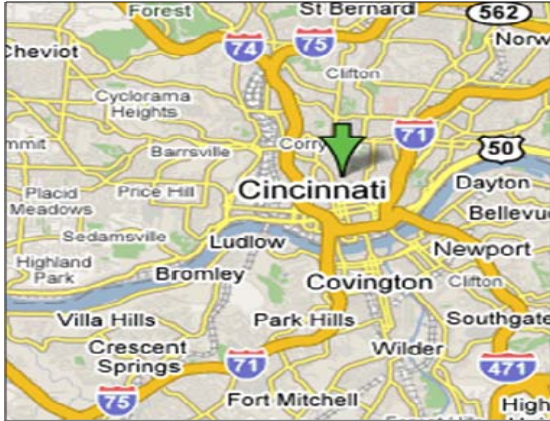


Findlay Market, Cincinnati, Ohio



Introduction:

One of Ohio's oldest public markets, Findlay Market is located blocks from downtown Cincinnati in the Over-the-Rhine neighborhood. The Over-the-Rhine neighborhood is a historic dense neighborhood noted for its 19th century Italian ornate architecture. The market operates year around with over two dozen indoor merchants. Findlay Market is the oldest continuously operated public market in the State of Ohio.

History:

Over-the-Rhine district was originally a German immigrant community. German immigrants were responsible for developing the neighborhood, the homes, the businesses, the churches, cultural institutions, and newspapers. An extensive brewery emerged in the district. The Findley Market was listed on the national historic places in 1972. The district was designated as a National Historic District in 1983. The structures in Over-the-Rhine were characterized by the Historic District designation report as one of the most cohesive surviving urban, nineteenth century community. The market was initiated by a desire a former mayor of the City of Cincinnati and veteran of the War of 1812, General James Findlay to start a farmer's market in the City of Cincinnati. The land for the market was donated by his estate for the purpose of a public market.

Development timeline:

1921 – First Findlay Market Parade

1973-74 – Market is closed for \$900,000 in renovations

1993 – City officials and neighborhood residents meet together to work on revitalization plan

1995 – Renovation plan unveiled.

1997 – Construction on Findlay Market Renovation Begins.

1852 – Construction begins on Findlay market

1855 – Market is opened

1902 – Market is enclosed and refrigeration is added

1915 – Market is remodeled and updated further

1921 – First Findlay Market Parade

1973-74 – Market is closed for \$900,000 in renovations

1993 – City officials and neighborhood residents meet together to work on revitalization plan

1995 – Renovation plan unveiled.

1997 – Construction on Findlay Market Renovation Begins.

Market location and hours:

Market is located in the Historic Over-the-Rhine District at 1801 Race Street. Its hours of operation are Wednesday through Friday 8 am to 6 pm, Saturday 6 am to 6 pm and Sunday 11 am to 4 pm.

Parking facilities:

Three parking lots are available for its customers.

Market merchandise:

The market has over 24 vendors who sale an array of fresh meat, produce, and baked products including specialty meats, ethnic groceries, specialty wines and beer, cheese dairy products, organic produce, and deli foods along with souvenirs and crafts and jewelry.

The market also has restaurants, take out food, and coffee shops available to consumers. Wireless internet access is available free to the public inside the market house and on the surrounding streets.

Farmers Market:

The Farmers Market operates as a separate leased organization in the shed located in the parking lot north of the market. The Market operates on Saturdays during the harvest season. During the off-season, the shed is used for special vendors and events.

Market organization and structure:

Findlay Market is run by the Corporation for Findlay Market, a 501-C3 non-profit . The City of Cincinnati currently subsidizes the market operation. The objective for the next five years is for the market to become self-sustaining.

Affiliated associations:

Findlay Market Association: the market tenant association which works with the city and the Findlay Market Corporation to help

run the market and is responsible for marketing and advertising.

IMPACT Over-the-Rhine: a year round youth group that works with under privileged youth to help them with work and life skills.

Friends of the Findlay Market: the group works to Preserve, Protect, and Promote the Market.

Facility ownership:

The market facilities are owned by the City of Cincinnati and operated by the Corporation for Findlay Market.

Strategic plan:

The strategic objective of the Corporation for the Findlay Market is to move forward the four part market district plan. The first component of the plan is to integrate the market into a market district. The second component is to enhance the neighborhood density, especially by bringing in a mix of low -income students. The third component is to integrate social service offices in a central neighborhood location. The fourth component is to expand hours of operation and the days of operation.

Its market revitalization objectives are remediate blight and renovate the buildings, work to enhance neighborhood residential development, develop more commercial spaces, and strive to achieve compatibility between Findlay Market and the Over -the-Rhine neighborhood plan.

