



OCTOBER 9, 2017

MARKET MATTERS

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

TUESDAYS AND THURSDAYS AT THE MARKET OFFERING MORE VARIETY, YEAR-ROUND



Most Market shoppers already know that the Market is open Tuesdays and Thursdays year-round, along with Saturdays (except for Thanksgiving Thursdays and the occasions when Christmas Day falls on a regular Market day). But not as many know that the brand new indoor “B” Shed is now open on Tuesdays as well as Thursdays and Saturdays; that there are a greater variety of vendors on weekdays; and that there are a growing number of cafes and restaurants, coffee shops, bakeries, and other permanent businesses on and around the Market that also make the Market District a great destination on weekdays for a breakfast meeting or lunch break. Tuesday and Thursday hours are 6 a.m.-1 p.m., but permanent businesses at and around the Market often stay open past the Market’s closing time.

In addition, the Market Token Center for SNAP “food stamp” recipients is also open on Tuesdays and Thursdays, from 7 a.m. to 12 p.m. This Center is a small white building right behind the Market Office (the two-story brick house at the center of the grounds).

While Saturdays are surely bustling and exciting, Tuesdays and Thursdays offer more elbow room and a wide array of choices for shoppers and diners. See you at the Market!

SECOND HALLOWEEN AT THE MARKET EVENT IS OCTOBER 29

On Sunday, October 29 the Market will host its second free family Halloween at the Market event (4-7:30 p.m.)! The vending sheds will be filled with over 60 community organizations that will offer engaging activities, trick-or-treating, and valuable information about their programs and services. It’s a bona fide bonus trick-or-treat and dress-up opportunity, and also a terrific chance to connect with the community’s non-profit organizations.

In addition, there will be free hayrides, the *Rec on the Move* mobile recreation center, food stands, and more Halloweeny fun for the whole family!



A ROCHESTER REVIVAL: THE BOOMING MARKET BUSINESS DISTRICT

It wasn't long ago that Railroad Street, which connects the Market with East Main Street, was an unsightly strip of blighted buildings. Today it is a magnet for entrepreneurs high on the future of this part of the city and Rochester as a whole, and for those that love the atmosphere and the vibe of the Public Market District. A walk down Railroad Street today will bring you past hive after hive of urbane energy—ranging from fully finished to in-the-works.

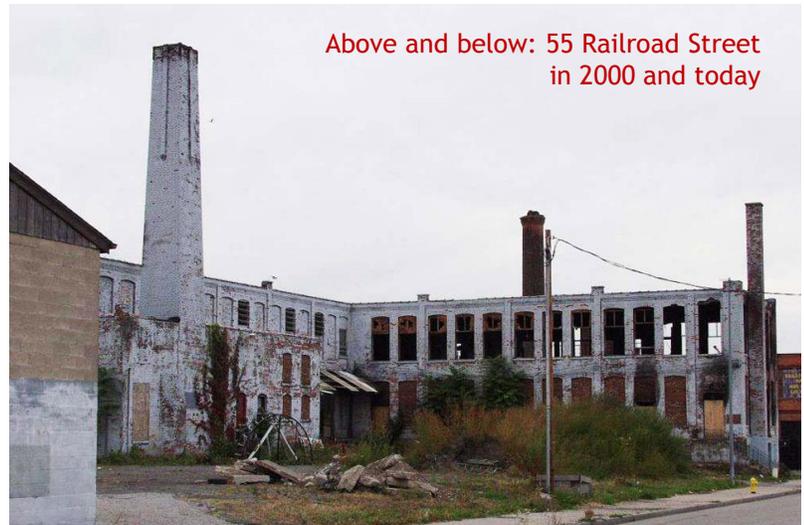
It's important to know though that the Market Business District is much more than Railroad Street! Businesses such as the Central Park Diner (271 Central Park) and Caribbean Bistro (183 Hayward Street) are long-established destinations for an authentic Marketview Heights neighborhood experience, and great food at very economical prices. They should be part of any Market District exploration!

The spark for the Railroad Street renaissance a decade ago was Costanza Enterprises' redevelopment of 55 Railroad—a structure that not long before was torched by an arsonist—and today is a mixed use complex of loft-style apartments and trendy commercial office spaces. Just feet away from a busy rail line that carries dozens of trains every day (and of course right outside the Public Market gates), 55 Railroad is now a favorite for those seeking “industrial urban chic.” Another Railroad Street pioneer is local lager legend Rohrbach, which established its main brewery and Beer Hall at 97 Railroad Street—and now offers a cozy full-service restaurant (featuring ingredients sourced right from the Market) and a handsome event space. Next door is the hugely popular Black Button Distillery and tasting/retail facility, launched in 2014 by a twenty-something local entrepreneur. In just the last few months, Boxcar opened a hipster haven specializing in gourmet donuts, fried chicken, and creative cocktails, and the highly anticipated Bitter Honey Mexican restaurant cut the ribbon on its beautifully renovated mixed-use building.

And there's even more coming soon. Iron/metal artist extraordinaire and Market District mainstay John Grieco and his wife Laurie have expanded the studio and gallery space in the Quonset hut at 153 Railroad, and will soon add an art and home décor retail space. John has also rented out another building at his 153 Railroad spread for the creation of Makers at the Market, a modern indoor-outdoor event space that includes a fascinating enclosed courtyard, replete with mature trees growing from old stone walls. Across the street at 120, experienced event planner Kelli Berg will soon be opening yet another event space.

