



MARKET MATTERS

THE CITY OF ROCHESTER PUBLIC MARKET:
OUR COMMUNITY'S MOST DIVERSE SHOPPING EXPERIENCE

OH MAY! THE MARKET MOVES MERRILY INTO THE BUSYNESS OF SPRING

The Market is open year-round of course, but May is when we really rev up for the wonderful hectic months that define spring and summer at 280 North Union Street. Perhaps the most highly anticipated sign and rite of spring in Rochester is our Flower City Days horticultural sales, which begin this year on Sunday, May 7 and bring dozens upon dozens of garden goodie purveyors to the Market. Our Flower City Days vendors offer a huge variety of plants, flowers and other horticultural delights for gardeners ranging from novices to those with the greenest of green thumbs. The sights and smells of spring at our Flower City Days are sure to brighten your day--even if the day itself isn't too springlike, which isn't unheard of in May in Rochester...

This year's Flower City Days schedule: Five Sundays: May 7, 14, 21, 28 and June 4; And Memorial Day Weekend Friday and Monday: May 26, May 29.

Fresh local farm products from the new outdoor growing season start to appear May as well, as do our non-profit special guests and talented performers who frequent the Market as part of our Busker program. Our *Flavors of Rochester at the Market* free Saturday sampling series launches in May too!

Surely we want you to remember that the Market is a vibrant place year-round, but vendors and customers do get a little extra spring in their steps when spring finally arrives in Rochester. See you at the Market!



Serious garden shoppers use their heads on Flower City Days at the Market



RENOVATION/ADDITION PROJECT UPDATE

There's another thing going on this spring at the Market: the conclusion of the \$8 million renovation/addition project! Indoor shed vendors are still in the temporarily enclosed new outdoor/covered "D" Shed while the new indoor "B" Shed is built. Progress on "B" has been swift, with the exterior of the new structure nearly complete. Interior work has begun in earnest, and we're projecting July completion, with existing and new indoor vendors moved into their state-of-the-art new spaces.

A particularly exciting piece of the project happened in the last two weeks: We moved the new food stand structure--custom fabricated from repurposed steel shipping containers--from their temporary location inside the Union Street gateway back to their original locations flanking the new indoor "B" Shed. The uprooting and moving of these buildings were sights to behold, for sure--professional building movers have our utmost respect! Once back on their original footprints, the food stands will receive permanent steel protective canopies so that diners can enjoy their favorite Market comfort foods in more comfort, year-round!

Remember that the Market is open for all its regularly scheduled shopping days and special events throughout the construction. We appreciate your patience as we make our phenomenal Market even better. For much more information on the renovation/addition project, go to www.cityofrochester.gov/marketimprovements, and stay tuned to project updates on our social media at www.facebook.com/cityofrochesterpublicmarket.



The interior of the new indoor "B" Shed, under construction...and some cheery spring bulbs on grounds, with building movers in the background preparing Cherry's European stand for its trip back to its original location on the east end of the indoor Shed. (Our new bike sculpture, atop the covered bike parking, is visible here too!)

THE NEW SEASON'S LOCAL FARM PRODUCE MATERIALIZES IN MAY



Rhubarb is an early local veggie that offers many nutritional benefits. And it's fun to say!

To say that our farmer-vendors are hardworking could be the understatement of the year. And their early carefully cultivated local vegetables are on their way to Market--asparagus, lettuce, rhubarb, radishes, spinach, turnip greens, and more will soon appear at your favorite local produce stalls. And June's coveted fresh local strawberries are right around the calendar corner!

