



BOSTON
PUBLIC
MARKET

BOSTON PUBLIC MARKET COMMISSION
BPMA
July 21, 2016

AGENDA

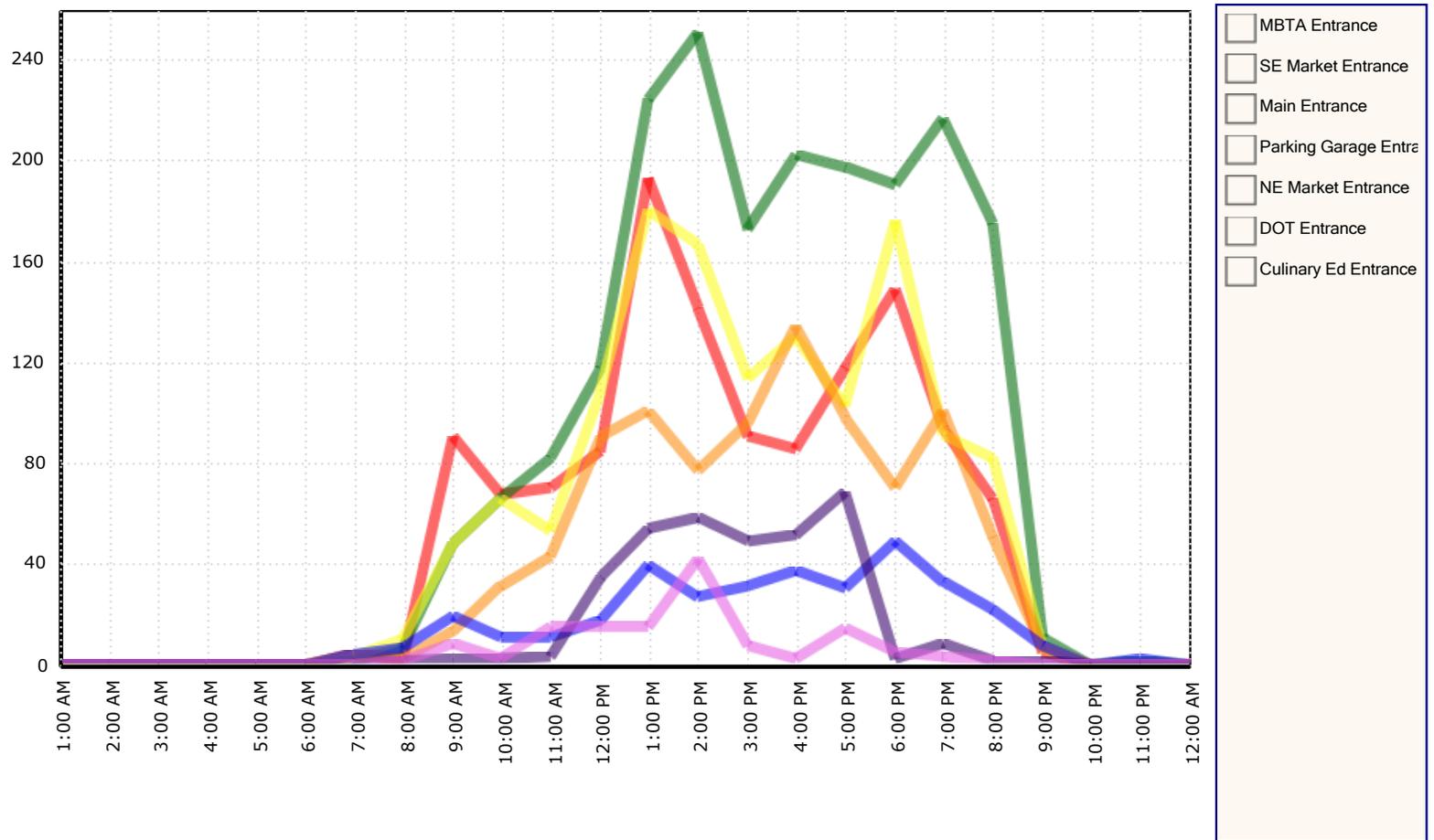
- Market Update
- Operations
- SNAP / Boston Bounty Bucks
- Community Engagement
- The Trustees, Lieza Dagher
- New Initiatives

MARKET UPDATE

- Overview
- Total foot traffic: **1,598,940**
- Total sales: **\$11,821,867**
- Now open **7 days** a week!

