



February 2016

MARKETMATTERS

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



- A Existing Outdoor "A" Shed
- B New Enclosed "B" Shed
- C Existing Outdoor "C" Shed
- D New Outdoor "D" Shed
- E New Food Stands
- F Site of New Restrooms at rear of Shed "B"
- G Market Office, Restrooms
- H "Commission Row"
- I Union Street Gate
- J Railroad Street Gate

MARKET RENOVATION/ADDITION PROJECT UPDATE

Great news! Bids were re-opened January 5 for the City of Rochester Public Market's \$8 million renovation and addition project, and this time the bids were much more competitive and within budget. The City's purchasing department has started the award process, which can take up to three months. Right now the City anticipates a ground-breaking and project start in April.

The project from start to finish should take 16-18 months. The first phase will involve infrastructure and utility work along the concrete median adjacent to the "Commission Row" buildings. This will be followed by construction of the new outdoor, covered "D" Shed--to be built in the same area where an original 1904 outdoor covered shed was demolished in 1963--and the fabrication of new structures for the food stands. When the "D" Shed is complete, the "B" Shed (indoor, "winter" shed) vendors will be temporarily relocated into the new "D" Shed, which will be temporarily enclosed for them; and food stands will move into their new homes that will be temporarily located in the parking lot at the west end of the Market.

These temporary relocations will allow demolition of the existing and construction of the new indoor "B" Shed, which should take 10-12 months. When completed, indoor shed vendors and food stands will be moved back to their permanent locations, and the temporary enclosure of the new outdoor "D" Shed removed.

Concurrent to construction, the Public Market will be soliciting applications for approximately 50 new vending spaces in the new outdoor, covered "D" shed, and for any open locations in the new indoor "B" Shed.

During February-March 2016 the City will be scheduling individual meetings with all the indoor and food stand vendors to discuss placement and space preferences in the new structures, to discuss any special needs, and to clarify dates and logistics related to the temporary operations. Once construction begins we will *(continued on page 2)*



Conceptual rendering of the new indoor “B” or “Winter” Shed



issue updates at least bi-weekly. There will be some disruption during the construction but our goal is to minimize any impact on Market operations. We will utilize signage on site, social media and City website, and the *Market Matters* newsletter to keep vendors, Market tenants and customers informed. We will also update all vendors at our spring vendor meeting in April.

This is an exciting time for the Market, as we provide the facilities and amenities needed to support the diverse needs and desires of our vendors and customers, and also meet all current codes and regulations.

You can stay apprised of the project by reading *Market Matters*, and also at our web site and via our social media:

Project Web Page: www.cityofrochester.gov/marketimprovements

Market Facebook Page: www.facebook.com/cityofrochesterpublicmarket

City of Rochester Public Market Main Web Page: www.cityofrochester.gov/publicmarket

Get Green (and Trendy) with Market Reusable Shopping Bags

Vendors kindly provide plastic bags for their shoppers, but providing your own reusable shopping bags benefits the environment and saves vendors money too! What's more, if you get some of our reusable Market shopping bags, you'll be supporting Friends of the Rochester Public Market, our non-profit partner, that runs our nation-leading Market Token Program for SNAP 'food stamp' benefit recipients (and does much more for the Market).

The blue bag at the left sells for just \$2! We also offer canvas and insulated bags as well. You can purchase these bags during regular Market hours in the lobby of the Market Office. To learn about other Market-branded merchandise (caps, sweatshirts, onesies, bumperstickers, aprons, cook-books, historical prints, and more), visit the Office or go to www.cityofrochester.gov/marketmerchandise.



These and many more reusable Market shopping bags are available in the Market Office during regular Market days/hours



Rochester, New York Public Market, 280 N. Union Street • Celebrating 110 years, 1905-2015

2016 is our 111th Year!

The City of Rochester Public Market has served the community on its Union Street site since 1905. In 2015 we made a series of historical prints to commemorate our 110th year; although it's 2016 now, these beautiful prints still make fabulous gifts and keepsakes. You can get one print for just \$5 and a full set of all four images for just \$15! Read on to get a sense of how long the Market has been doing its thing.

- In 1905...there were only 45 stars on the flag
(OK, NM, AZ, HI, and AK had yet to join the union)
- ...Theodore Roosevelt was President (Franklin Roosevelt was only 23)
- ...Wilbur Wright managed to keep his airplane aloft for 39 minutes
- ...there were 6.5 million farms in the U.S. (2 million today)
 - ...the average life expectancy for Americans was 47
 - ...There were about 8,000 cars in the U.S.
- ...the average wage in the U.S. was 22 cents per hour
 - ...95% of babies were born at home
 - ...6% of adult Americans were high school graduates

Although there will surely be many major changes in the next 111 years, we do expect that in 2117, the Public Market will still be on Union Street, and going strong.

SAVE A TREE! GET YOUR *MARKET MATTERS* ELECTRONICALLY!

Subscribe to an electronic version of *Market Matters*
at www.cityofrochester.gov/marketmatters
or email request to pmarket@cityofrochester.gov



Market-Branded Hoodies: Practical, Pride-Producing!

Yes, the Market is open year-round, and that includes legendary Rochester winter. The truth however is that warm clothes are likely to be needed at least 3/4 of the year here! This is why you should get (at least one) Market hoodie! The model at left is one of several colors and styles--we have them in several sizes as well, including 2XL for some varieties, for those who really like to layer.

Get your Market-branded hooded sweatshirts in the lobby of the Market Office on regular Market days, during open hours!

Feed Your Mind at the Market Too!

Sure, the Public Market is the place to get delicious and nutritious food. But thanks to our friends from the Monroe County Library System, you can feed your mind at the Market as well! There are always FREE books available on the shelf in the Market Office, and also in the colorful "Little Library" box outside the Office (between the Office and the indoor shed). Most of the books inside are children's books, but there are some reads for adults too.

So be sure to bring your little people inside next time you're at the Market for a warm-up and to get a free book to bring home!



What's in Season?

Yes, there is fresh local produce available even in the depths of Rochester winter! One vendor recently reported harvesting cabbage from under a foot of snow...

Here's local goodness that's still very fresh at the Market this time of the year:

Veggies: Beans, Beets, Herbs, Carrots, Cabbage, Leeks, Onions, Parsnips, Potatoes, Winter Squash, Turnips.

Fruits: Apples, Pears.

**SLOOOOW DOWN...
FOR APPLE CURVE**

City of Rochester Public Market

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585.428.6907
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www.cityofrochester.gov/publicmarket

www.facebook.com/
cityofrochesterpublicmarket

Market Hours: Tuesday and Thursday,
6 a.m.-1 p.m.; Saturday 5 a.m.-3 p.m.

Lovely A. Warren, Mayor

Marisol O. Ramos-Lopez, Commissioner
Dept. of Recreation & Youth Services

Jim Farr
Market Director

Cindy DeCoste
Market Supervisor

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein
Communications, Events Coordinator

Kham Vilaysak
Grounds Manager

Friends of the Rochester Public Market
www.marketfriends.org; 585.325.5058