



MARKET MATTERS

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

SAVE THE DATES! 2018 SPECIAL EVENTS ANNOUNCED



Your Rochester Public Market offers "regular Market days" year-round for food and general merchandise shopping, but this historic, iconic Rochester institution has also been a popular community gathering place for well over a century. This year, once again, the Market will open its gates another 46 days for free special events. This year's series starts Sunday, April 22 with the first of 19 Community Garage Sales, followed by the first Food Truck Rodeo on Wednesday, April 25.



Go to page 3 to see an entire 2018 schedule—designed to easily stick to your fridge!

MILLIONS OF MARKET MEMORIES: SHARE YOUR FAVORITES WITH US

"My grandmother used to take me to the Market every Saturday back in the fifties and sixties." "I grew up in the Market neighborhood and helped out a peach vendor every summer." "My family has been farming and vending at the Market for over 80 years, and we've been in just about the same stalls the whole time." "It snowed four feet and still there were vendors and customers trying to get to Market. I learned later that it was the only day in 25 years that the Market was closed for bad weather."

We hear these kinds of Market stories all the time. And because they are wonderful and also informative, and because so many of them are still hidden to us and to the Market community, we've decided to not only seek them out but also record them for posterity! Will you share your favorite Market memories with us?

These memories need not be decades old, they could be from last year or even last week. Not only will it be fun for the Market to hear and share these stories—they can contain helpful information and inspiration for the Market's current work and future planning.

If you have Market memories that you are willing to share, call 585-428-7282, or email pmarket@cityofrochester.gov. We'll listen and record your Market memories in ways that works best for you.



At right: Cousins John Germanow and Major Cohen hold a print featuring Abe Cohen, the cousins' grandfather and one of the early merchants at the Market.

WHAT'S FRESH AND LOCAL AT THE MARKET



Turnips (yes, turnips!) are local veggies available at Market this time of year, and can be turned into tasty and healthy dishes such as this roasted version.

We're far removed now from the end of last year's growing and harvest season, but there are still plenty of local vegetables and fruits available at the Market—varieties that can be cultivated and harvested late into the calendar year, and stored well over the winter. Here's local produce you get at Market in March and April:

Veggies: Dried Beans and Legumes, Beets, Cabbage, Carrots, Herbs, Onions, Parsnips, Potatoes, Squash, Turnips. Fruits: Apples, Pears.

Remember that local produce isn't the only kind of fresh produce available at the Market! You can find produce from all over the country and world too, on any regular Market day. And keep in mind that in our Market cookbook, *Bringing the Market Home*, you can find recipes that bring out the best in your Market purchases! Cookbooks are available on Market days at the Market Token Center, the white boxcar-like building behind the Market Office.

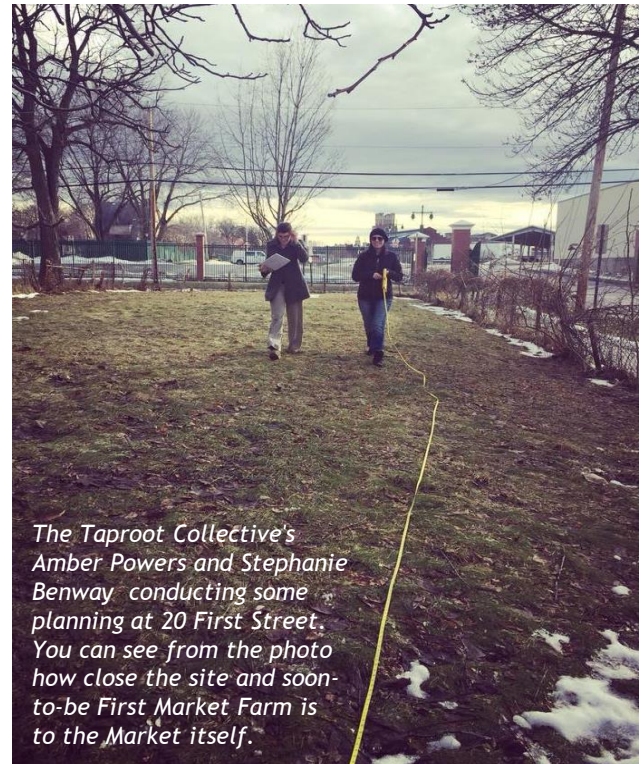
IN THE DISTRICT: FIRST MARKET FARM WILL SOON PROVIDE THE LOCAL-EST OF LOCAL PRODUCE

The Market, surrounding Market District, and Marketview Heights Neighborhood are increasingly magnets for social entrepreneurs, artists, developers—and urban farmers too!

The Taproot Collective is a nonprofit organization committed to urban agriculture and the development of youth, families, and neighborhoods in Rochester. Recently, the Collective's Amber Powers and her partner Greg Shear purchased a long-vacant lot and house at the corner of Pennsylvania Avenue and First Street, right across the street from the Market's north entrance. The property will soon be transformed into an urban farm.

Public Market and First Market Farm staffs have already met and their respective minds are racing with ideas for collaboration.

To learn more about Taproot Collective and the First Market Farm, go to www.taprootcollective.org. To learn more about other entities and activities in the Market District, go to www.rocmdba.org. And to learn about the diverse, dynamic and historic Marketview Heights Neighborhood, go to www.cityofrochester.gov (enter "Marketview Heights" in search box).



