale (8 am - 2 pm) and Gospel Jubilee (4-7 pm)

Friday, August 4: Bands on the Bricks featuring *FASTBALL*

Sunday, August 6: Community Garage Sale (8 am - 2 pm)

Friday, August 11: Bands on the Bricks featuring *DRIFTWOOD*

Sunday, August 13: Community Garage Sale (8 am - 2 pm)

Sunday, August 20: Community Garage Sale (8 am - 2 pm)

Friday, August 25: Flicks on the Bricks: *Bike-In Movie (E.T.)*

Sunday, August 27: Community Garage Sale (8 am - 2 pm)

Wednesday, August 30: Food Truck Rodeo (5-9 pm)

GLAD TO KNOW YA FARM: SUMMIT FEDERAL CREDIT UNION JULY VENDOR OF THE MONTH

The Summit Federal Credit Union has been a generous sponsor of the nonprofit Friends of the Rochester Public Market and the Market as a whole. Summit has sponsored the annual Artist Row event, our Market Trolley, and more. A home-grown local business founded in 1941, Summit derived the **Vendor of the Month** award, bestowed five times a year to local Market farmers and producers who epitomize "homegrown."

The Flavors of Rochester at the Market free food sampling at the Market office will feature product of the winning vendor on the last Saturday of the month—the same day the winning vendor receives their award!

Glad to Know Ya Farm is the Summit Vendor of The Month for July 2017. The Dickinson family cultivates strawberries, cherries, apples and a variety of fresh cut flowers on their Wayne County farm.

"I have many fond memories of the Market," says Randy Dickinson, who came to the Market as a boy with his grandfather, stopping for a donut and chocolate milk at Jimmy's cafe before a long day of selling. "In my twenties, I took my then-girlfriend (now wife) to the Market... Later on I brought my kids with me and taught them how to sell the crops that we worked so hard to grow, how to make change and how to teach our customers where their produce and flowers were coming from."

Now, Dickinson teaches his grandchildren about the family's farm-to-Market enterprise; they are the sixth generation of Dickinson's family to bring the farm's homegrown produce and flowers to the Market.

"The Market means a great deal to me, my family and our farm."

A short film on Glad to Know Ya Farm was a featured selection at this year's Rochester Fast Forward Environmental Film Festival! You can see the film at www.fastforwardroc.org.

The Summit Vendor of the Month award honors vendors that, like The Summit, are locally grown and locally committed. The award program is a partnership between Summit and The Friends of the Rochester Public Market.



LOCAL, SEASONAL FRUITS AND VEGGIES ABOUND ALL SUMMER

The summer bounty of New York's farms and fields is one of the great joys of living in a region with some of the best soils in the world. Local fruit floods the Market in July, along with the freshest of fresh veggies. Here's what's in season and available at the Market in July:

Fruits: Apples, Blueberries, Cherries, Peaches, Raspberries.
Vegetables: Beans, Beets, Broccoli, Cabbage, Carrots, Cauliflower, Celery, Corn, Lettuce, Parsnips, Peas, Potatoes, Radishes, Rhubarb, Spinach, Squash, Tomatoes, Turnips.
(Photos by Kurt Brownell and Evan Lowenstein)

NEW MARKET-BRANDED MERCHANDISE NOW AVAILABLE

We're pleased to announce that a new series of Market-branded merchandise is now available for the Market lovers in your life--and that includes you! New hooded sweatshirts, reusable shopping bags, tee shirts, caps, and aprons feature the new City of Rochester Public Market logo! Coming soon is an environmentally friendly "travel" mug!

Get these and other Market-branded items on regular Market days at the Token Center behind the Market Office; on summer Saturdays between 9 a.m. and 2 p.m. you can stock up at the red tent near the Union Street entrance. All proceeds from the Market-branded merchandise sales go to the Friends of the Rochester Public Market, our nonprofit partner organization that does essential work for the Market--including running the nation's most effective farmers market program for food stamp recipients.



City of Rochester Public Market

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www.cityofrochester.gov/publicmarket

www.facebook.com/cityofrochesterpublicmarket
www.instagram.com/cityofrochesterpublicmarket

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

Lovely A. Warren, Mayor

Marisol O. Ramos-Lopez, Commissioner

Jim Farr, Market Director

Cindy DeCoste, Market Supervisor

Rob Sharman, Assistant Market Supervisor

Evan Lowenstein, Communications Coordinator

Kham Vilaysak, Operations Worker

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