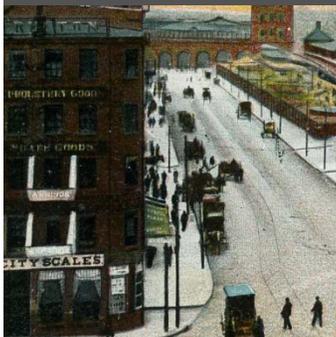


Boston Public Market Vendor Meeting



February 24, 2011

Agenda

- | | |
|--------------|---|
| 10:00 | Introductions & Overview of the Project |
| 10:10 | Presentation “Successful Market Businesses” |
| 10:40 | Discussion and Q&A |
| 11:25 | Next Steps |
| 11:30 – 12pm | Optional Visit to Parcel 7 |

Goal of the Project

Create a guide to successfully implement the
Boston Public Market

Based on an understanding of the:

- Consumer demand
- Vendor Demand
- Merchandising Plan and Layout
- Operating Requirements
- Development Costs and Responsibilities
- Financial Sustainability
- Governance and Oversight

PPS Transformative Agendas

Creating Multi-Use
Public Destinations



Building Community
through Transportation



Transformative
Agendas

Community Anchors:
An Architecture of Place



Public Markets
& Local Economies



What is a Public Market?

Public Markets and Community Revitalization



Urban Land
Institute

Project for Public
Spaces, Inc.

Public Markets...

- ✓ Have Public Goals
- ✓ Operate in Public Spaces
- ✓ Serve Locally Owned and Operated Businesses