153 Railroad also illustrates the importance of the Street to Rochester history as well: it was the site of the Rochester Fruit and Vegetable Company, which went on to become a supermarket chain called Wegmans.

Learn more about the Market Business District via the Market District Business Association. Go to their web site or Facebook page at www.rocmdba.org and www.facebook.com/rochestermarketdistrict.



Above and below: 55 Railroad Street in 2000 and today



SEVEN BRIDGES FARM IS SUMMIT FEDERAL CREDIT UNION 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 homegrown local business founded in 1941, Summit thought up the Vendor of the Month award, bestowed five times a year to local Market farmers and producers who epitomize “homegrown.”

In addition, the Flavors of Rochester at the Market food samplings feature product of the winning vendor on the last Saturday of the month—the same day the winning vendor receives their award!

The final Vendor of the Month Award for 2017 was presented on Saturday, September 30 to Seven Bridges Farm. The Lima-based operation features beef from cattle raised from birth on their farm, with pesticide-free grains and forage, and without growth hormones or routine antibiotics, along with free-range chicken and eggs. You can find Seven Bridges Farm in the new indoor “B” Shed, stalls 55, 57, 59 on regular Market days.

On the same day that Summit Federal Credit Union and Market representatives presented the award to Janaina and Barrita Shanks (above, second from left in red jacket), the Friends of the Public Market’s Margaret O’Neill prepared a delicious egg salad (from Seven Bridges eggs, of course) for the Flavors of Rochester at the Market free sampling series. And Summit put together a burger-tossing version of the popular corn hole game in honor of Seven Bridges beef (see photo above) that was enjoyed by young market-goers—and some not so young ones too!



Janaina and Barrita Shanks of Seven Bridges Farm (left, second from left) are presented the Vendor of the Month award for October 2017 by Katie Nauwerth of Summit Federal Credit Union (far right). Also pictured: the Market’s Evan Lowenstein (back) and Katie’s son Jake.



Summit Federal Credit Union rolled out a burger-flipping version of corn hole at the Market on Sept. 30, in honor of Seven Bridges Farm’s famous beef!



YOU MAY QUALIFY FOR S.N.A.P. BENEFITS

The Supplemental Nutrition Assistance Program (SNAP) helps low-income working people, seniors, disabled and others feed their families. Eligibility and benefit levels are based on household size, income and other factors.

At the Public Market, SNAP benefit holders can take advantage of our nation-leading Market Token Program—they bring their benefit cards to the Market Token Center behind the Market Office building and receive wooden tokens that function as cash with dozens upon dozens of participating vendors.

Income thresholds for SNAP eligibility in New York have gone up—so you may qualify and not know it! To find out if you do, call Legal Assistance of Western New York’s Nutrition Outreach and Education Program at 585-295-5624 or 585-295-5626. LAWNY can also assist with benefit applications should you be eligible for SNAP.

OCTOBER MEANS FALL FAVORITES AT THE MARKET



As summer fades away and autumn settles into Western New York, we turn to the fall favorite fruits and vegetables that nourish our bodies and also adorn our homes with the comforting sights and colors of the season. It's all available at the Market! Here's what's local and in-season:

Veggies: Beans, Beets, Broccoli, Brussel Sprouts, Cabbage, Carrots, Cauliflower, Celery, Collard Greens, Corn, Cucumbers, Eggplant, Garlic, Herbs, Kale, Leeks, Lettuce, Mustard Greens, Onions, Parsnips, Peas, Peppers, Potatoes, Pumpkins, Spinach, Squash, Swiss Chard, Tomatoes, Zucchini.

Fruits: Apples, Grapes, Pears, Raspberries, Watermelon.

Our region's spectacular soils and gifted farmers, combined with a much longer growing season than you'd think we'd get in our northern climate, make for amazing bounty at the Market, in all four seasons!

THE COMING HOLIDAY SEASON: SPECIAL DAYS AND EVENTS, FOUR ADDITIONAL SHOPPING SUNDAYS IN THE NEW INDOOR "B" SHED



Holidays at the Market is a signature free-admission special event series at the Market, and a favorite family holiday tradition in Rochester. This year's three Holidays at the Market will be held Sundays, November 26, December 3, and December 10. The new indoor shed "B" vendors will also be open these Sundays, and also on Sunday, December 17 (9 a.m.- 2 p.m.).

The holiday season is right around the corner! Thanksgiving week, the Market will be open for regular shopping on Tuesday, November 21; **Wednesday, November 22**; and Sat., November 25 (all 6 a.m. - 1 p.m.); the Market will be closed Thanksgiving Day, Thursday, November 23. We open the Wednesday before Thanksgiving Day to make up for the closed Thursday, and to provide a great opportunity for last-minute Thanksgiving shopping!

Our popular Holidays at the Market Sundays will begin this year on Thanksgiving weekend—Sunday, November 26, and also run on December 3 and 10 (9 a.m. - 3 p.m.). These free-admission special events feature holiday-themed goods and foods, trees, wreaths and garlands, gifts galore, and much more--and of course, carriage rides with Santa!

What's more, indoor "B" Shed vendors will open for each of the three *Holidays at the Market* Sundays—and also for an **additional pre-holiday Market shopping day: Sunday, December 17 (9 a.m.-2 p.m.).**

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
Assistant Market Supervisor

Evan Lowenstein,
Assistant Market Supervisor
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