Market district:

The market is located in an historic neighborhood district distinguished by its Italian Ornate Architecture. The district and the

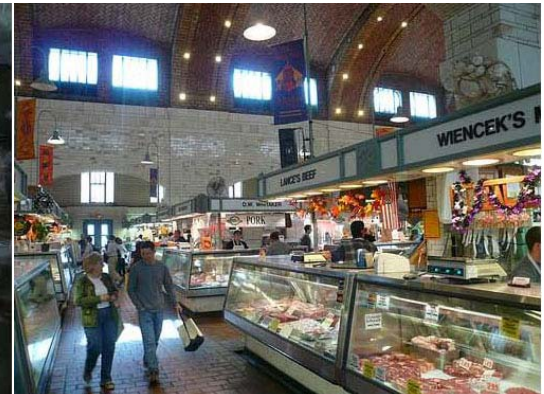
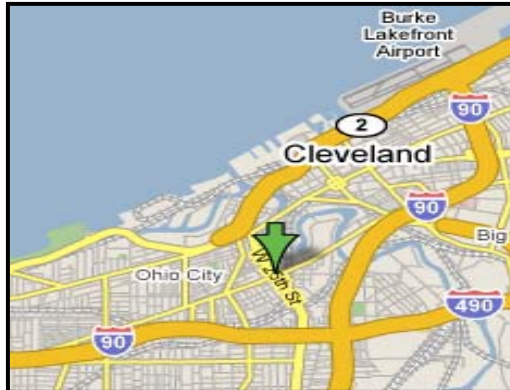
neighborhood underwent substantial disinvestment and abandonment over the past two decades. More recently, pressure was put on the city for cleaning, securing, and beautifying the neighborhood abandoned structures to help maintain the neighborhood historic structure and not distract from the recent market renovations. Responsibility for the district revitalization lies with the City of Cincinnati. The goal is to attract interested developers to renovate the abandoned structures in character with the recent market renovations. Challenges facing the Findlay Market District include crime and the perception of crime, deteriorating neighborhood building stock, the high cost associated with neighborhood housing and building rehabilitation, not a large pool of independent retailers available, and limited resources available for implementing work plans.

Demographic Information:

Census Data	45202	Cincinnati
Percent Single Parent	4.1%	18.6%
Percent 65 Older Living Alone	12.4%	20.5%
Percent Disabled	25.5%	22.3%
Percent Foreign Born	5.2%	3.8%
Percent Unemployment	43%	36.9%
Median Household Income	\$24,000	\$29,554
Percent Financial Public Assistance	2%	5.2%
Percent Below Poverty Line	18%	56.1%
Percent No Vehicle	33.8%	23.4%
Percent Housing Costs Over 30%	17%	36.7%
Percent African American	28.2%	42.9%



West Side Market Cleveland, Ohio



Source: Flickr Cleveland website, Steve Nagorski, August 2007

Introduction:

The West Side Market is the oldest operating public market in the City of Cleveland and one of its most revered institutions.

Over 120 outdoor and indoor stalls operate at the market today. Renown for its Old European world charm, the market draws its customers from the Greater Cleveland region.

History:

The West Side Market began operations in 1840 with the donation of land stipulated to be a public market. The original indoor market structure was built across the street from its current location. The current market was built in 1912 at a cost of \$680,000. The market catered to immigrants from Italy, Czechoslovakia, Germany, and Poland. The market hall is noted for its adaptation of a classical/Byzantine architectural style to a public market. The distinctive feature of the market hall is its 137 foot-clock tower that increases the visibility of the market and serves as a guide for customers coming to the market. The historical and architectural significance of the building was recognized with its designation as a National Historic Landmark in 1973 and was declared a Historic Site in 1977. A third sales shed was added to the market in 1929. Like other public markets, the market faced numerous difficulties with the development of refrigerators and freezers in the 1940s. In the early 1990s, the market underwent major modernization to improve its facilities and correct building and sanitary code violations. Because market vendors refusal to emulate the newer supermarkets and desired to retain the market old world charm, the market continues to attract both local and

and out-of-town shoppers.

Development timeline:

1840 – West Side Market begins operation

1868 – Indoor Market Structure Built across the street from current location, called Pearl Street Market

1902 – Current location of market land was purchased

1912 – Current West Side Market Building was built at the cost of \$680,000

1915 – West Side Market Tenants Association was founded

1973 – West Side Market is added to the National Register of Historic Places

1929 – Third Sales Shed is constructed

1977 – Eastern Market is declared a Historic Site

Market hours and location:

The market is located in the Ohio City district at the corner of West 25th Street and Lorain Avenue and operates on Monday and Wednesday from 7am to 4 pm, Friday from 7am to 6pm, and Saturday from 7 am to 6 pm.

Parking Facilities:

Three parking lots are available for off-street parking as well as street parking is available on West 25th street.