Forms of Markets

From street corners to city districts...How markets evolve



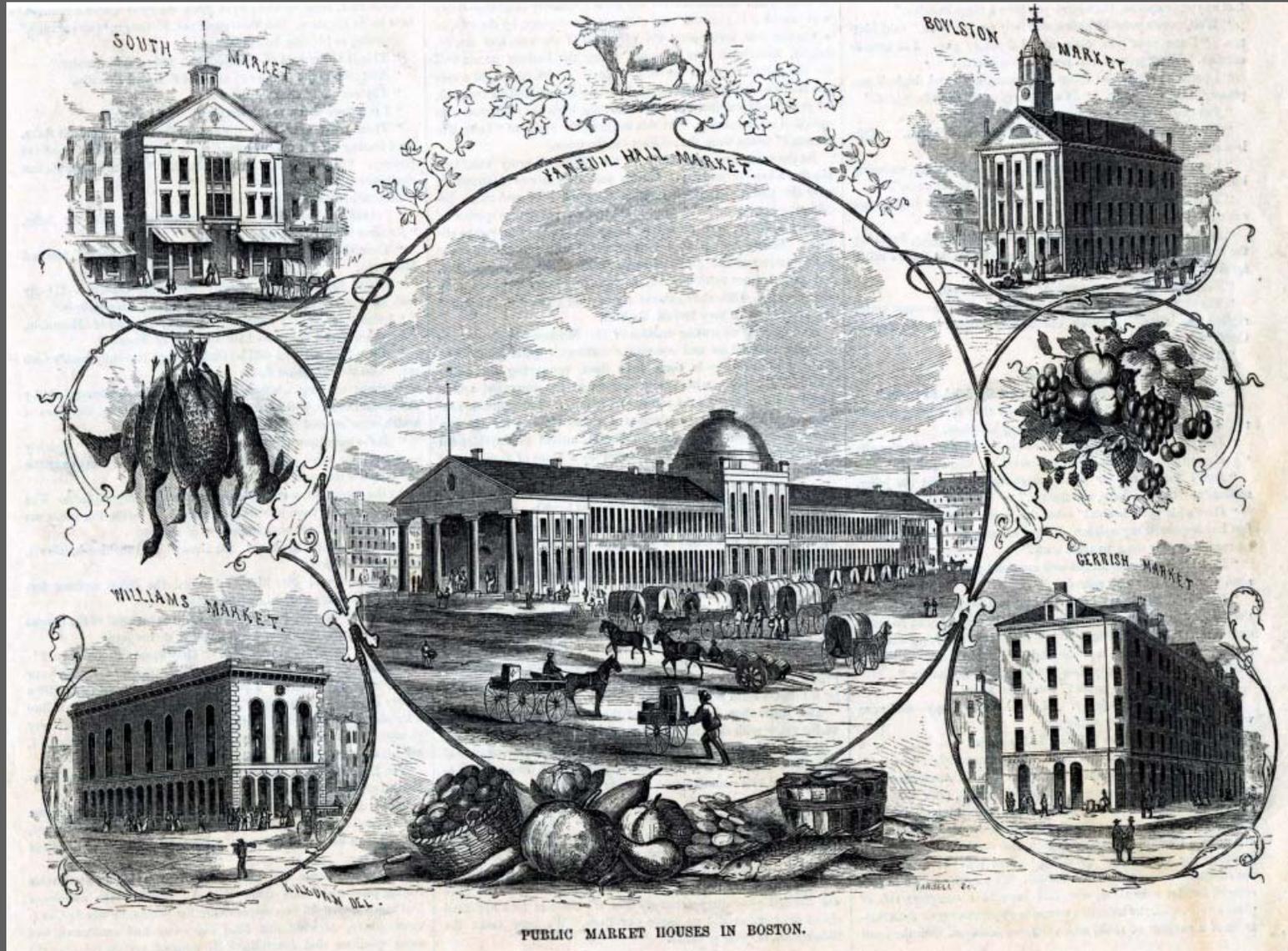
Open Air Markets



Sheds or Covered Markets



Market Halls



Market Halls





Market District



Boston Market District



Market District Map



Ingredients of Successful Market Businesses:

The Right:

- 1 Quality
- 2 Merchandising
- 3 Service
- 4 Pricing
- 5 Displays
- 6 Personality
- 7 Competitiveness
- 8 Promotion
- 9 Innovation
- 10 "3 Second Rule"



