



# MARKET MATTERS

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

## HOLIDAY SEASON AT THE MARKET: A VAST VARIETY AND VOLUME OF OPTIONS, OFFERINGS

The Public Market's offerings are extensive year-round, but at holiday time, the Market really ramps up with a wide spectrum of choices for holiday foods and gifts—along with a family-friendly holiday atmosphere that has made the Market a holiday time tradition for thousands and thousands of Rochesterians.

Seasonal fresh produce is available three days a week all year long at the Market, but for your favorite holiday fruits and vegetables, the Market offers especially great quality, quantity and value—with a great experience attached!

During the holidays, there's also a wide array of meats, breads, cakes/cookies/pies, eggs and cheeses, honey and syrup, and so much more than a short newsletter article could list.

And because we're a public market—not just a farmers market—we also offer general merchandise that makes for great holiday gifts: arts and crafts, clothing and jewelry, cooking/kitchen supplies, and much more. You can also get Market-branded merchandise such as sweatshirts, tee shirts, caps, cookbooks, aprons, and onesies for baby for the Market lovers in your life!



And don't forget about Market Gift Tokens. These function like gift certificates, accepted by dozens of Market vendors. You can get Gift Tokens at the white Token Center behind the Office on any regular Market day.

Go-to holiday items can be found on regular Market days: Tuesdays/Thursdays 6 a.m. - 1 p.m. and Saturdays 5 a.m. - 3 p.m. But holiday-themed goods are available in even greater variety at our annual *Holidays at the Market* Sundays, which start Nov. 26 this year. The second and third *Holidays* are Dec. 3 and 10; All these special events run 9 a.m. - 3 p.m.

Our 2017 holiday season schedule offers a few exciting extras. The *Holidays at the Market* series will start a week earlier this year, over Thanksgiving weekend, to offer a terrific "Black Friday" weekend shopping option. We also will have our spectacular new indoor "B" Shed open, with your favorite regular indoor shed vendors on hand, for all three *Holidays* Sundays.



*Holidays at the Market has been a favorite family holiday tradition in Greater Rochester for more than 25 years.*

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



# A SILVER MEDAL FOR THE MARKET

A silver medal isn't disappointing when it's won in a national competition! At the very beginning of November, with just a week's notice before the end of voting, the Market learned that it was one of just five national finalists for the American Planning Association's national *Great Places In America People's Choice Award*.

This award is bestowed annually by the national association for urban and community planners, to honor the most

special and adored places in America. This contest is a measure of the love people have for these places, as it is decided solely by online votes submitted by the nominees' devotees.

Despite having just a few days to get out the vote, the Market collected almost 16,000 votes—impressive indeed, but just a few hundred short of the winner, the Jackrabbit Recreational Trail in Greenville, South Carolina.

Even though we didn't bring home the gold, the whole process was uplifting. For example, we received social media messages like this in response to the voting plea:

*"We've experienced many wonderful places and things in our new home in Southern California. NONE OF THEM tops the Rochester Public Market. Miss that place so bad... I hope it gets the bragging rights from this contest, but, win or lose, it is one of the great places in America."*

In addition, tens of thousands of people across the country learned about the Market, simply with it being a finalist. The Market profusely thanks all who voted, and to all Market devotees for their commitment to and support of the Market!



## FRESH LOCAL PRODUCE STILL FLOWS IN LATE FALL, EARLY WINTER



Frost and falling leaves in Western New York doesn't mean an end to fresh local produce. Some veggies, such as kale, cabbage, broccoli, leeks, and carrots, can be grown and harvested even into the last months of the year—even out from under snow!

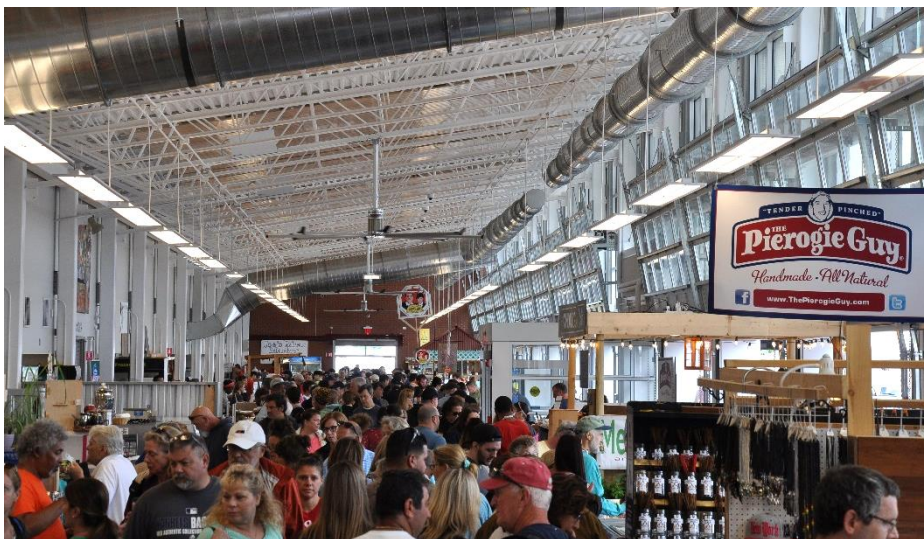
So check out all that's local and in-season in November and even December at the Market:

**Veggies:** Beans, Beets, Broccoli, Brussel Sprouts, Cabbage, Carrots, Cauliflower, Collard Greens, Eggplant, Herbs, Kale, Leeks, Mustard Greens, Onions, Parsnips, Potatoes, Pumpkins, Winter Squash, Turnips. **Fruits:** Apples, Pears.