Market merchandise:

The market vendors reflect the historic diversity of the surrounding community. Today's vendors sell items such as Amish

Chicken, fresh Hungarian sausage, homemade pasta, strudels, pierogis, bratwurst, and mostly recently Arabic specialties such as falafel. The market is proud of its heritage of welcoming new immigrants and making stands available to them. Vendors range from established stands such as Schilla Produce, Badstuber & Sons, Ehrnfelt Meats and newer stands such as Steve's Gryo, Narrin Asian Spices, Mediterrean imports ,Orale Mexican food. And Maha's Falafel. The strength of the market comes from not adopting the traits of the larger supermarkets and continuing to operate as a traditional public market and respecting the diversity and the loyalty of its customers across generations. The market operates on the principle of offering a large variety of products from which the customer has the opportunity to purchase the size and quantity that their desire from a merchant whom they know.

Farmers Market:

West Side Market has a produce hall that allows farmers to sell fresh fruits, vegetables, tubers, and flowers. The produce hall has over 150 stalls available for farmers. Each Saturday there also is an open air market across the street that runs from 10 am to 4 pm.



The Farmers Market also serves as a host to a summer events series. Its last event of the year is the Cleveland Public Art's City Xpressionz Festival which draws about 3,000 people a year.

Market organization and structure:

City of Cleveland's Parks, Recreation, and Properties Department operates the market. Tenants lease stalls from the city.

Affiliated associations:

West Side Market Tenant's Association: The tenants associations was formed in 1915 to assist with implementing improvements to the market house and market operations. Control and direction of the market rests with the city. The tenant association publishes and updates market maps and vendor directories.

Strategic plan:

The City of Cleveland completed a \$5 million renovation of the West Side Market in 2001. The renovation included replacing all counters and installing rolling doors in the produce area. A new parking lot was added north of the market. The current redevelopment effort focuses on redeveloping the Market Square across from the market. The Ohio City Near West Development Corporation, the City of Cleveland's Public Works, and Cleveland Public Art have come together to redevelop the market square space to make it more functional, inviting, and attractive. An architectural group was hired to craft new designs and looks for the park. The planning team is in the process of raising funding and sponsorships to implement their design.

Market District:

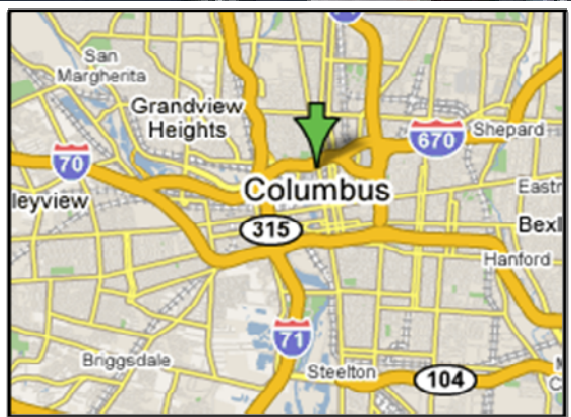
The market is the center of the Ohio City neighborhood. Ohio City was an independent city for 50 some years. Although a moderate income neighborhood, Ohio City is become a trendy neighborhood with its restored 19th century homes, trendy restaurants, boutiques and lofty-style condominiums. The neighborhood is encircled by the Greater Cleveland Rapid Transportation Authority bus and rapid stations, with over 30,000 commuters traveling through the Market Square bus station. The Market Square Park serves as a gateway to the district's restaurant/shopping, and café district. The highlights of the neighborhood are the Great Lakes Brewery on Market Avenue, Heck's Care on Bridge Street.

Demographic Information:

Census Data	44113	Cleveland
Percent Single Parent	19.1%	24.8%
Percent 65 Older Living Alone	8.5%	11.1%
Percent Disabled	29.4%	26.2%
Percent Foreign Born	3.9%	4.5%
Percent Unemployment	6.4%	6.4%
Median Household Income	\$23,020	\$25,928
Percent Financial Public Assistance	12.3%	11.2%
Percent Below Poverty Line	35.6%	24.6%
Percent No Vehicle	30.2%	24.6%
Percent Housing Costs Over 30%	35%	34.1%
Percent African American	28.9%	51.0%



North Market, Columbus, Ohio



Introduction:

North Market is one of the more popular and successful of U.S. markets. The market is a regional and tourist destination for grocery shoppers, dining, and entertainment.



History:

North Market's history dates back to 1876. It was one of four city markets in Columbus. The other three markets succumbed to fire and foreclosure. In 1948, a fire closed the North Market. The city decided not to rebuild the market. But merchants joined together to purchase a portable Quonset hut. The merchants sold their products out of this hut for over 50 years. In the 1980s, the hut gradually deteriorated and was threatened with demolition for a parking lot. The Friends of the Market was formed to save the market. The North Market Development Authority (NMDA) was created at that time to take over operations. The focus of the MDA was on the feasibility of rehabilitating the Quonset hut. But the deterioration was too costly. In December 1992, Nationwide Insurance offered to sell its warehouse at 59 Spruce to the city for the North Market. The turn-of-the-century was an ideal facility to convert into a public market. In 1995, the new market structure was erected. The new structure currently houses over thirty-four merchants and sponsors a farmers market along its exterior.