FOOT TRAFFIC

- Monday 7/18: **6,271**
- Tuesday 7/19: **7,195**



OPERATIONS

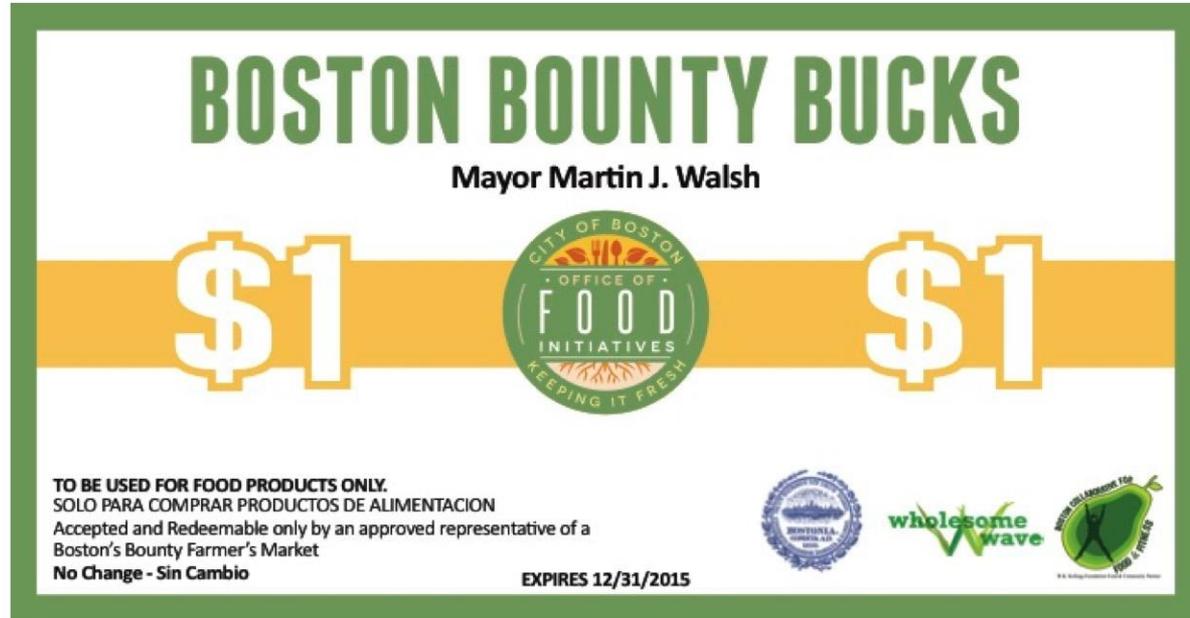
- Floor almost fully leased
- New vendor:
 - Levend Bagelry
 - James Hook Seafood
- Vendor expansions:
 - Red Apple Farm
 - Chestnut Farm
 - Corner Stalk Farm
 - Stillman's Farm
- New staff: Peter Simonelli,
Director of Market Operations

OPERATIONS

- Strengthening vendor collaborations
- Recruitment: building a queue, working with Commissioner's Office
- Delivery services
- Facilities: meeting the day to day challenges of a 28,000 sq ft space
- Productive collaboration with DOT

SNAP & BOUNTY BUCKS

July 30, 2015–June 30, 2016



Total SNAP sales: \$25,222

Total Bounty Bucks sales: \$31,393

COMMUNITY ENGAGEMENT

- Continuous student visits
Elementary–College
 - Boston Public School
 - Babson College
 - Boston University
- Greater Boston Chamber of Commerce
- Fresh Truck
- Neighborhoods
- Summer Meals Program
- Beer garden & other fun activities
 - Harborfest, Edible Boston, Fermentation Fest
- Vendor events



The Trustees

Welcome Lieza Dagher!



KITCHEN





THE KITCHEN | REGULAR PROGRAMMING

- Highlight Seasonal Ingredients
- Sourcing from BPM Vendors
- Experiential | Senses are Activated
- Tasting raw ingredients and sampling recipes
- Take-away (ex. Postcard, recipe card)
- Leave behind a personal food “note” or “story”
- Build on learnings and create a database of “lessons”



KITCHEN



UPCOMING PROGRAMS



- **Putting Up the Harvest Lecture and Workshop Series - BPM Vendors**
 - Tomatoes
 - Apples/Asian Pears
 - Cranberries/Grapes
 - Herbs
 - Squash/Pumpkins
- **Friday Night Family Dinner Series**
 - All ages/Meet new people
 - Skill-based/Hands-on family bonding
 - Delicious seasonal cooking and eating
- **Travel Series - Focus on Boston's Neighborhoods**
 - North End - Regional Italian (showcase regional cookbooks)
- **Wellness Series**
 - Engages medical/nutrition community
 - Whole-foods based cooking, special diets
- **Signature Chef Series** (focus on chefs who champion seasonal cuisine)
- **Boston School Group Series**
 - Partnering closely with BPM
 - Market Tour with cooking lesson and sit-down meal



KITCHEN



NEW INITIATIVES

- 7 Days a Week!
- Summer camp
- Music program
- Tour program
- Harvest Party: October 20

Google



Bring Fresh Home
All Week Long

Now open
7 days a week.