1 Quality



2 Merchandise



3 Service



4 Pricing



5 Displays



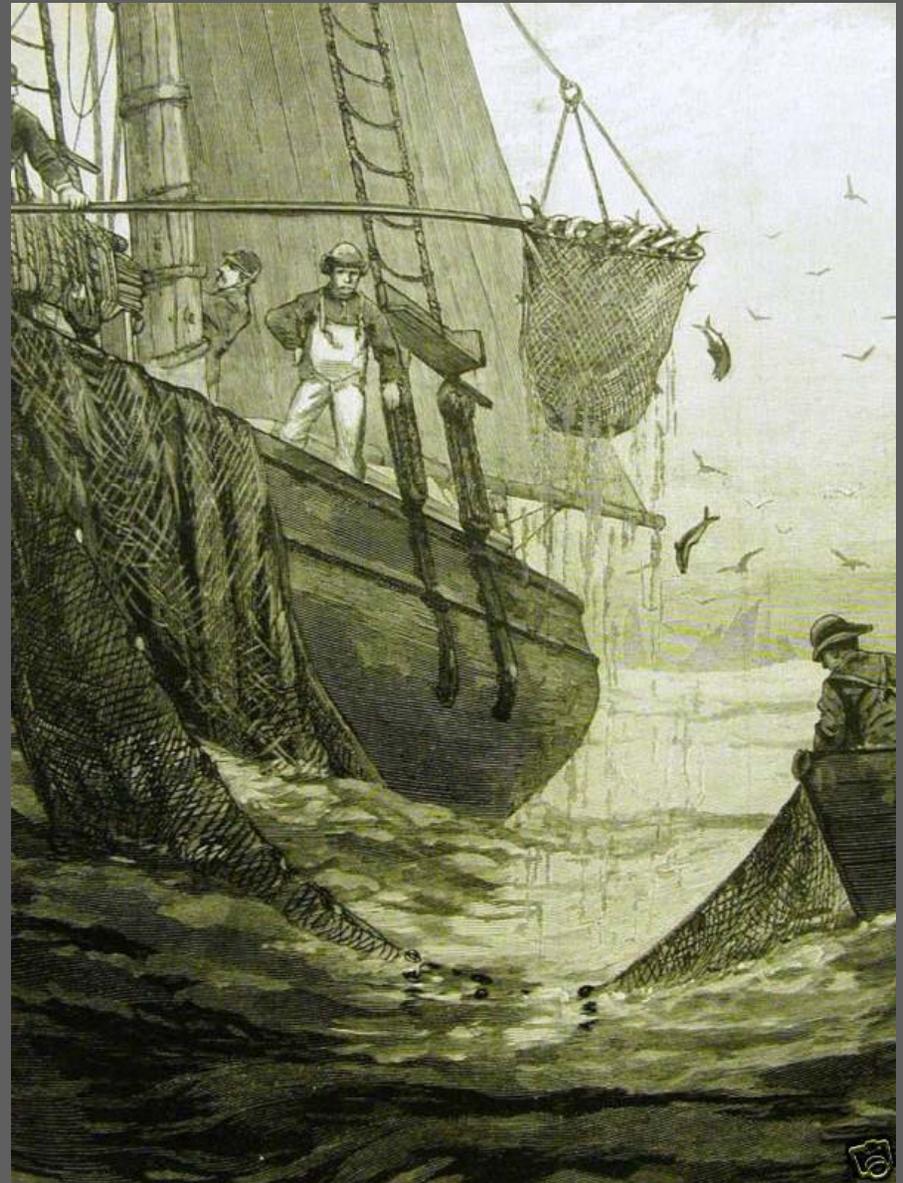
6 Personality



7 Competitiveness



8 Promotions



9 Innovation



10 The '3 second' Rule











• STEAKS
• ROASTS
• BURGERS
& more
Home Freezer Orders

NEW YORK
NATURAL
100%
GRASS-FED
BEEF

Dry Aged
Source Verified
All Natural
NO Hormones
Antibiotics
By-Products
Feed Lots

Wholesale
Retail

Large white cooler	Large white cooler	Large white cooler
--------------------	--------------------	--------------------

White cooler with produce	White cooler with produce
---------------------------	---------------------------