Development timeline:

1876 – Original Public Market Structure was built.

1940s – North Market Burns down, merchants banded together to buy a Quonset hut to be operated on city land.

1980s – Friends of the North Market forms, to show support of the market when it was threatened by the possible construction of a convention center.

1988 – North Market Development Authority forms, takes over operation of the market and receives a master lease from the city.

1989 – Merchant leases signed and a Market Master and Executive Director hired.

1995 – Construction began on a \$6.5 Million Expansion project for the market to increase size and quality of the market experience.

Market location and hours:

The market is located at 59 Spruce street, one block away from the Greater Columbus Convention center. Market hours are Tuesday–Friday: from 9 am to 7 pm, Saturday from 8 am to 5 pm, and Sunday from noon to 5 pm.

Parking facilities:

On-site parking is available for a fee— \$1.00 per hour up to two hours; \$2.00 per hour afterwards. Parking fees validated by a stamp from a market vendor are waived.

Market Merchandise:

Approximately 35 family-owned vendors sell products such as specialty beef from Belgian Blue Cattle, domestic and imported cheeses, fresh produce, home-made European style sausages, Egg Lady double yolk and specialty eggs. North Market strives to serve as an “incubator” for small owner-operated businesses. The Market seeks vendor proposals exclusively from food and food-related businesses.

Farmers Market:

The North Market farmers' market operates on the market's east patio every Saturday during the harvest season starting at 8 am.

Market organization and structure:

The North Market is operated by the North Market Development Authority (NMDA), a 501-(c)3 nonprofit. NMDA consist of shoppers and merchants who formed the nonprofit to "preserve and promote the traditional and cultural aspects of the historic North Market." NMDA leases the market facility from the City of Columbus for one dollar a year. North Market now receives about \$23,000 a year from the City of Columbus Department of Development.

Affiliated associations:

Friends of the Market: Friends of the market formed in the 1980s to save, preserve, and promote the market.

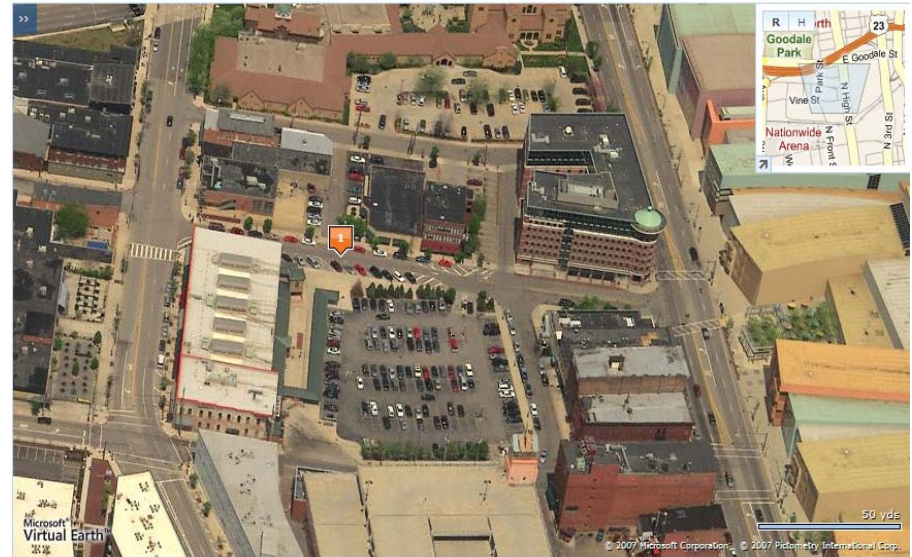
Strategic plan:

A plan was developed in the Fall of 1989 to examine strategies for improving vendors' merchandising, targeted future vendors, market design and layout, and cost structures for vendors. Plan recommendations for the North Market were: promote market as a "place to go for fresh food and specialty items in friendly, personal and service-oriented atmosphere"; marketing should also be directed to residents in adjacent communities; all marketing and communications should have consistent design, layout, and color schemes; use special events and promotions as marketing tools; develop cost structure for vendors for advertising, and special efforts should be given to attracting low-income, minority and other ethnic groups.