*Farmer-vendor Colleen Liese (of Liese Farm, Holley) displays a truly remarkable butternut squash. You can find these and countless other types of beautiful local produce on any regular Market day (year-round).*

## NEW INDOOR “B” SHED READY FOR ITS FIRST WINTER OF SERVICE

At this time last year, the construction of the new indoor “B” Shed was just getting underway. Fast-forward to November 2017: Our state-of-the-art new structure is finished, open three days a week, and occupied with close to 40 vendors offering produce, meats and seafood, cheese and dairy, baked goods, packaged and prepared foods, general merchandise, and more.



The new “B” Shed is a bit larger than the old one, but feels substantially larger thanks to the vaulted interior design, almost entirely glass front, and front bay doors that convert the shed into an open-air structure in warm weather. The building also includes motion-sensing and daylight-sensing LED lighting, high efficiency heating system, and “air curtains” at the end doors that prevent drafts and conserve the interior heat. This new building also features large new restrooms with maximum-efficiency appliances, along with new water fountains that offer bottle filling spigots (and gauges that show how many plastic water bottles have been avoided!)

And because the building is fully enclosed and heated in cold weather, the popular Foodlink *Just Say Yes to Fruits and Vegetables* program will be offering its healthy cooking workshops and samplings on several Thursdays and Saturdays throughout the winter!

Remember that this indoor facility—and all the outdoor, covered sheds—are all open Tuesdays and Thursdays (6 a.m. to 1 p.m.) and Saturdays (5 a.m. to 3 p.m.) YEAR-ROUND. And yes yes yes, that includes winter!

## MAIN STREET IMPROVEMENTS BENEFIT THE MARKET



The City of Rochester has completed a good chunk of the Main Street corridor improvements as prescribed in the sweeping East Main Arts and Market District Plan.

For too long, the Main Street corridor has been intimidating and unfriendly to pedestrians and cyclists. Many of the changes you’ll see along the street—better sidewalks and crosswalks, bicycle lanes, “traffic calming” in the form of narrowed lanes, protective and decorative medians, etc.—serve to slow down vehicular traffic and make more comfortable and safe space for people on foot and bicycles. Transforming the Main Street corridor into more of a neighborhood boulevard and less of a suburban-style speedway makes for a more welcoming and appealing gateway to the

Public Market and entire Market District. The dramatic changes to the street and streetscape along Main Street extend from North Goodman Street all the way to the Four Corners in the heart of downtown.

These improvements are just one of many transformative public and private projects in the Center City that are making it an even better destination for living, working, shopping and playing!



# NEW INITIATIVE INVITES CITY-BASED ENTREPRENEURS TO MARKET



Thanks to a great idea brought to us by Rochester City Councilor Jackie Ortiz, the City is launching a new initiative to encourage City-based entrepreneurs to try vending at the Market. Starting in 2018, *City Entrepreneurs at the Market* will offer one free vending day at the Market to qualifying businesses and products, to include urban agricultural and food production enterprises, and general merchandise businesses that produce and/or sell quality general merchandise such as art and craft items, clothing and jewelry. (Prepared foods—those cooked for consumption on site—do not qualify.) Qualifying businesses include individuals and sole proprietors that make/sell take-home food or general merchandise products.

Participating businesses only need to provide required certifications and documentation governing their product to schedule their free vending day.

The vision and goal: participating businesses have great free first days at the Market, and choose to return as regular daily vendors (or perhaps lease-holding vendors, if leases for those product types are/become available). Vendor rents are refreshingly reasonable at the Market, and offer local businesses great opportunities to cross paths with a large, diverse and loyal customer base! For more information about City Entrepreneurs at the Market, call us at 585-428-7282, or email [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov).

## PAST BLAST



This old Market masthead features a nifty hand-drawing of an original Market shed, along with the legendary and long-lost Market horse fountain. But these drawings also include a depiction of the significant winds that frequent the Market—because of its location and topography, the Market is an unusually breezy place. The wind is so persistent that the Market is currently working to acquire and install a small wind turbine to mount atop the “C” Shed—part of our plan to make the Market as green as it can be.

## City of Rochester Public Market

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

Lovely A. Warren, Mayor

Marisol O. Ramos-Lopez,  
Commissioner, Department of  
Recreation and Youth Services

Jim Farr  
Market Director

Cindy DeCoste  
Market Supervisor

Rob Sharman  
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Evan Lowenstein,  
Assistant Market Supervisor  
Communications/Special Events

Kham Vilaysak, Willie Wynn  
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