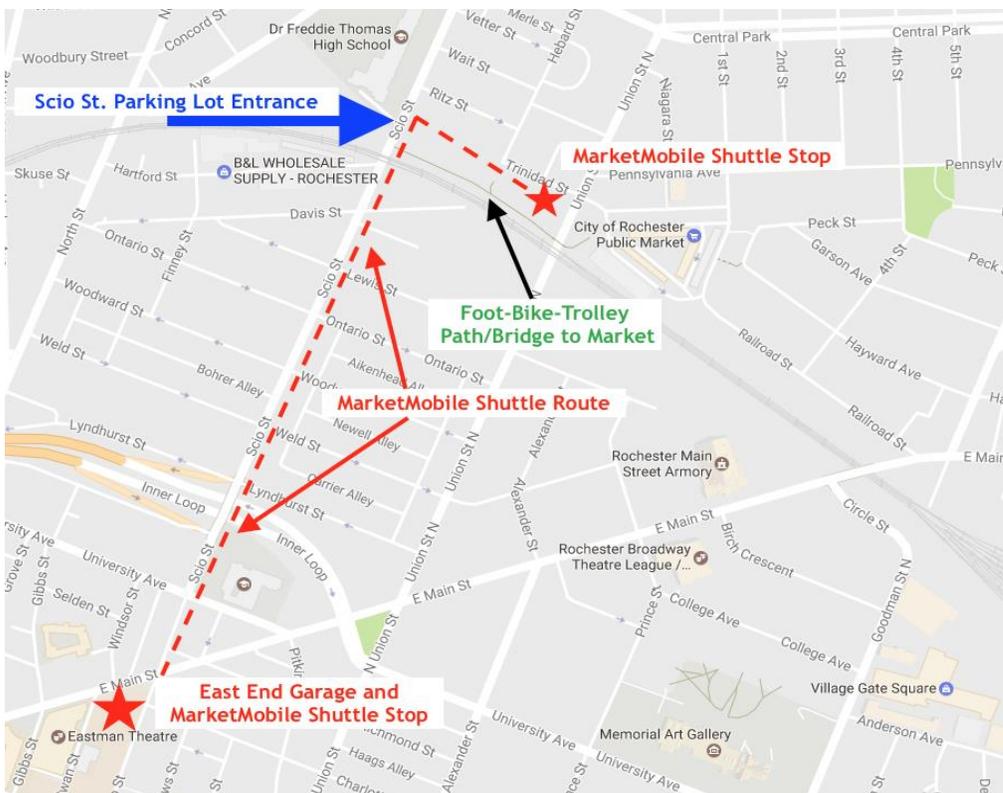
You can learn about what's in season in New York year-round by talking to farmers at the Market, and by going to the main Market web page at www.cityofrochester.gov/publicmarket and clicking the "local produce" link near the top of the page. You'll likely be surprised how long our local produce growing season really is!

SMART TRANSPORTATION IDEAS FOR THE BUSIEST MONTHS AT THE MARKET

We can all work together to make the getting in and out part of your Market experience better. And by making it better for yourself, you can make it better for fellow Market-goers, too!

1. Use the Scio Street entrance. There is a convenient entrance into the largest City-owned Market parking lot from SCIO STREET. Most drivers use Union and Railroad Streets for access to the Market, but using the Scio St. entrance can make your in-and-out easier and reduce congestion on Union Street in particular. Saturday parking is also available at the Freddie Thomas School on Scio Street, just north of the Market parking lot entrance. Our free on-grounds trolley serves this whole area on Saturdays.

2. Take our free MarketMobile Shuttle from the East End Parking Garage on summer Saturdays. From the beginning of June through the end of September, we will run a free Saturday shuttle from the East End Parking Garage at East Main and Scio Streets to the Market, in roughly 20-minute loops. The first Shuttle leaves from the Garage at 8 a.m. and the last one departs the Market stop at 1 p.m. Parking is free in the East End Garage as well!



3. Bike to the Market for the best parking...and register for our Bike Incentive/Reward Program. If you use your bike for transport to the Market (or *could* use your bike!) come by the Market Office on any regular Market day to register for our Bike Incentive-Reward Program! With your program bike helmet sticker you can sign in every week you ride, year-round, to enter a drawing for \$25 in Market Gift Tokens. And there's no limit to how many times you can win--keep riding, keep winning! For more details, go to www.cityofrochester.gov/biketomarket.

4. Take our On-Grounds Trolley. Our tractor-pulled, open-air trolley will ferry you and your Market purchases to and from your parking spot in the City-owned and Freddie Thomas School parking lots. Look for the green tractor and red Trolley. Any security guard can guide you to the Trolley stops on and near grounds. Always a treat for the kids!

5. Carpool! Sharing Market rides with friends, family and colleagues reduces traffic and parking challenges for everyone!

City of Rochester Public Market

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pmarket@cityofrochester.gov
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, Department of
Recreation and Youth Services

Jim Farr, Market Director

Cindy DeCoste, Market Supervisor

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein,
Communications/Special Events

Kham Vilaysak
Operations Worker

Chan Xomvimane
Grounds Equipment Operator

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