Market District:

North Market is located in a historic nineteenth century warehouse district. North Market is part of the Short North neighborhood. Short North is a diverse, urban neighborhood that functions as the Art District of the City of Columbus. The neighborhood is adjacent to downtown, the Brewery District, and the Convention Center. In 2000, SNNF (South North Neighborhood Friends) was formed to leverage efforts of the various organizations in South North to further enhance the neighborhood and facilitate collaborative dialog among the various neighborhood stakeholders for the development of a collective South North vision.

Census Data	43215	Columbus
Percent Single Parent	5.3%	14.5%
Percent 65 Older Living Alone	15.5%	15.4%
Percent Disabled	26.1%	18.2%
Percent Foreign Born	5.9%	6.7%
Percent Unemployment	8.1%	3.5%
Median Household Income	\$23,562	\$37,897
Percent Financial Public Assistance	3.7%	3.7%
Percent Below Poverty Line	27.5%	12.8%
Percent No Vehicle	29.1%	10.3%
Percent Housing Costs Over 30%	30.6%	28.8%
Percent African American	23.5%	24.5%



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Eastern Market Detroit, Michigan



Introduction:

Eastern Market in Detroit, Michigan is one of the largest open-air wholesale/retail market districts in United States, presently occupying over 43 acres. The market attracts more than 45,000 visitors on any given Saturday. Visitors come from Detroit and the suburbs in Southwest Michigan, Northeast Ohio, and Southern Ontario. For Detroiters, Eastern Market represents a celebration of family and food. It is the primary public location in Southwest Michigan for consumers to purchase wholesale and retail, farm fresh, locally-grown fresh and prepared food from family-owned vendors. Generations of Detroiters have brought their children to enjoy the shopping experience of the market. The market is home to a large variety of specialty vendors and shops offering fresh produce, meat and poultry, bakeries, specialty restaurants, old-time saloons, gourmet shops and cold-storage warehouses.

History:

The first public market in Detroit was opened in 1802. Eastern Market originated in 1841 at three different locations. The first market shed at the current location was built in 1891. As the market grew and flourished at this location, it expanded significantly in 1921. Several sheds were added along with eating establishments in the nearby vicinity. Despite the emergence of the supermarket movement in the suburbs in the 1950s, the Eastern Market managed to retain its appeal as an important food distribution hub in Southeastern Michigan. In the 1970s, city planners pushed to bring new life back to the market. The Michigan Historical Society designated the market a historic site in 1977. Several of the original sheds remain in operation today. The market's

unique architecture consists of late Victorian 1890s to early 1920's commercial buildings.

Development timeline:

1802 – Eastern Market is born.

1841 – Eastern Market moves to Cadillac Square.

1891 – Eastern Market moves to its current location & builds first Sales Shed.

1922 – Second Sales Shed is constructed.

1929 – Third Sales Shed is constructed.

1977 – Eastern Market is declared a Historic Site.

2006– Agreement which between City of Detroit and Eastern Market Corporation for market operations.

Market location and hours:

The market is located strategically near downtown Detroit at 2934 Russell Street. It is opened Monday through Saturday from 7 am to 5 pm.

Parking facilities:

Parking lots are available in the south and the north of the market district. There is also a parking garage to the north east of the main market hall.

Market merchandise:

Several stalls at the Eastern Market have been operating over several generations. The market is a community of vendors, local merchants, farmers, restaurants, and specialty shops that make available fresh meat, produce, ethnic specialties, restaurants, and jazz cafes. A major emphasis is placed on locally-grown and produced products. All vendors have to specify the origin of products they plan to sell.

Farmers Market:

The farmers market operates every Saturday attracting another estimated 26,000 customers to the market district. Over 150 farmers come from Michigan, Ohio, and Canada to sell their fruits, vegetables, breads, baked goods, jellies, jams, honey, apple cider, cheese, spices, herbs, plants, and flowers.

Market organization and structure:

Eastern Market is operating today by the Eastern Market Corporation (EMC), formed in 2003. EMC reached a management and promotion agreement that gives the responsibility for operating and promoting the economic development of the Eastern Market district to the Eastern Market Corporation. The City of Detroit, however, retains ownership of the property. Eastern Market Corporation is a 501(c)(3) formed in 2003 for the purposes to operate, promote, raise funds, and develop the market district.

The market is an umbrella organization with representatives from the City of Detroit, Eastern Market stakeholders and other persons with special interest in the market from corporations and foundations. The market received 29.1% of its budget from the City of Detroit's community block development grant (CBDG) funds in 2007 for the Eastern Market Advancement Coalition.

Affiliated associations:

Friends of the Market: The Friends of the Market was formed to preserve and protect the historic character and nature of the market as well as to give assistance to the EMC for planning the market events and educational programs.

Facility ownership:

The City of Detroit retains ownership of the public property in the market district.