ESH FARMS Egg LANCASTER CO. FARM FRESH

ESH Egg
SPECIAL OF THE WEEK
MEDIUM WHITE
70 doz 3 doz 2.00
HAVE A NICE DAY

JUMBO
BROWN
1.25 A DOZEN
3 DOZ 3.55
FARM FRESH

LARGE
BROWN
1.00 A DOZEN
3 DOZ 2.85
FARM FRESH

MEDIUM
BROWN
90 A DOZEN
3 DOZ 2.60
FARM FRESH

Goose Eggs
1.50 a piece

Buy of the Week
Farm Fresh
Pullets
2 1/2 doz. 1.39

Eggs
From Free
Range
Hens

Buy of the Week
FARM FRESH
MEDIUM WHITE
70 doz 3 for 2.00

Buy of
Farm Fr
Med
70 doz



CRUMBS
NEW YORK STYLE BAKED GOODS

New Terra Farms
Beverly Hills, CA
October, 2012

CRUMBS
NEW YORK STYLE BAKED GOODS
2012 BAKED 12

CRUMBS
NEW YORK STYLE BAKED GOODS
2012 BAKED 12

CRUMBS
DON'T WORRY
WE'VE GOT YOU COVERED

CRUMBS
NEW YORK STYLE BAKED GOODS
2012 BAKED 12







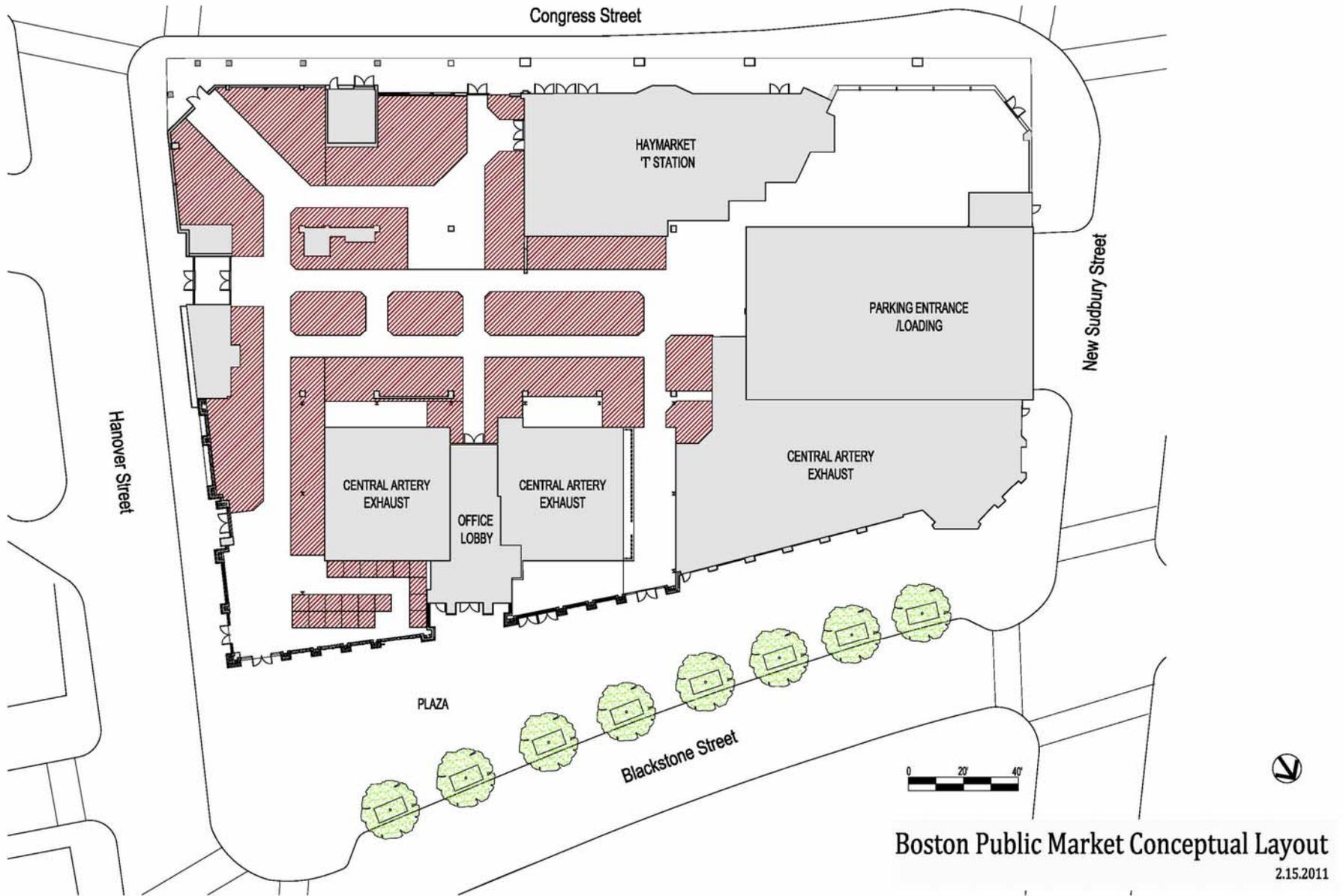


Advantages of a Public Market

- Starting small – low cost
- Daily rentals or full-time
- Customer access
- Efficient space
- Synergy
- Internal competition
- Specialization
- Cross marketing
- Good publicity



Conceptual Market Layout



Boston Public Market Conceptual Layout

2.15.2011

Discussion

- Types of Stalls
- Leasing Process
- Rents and other costs
- Management and operations
- What are the advantages and disadvantages of the site?
- General Q & A
- Next Steps