The Taproot Collective's Amber Powers and Stephanie Benway conducting some planning at 20 First Street. You can see from the photo how close the site and soon-to-be First Market Farm is to the Market itself.

LOVE THE MARKET LOTS? VOLUNTEER WITH "THE FRIENDS"

Want to get more immersed in the life of this Rochester icon and institution? Then consider volunteering with our non-profit partner organization, the Friends of the Rochester Public Market! The Friends' flagship program is the nation-leading Market Token Program for SNAP ("food stamp") recipients, but they do many, many other things to support and enhance the Market: run nutrition education programs, manage the Market-branded merchandise program, organize the popular annual Artist Row event, support other Market special events, lead school group tours of the Market, and much more. The Friends are a diverse and dedicated group that add great value to the Market, and also enjoy an array of rewarding Market-related experiences! For more information, go to www.marketfriends.org, shoot an email to marketfriends@rochester.rr.com, or call 585-428-7292.

City of Rochester Public Market 2018 Free-Admission Special Events



Community Garage Sales

The Market's "Flea Market"

Sundays, 8 a.m. to 2 p.m.

April 22, April 29, June 10, June 17, June 24,
July 1, July 8, July 15, July 22, July 29, August 5,
August 12, August 19, August 26, September 9,
September 23, September 30, October 7, Oct. 14
www.cityofrochester.gov/garagesales

Food Truck Rodeos

Four-wheeled face-filling feasts with up to 30 food trucks, carts, and trailers

Wednesdays, 5:00 -9:00 p.m.

April 25, May 30, June 27, July 25, August 29,
September 26

www.cityofrochester.gov/foodtruckrodeo

Flower City Days

Spectacular selections of garden goodies

Five Sundays and Memorial Day Weekend extras
8:00 a.m. - 2:00 p.m.

Sundays May 6, May 13, May 20, May 27, June 3
Friday, May 25; Monday, May 28

www.cityofrochester.gov/flowercitydays

Celebration of Rochester Neighbors with NeighborWorks Rochester

A "block party" celebrating people and places that make the City great

Monday, June 4

5:00-7:30 p.m.

www.nwrochester.org

Bands on the Bricks

Our signature summer live music series

Fridays, 6:00-10:00 p.m.

July 13, July 20, July 27, August 3, August 10

www.cityofrochester.gov/bandsnbricks

Gospel Jubilee

An inspirational music showcase

Sunday, July 29

4:00-7:00 p.m.

www.cityofrochester.gov/gospeljubilee

Bike-In Movie

Two-wheel it to flicks on the bricks

Friday, August 24

7:30-10:00 p.m.

www.cityofrochester.gov/bikeinmovie

Artist Row XIV

Showcase of 185 community creatives

Organized by the *Friends of the Public Market*

Sunday, September 16

10:00 a.m. - 4:00 p.m.

www.artistrowrochester.com

Halloween at the Market

Bonus dress-up, trick-or-treat event hosted by 60-plus community organizations

Sunday, October 28

4:30-7:00 p.m.

www.cityofrochester.gov/markethalloween

Holidays at the Market

A 25-year Rochester family holiday tradition

Sundays, 9:00 a.m. - 3:00 p.m.

November 25, December 2, December 9, Dec. 16

www.cityofrochester.gov/holidaysatmarket

Here are some great ways to keep track of Market special events:

* When you're done reading through this newsletter, stick this schedule to your fridge with your favorite magnet!

* Bookmark the main special events web page:
www.cityofrochester.gov/marketevents

* Stay tuned to our Facebook and Instagram for event reminders, updates, promotions:

www.facebook.com/cityofrochesterpublicmarket

www.instagram.com/cityofrochesterpublicmarket

THANK YOU KHOURY HUMPHREY



If you've visited the Market on Saturday afternoons over the last three years, chances are that you have noticed volunteers of the Flower City Pickers collecting and sorting donated and 'rescued' food at the Market for donation to community organizations. Year-round for three years—whatever the conditions—that Pickers have been here doing the hard work of collecting, sorting, and delivering; this hard work and dedication has resulted in over 5,000 pounds of food collected, on average, EACH WEEK. That's well over two tons.

Khoury Humphrey founded Flower City Pickers in 2015 and, entirely as a volunteer, poured his heart and countless hours into organizing and also the heavy on-ground work of the Pickers. Unfortunately for us, Khoury had to return to his native Oklahoma earlier this month, but has developed a terrific organization and opportunities for those seeking to make a big difference. You can feed your soul as well as your body at the Market by getting involved with "the Pickers." More at www.flowercitypickers.com.

PAST BLAST: EYESORE NO MORE



Eyesore no more! The Station 55 complex at 55 Railroad Street in 2000 (above) and today.

As recently as last decade, Railroad Street leading into the Market from East Main was in pretty rough shape. The building at 55 Railroad Street was actually torched by an arsonist around 2001, leaving an eerie shell as seen here. Thanks to the vision and commitment of Constanza Enterprises, the shell was transformed in 2009 into a gorgeous mix of residential units and office/commercial space—all of which is in high demand today. Railroad Street's revitalization is proof that business, citizens, and government together can accomplish extraordinary things!

Photos: Constanza Enterprises, Richard Margolis.

City of Rochester Public Market

280 North Union Street
Rochester, NY 14609
585.428.6907

pmarket@cityofrochester.gov

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