Strategic Plan:

The Eastern Market Corporation adopted a reinvestment strategy in 2003 to strengthen the market assets and formulate new approaches to generating more market activity. The reinvestment strategy outlines seven initiatives to achieve these objectives: 1) creation of flexible-use event space to integrate market sheds and adjacent retail space into a market square; 2) historical restoration of the market's Shed 2 for positioning market as the premier Southwest Michigan destination for fresh foods; 3) improvement of winterization and refrigeration of Shed 3 for year around destination; 4) construction of market operation center for administration, visitor center, and information center; 5) augmenting of market's strength in plants and flowers by establishing a retail greenhouse to foster year around sales; 6) promotion of sustainable urban agriculture programs; and 7) investment in market infrastructure for increasing visibility, security and access to market.

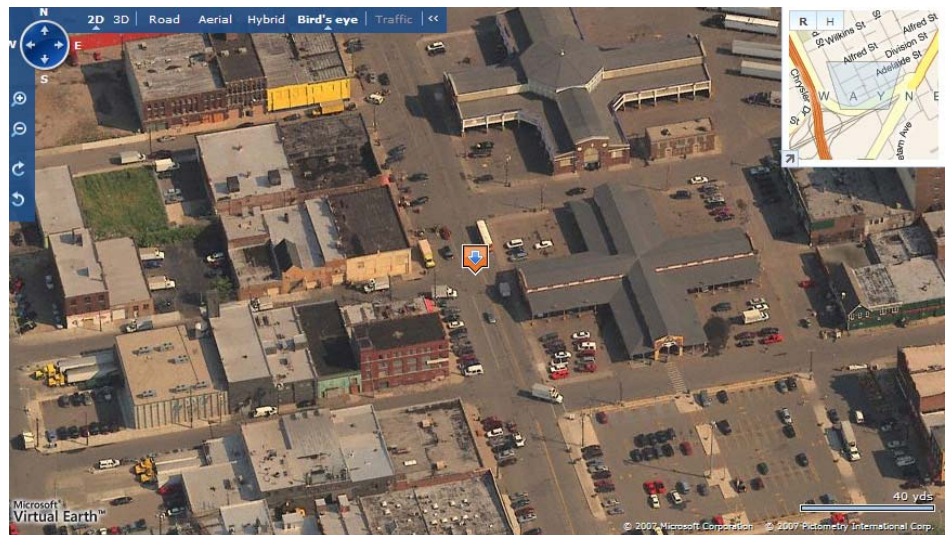
Market District:

The Eastern Market district comprises 43 acres in the heart of the City of Detroit. The district stretches over 5 city blocks. The market district consists of 5 public market sheds and a variety of private retail shops, restaurants, and bars located adjacent to the sheds. The market district has been a unique destination that has drawn visitors to downtown Detroit for over a century. Because of the decline in the neighborhoods around the market, the market is need of an investment strategy that brings back residents to the greater downtown neighborhoods. Loft development in the market district started in the last decade.

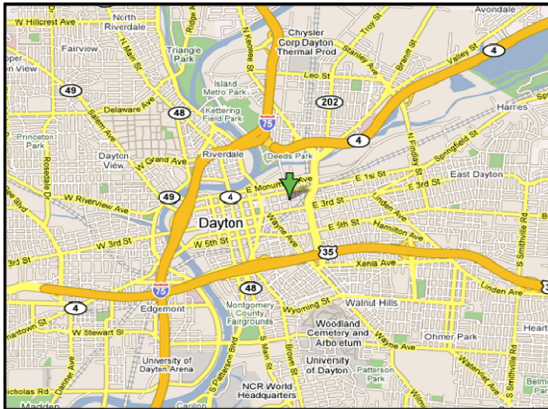


Demographic Information:

Census Data	48207	Detroit
Percent Single Parent	25.4%	31.6%
Percent 65 Older Living Alone	17.2%	9.2%
Percent Disabled	32.5%	28.3%
Percent Foreign Born	2.2%	4.8%
Percent Unemployment	7.9%	7.8%
Median Household Income	\$24,496	\$29,526
Percent Financial Public Assistance	11.9%	11.4%
Percent Below Poverty Line	30.6%	23.9%
Percent No Vehicle	30.7%	21.9%
Percent Housing Costs Over 30%	32.0%	32.8%
Percent African American	90%	81.6%



Second Street Market, Dayton Ohio



Introduction:

National City 2nd Street Market is located in Dayton's downtown. The market designed to be reminiscent of European markets is part of the Five Rivers Metro Park. Second Street Market is a year- round market that operates three days a week.

History:

The market originated as the Wegerzyn River Market in 1998. In late 2001, the market moved to its current location at 2nd Street, an old train freight house adjacent to the Webster Street train depot in downtown Dayton. When the market first opened as Wegerzn River Market, it featured just 22 vendors. In 1999, the Wegerzyn River Market attracted over 175,000 visitors. The market relocated to make way for the Cannery Baseball Park in 2001. Today, it features over 40 merchants. Plus the market has added a new addition with the opening of the Webster Street Station, an historic train depot. The train depot was originally constructed in 1911 by Requarth Lumber as an inbound warehouse for the Cincinnati Hamilton & Dayton Railroad.