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Bring Fresh Home
All Week Long

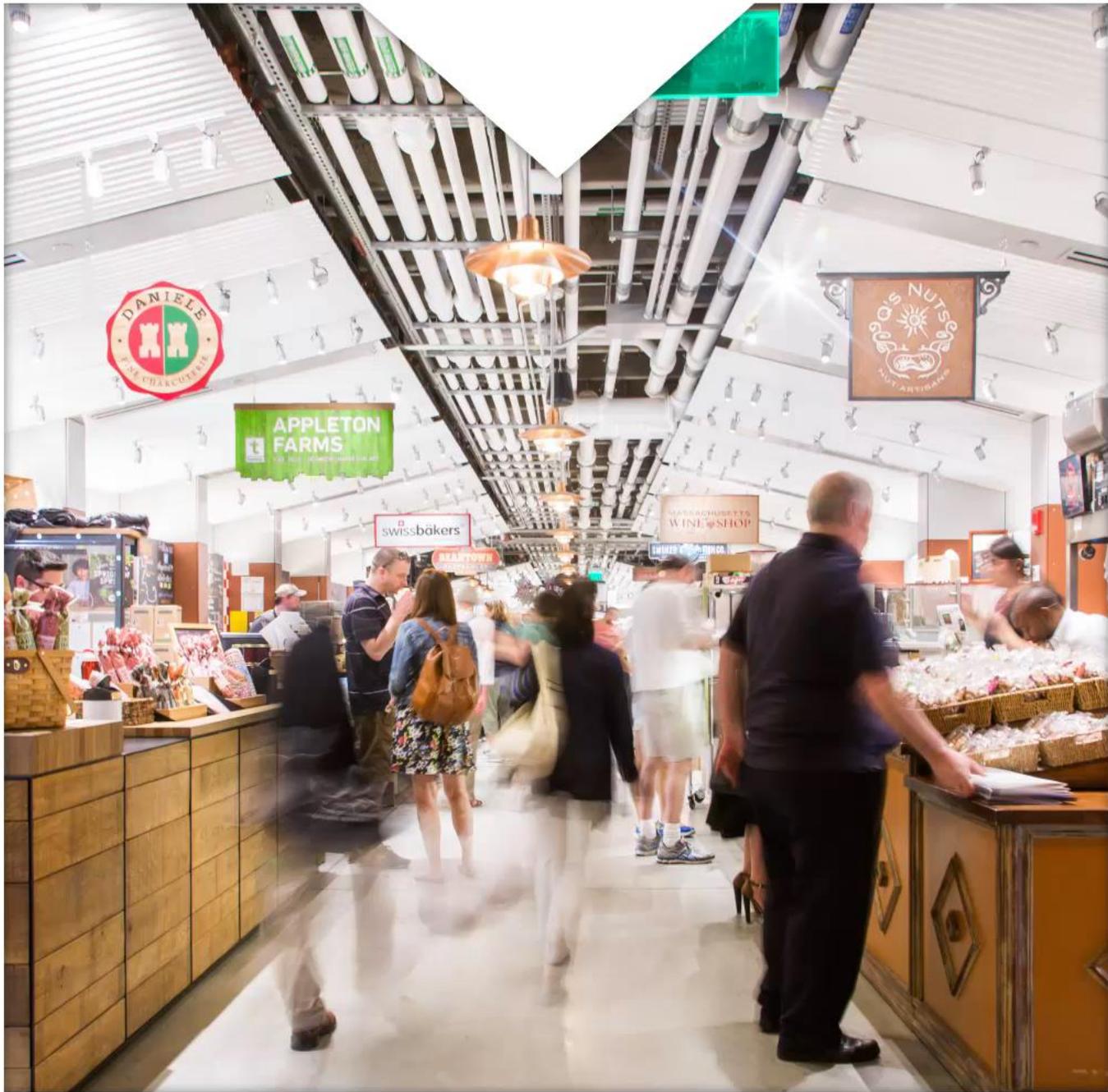
Now open 7 days a week.

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All Week Long

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HARVEST PARTY

AT THE BOSTON **PUBLIC** MARKET

OCTOBER 20, 2016

Savor and sip the best of New England food and drink, enjoy live music and so much more!



Festivities start at 5:30PM

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