Market location and hours:

The market is located at 600 East Second Street in a rapidly developing downtown historic neighborhood in Dayton. The hours of operation are between 11 am and 3 pm on Thursday and Friday and 8 am and 3 pm on Saturday.

Parking facilities:

Parking is free.

Market merchandise:

The market has forty merchants that offer unique selections of items such as wool products, handcrafted jewelry, European deserts, bakery, coffee shop, crepe, homemade desserts, maple syrup and candy, organic produce & meat, dog & cat treats, farm fresh produce, fresh seasonal produce, homemade gourmet mixes, honey, hydroponic produce, Africa & Central America handmade goods, stoneware pottery, local raised meats, ethnic cuisine, wines and beers, antiques, baking supplies, dried Flowers & country décor, and plants and garden supplies.

Farmers Market:

Seventy vendors sell fresh fruits and vegetables, meats, flowers and a variety of specialty and exotic goods during season in the open-outdoor market.

Market organization and structure:

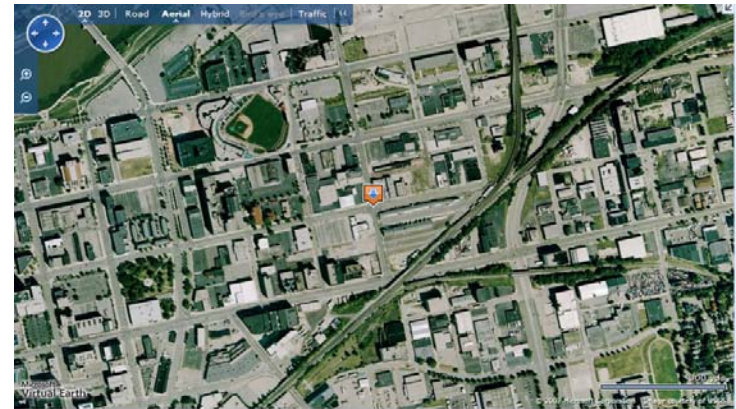
The market is owned and operated by Five Rivers Metro Parks. Five Rivers represents a region-wide service district for the five waterways of Great Miami River, Stillwater River, Mad River, Twin Creek and Wolf Creek in Montgomery County.

Market District:

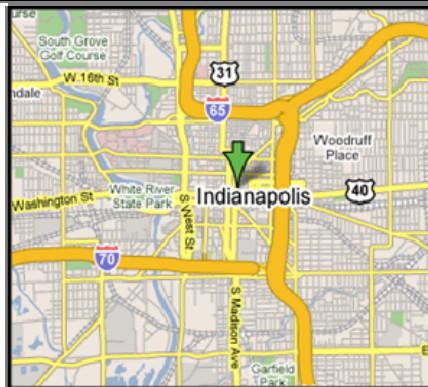
The Market is part of the Webster Station Historic District. The origin of the Webster Station Historic District came from the purchasing of land near the intersection of Miami River and Erie Canal in 1843 by the developer, Eugene Barney. Barney had constructed six Romanesque and Sullivanese structures along Third Street. These industrial buildings today are the center of the City of Dayton's urban renaissance and have become attractive as unique retail and loft spaces. The Webster Station Neighborhood Planning District became a major focus of development in Dayton in 1997. Among the efforts are the Webster Station North and Webster Station West Urban Renewal Plans.

Demographic information:

Census Data	45402	Dayton
Percent Single Parent	2.7%	13.4%
Percent 65 Older Living Alone	21.5%	11.8%
Percent Disabled	33.5%	19.9%
Percent Foreign Born	1.1%	1.6%
Percent Unemployment	8.6%	13.5%
Median Household Income	\$13,607	\$28,630
Percent Financial Public Assistance	48.5%	32.8%
Percent Below Poverty Line	66.7%	21.6%
Percent No Vehicle	51.3%	18.4%
Percent Housing Costs Over 30%	32.8%	37.1%
Percent African American	38.4%	43.1%



City Market, Indianapolis, Indiana



Introduction:

The City Market has flourished since 1886 as an one-stop place to shop for fresh produce, meat, fish, poultry, dairy and bakery goods. The market is a historic Indianapolis downtown landmark. City Market has become one of Indianapolis most vibrant downtown destination. It was under major renovation in 2007. City Market is home to many summer events. The City Market also makes available its facilities for rent for private and public events. The market also throws a variety of events throughout the year and holds a farmers market every Wednesday through the harvesting season.



History:

The current location of City Market goes back to 1821 when the land was dedicated for use of a market by one of the city founders, Alexander Ralston. The original building was small and quickly become obsolete. In 1886, a new market house was proposed for the purpose of providing covered space for the sale of fresh meats and produce. Construction of the new structure was completed in 1886 for \$29,225. Tomlinson Hall was also built at this time as an auditorium, gymnasium, community meeting space, and place to sell retain and vegetables on the ground floor. The hall was the early twentieth century market square arena for rallies, concerts, and other public events.

Development timeline:

1821 – A Market Land Space is marked in the Original Plotting of the Town of Indianapolis.

1886 – The current Market Hall is proposed and constructed.

Early 1900's – The Market flourished as the city grew and its people frequented the market.

Post WWII – The market diminishes as the suburbs and super markets take over.

1968 – Mayor Richard Lugar brings market sentiment and interest back to the people.

1973-74 – Market is closed for \$900,000 in renovations.

1974 – The original Market Hall is listed on the National Register of Historic Places.

Today – Over the last 10 years the downtown has seen redevelopment and revitalization and City market placed as focus for strategic plan of a Market District Development with proposed renovations to the current market facilities.

Market location and hours:

The market is located in Indianapolis downtown central business district at 222 E Market Street. Its hours of operation are Monday through Friday from 6 am to 6 pm, Saturday from 10 am to 4 pm, and closed on Sunday.

Parking Facilities:

City Market is located within one to three blocks of public parking lots that also serve as public parking lots for the state capitol building. A parking voucher programs for City Market patrons at this facility that provides 2 hours of parking for \$1.

Market Merchandise:

Market merchandise ranges from specialty cafes and restaurant serving a variety of ethnic foods such as Greek, Italian and Arabic , vegetarian foods, fast food, and a variety of snack and deli items, fresh produce, meats, and bakery products, specialty vendors selling coffee and tea, candy, fudge, and baked goods, and special services such as shoe repair.

Market's Organization & Structure:

In the beginning of its history, the market was owned and operated by the City of Indianapolis. The Indianapolis mayor appointed a "Market Master" to run and operate the facility. This arrangement contributed too much political influence on the market operation. In 1988 the City Market formed a 501(c)(3) non-profit organization, which freed the day-to-day market operation from political influences. Six directors are appointed by the mayor, seven by the City-County Council. Full-time professional staff are hired to oversee market operations.

Facility ownership:

The City of Indianapolis retains ownership of the market facility and properties, but today a board of directors runs the market.

Farmers Market:

The Original Farmers' Market is held every Wednesday from May through October. On After Hours, with live music, dancing, food and drinks. The farmers market operates in front of the market between Delaware and Alabama streets.

Strategic Plan:

In 2002, the City Market adopted a strategic plan for operating the City Market. The plan included its market vision, mission, statement of values, analysis of historic and current situation, strategic planning parameters and goals. City Market is currently moving forward its vision for the market to become a culinary destination. The first implementation was one the Market House Renovation Which focused on improvements to the interior and its ventilation and heating systems. Phase one was completed in the Summer of 2007. Vendors were temporarily relocated to the surrounding facilities. In August 2007, vendors were relocating back to the finished facilities. Phase two targets the redevelopment of the East Wing and the develop “food experience” theme to connect food to learning, commerce and celebration. Concepts currently being researched include a culinary school, share-use commercial kitchen, additional retail space, and a fine dining restaurant.

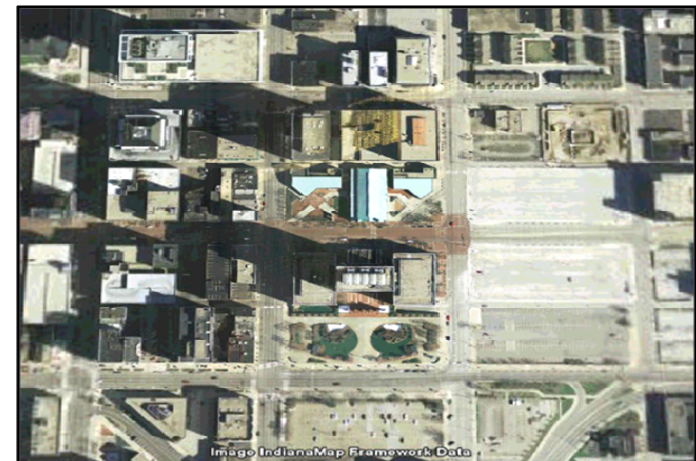
Market District:

City Market is located two blocks from the center of downtown Indianapolis—Monument Circle.

Monument Circle is at the heart of Indianapolis’s state government offices, large corporate houses, and a rapidly expanding downtown multi-family residential district. The business district includes over 4,000 private businesses. The market itself serves as the gateway to the Massachusetts Avenue Cultural District and the is just three blocks from the Wholesale Cultural District. Indianapolis’s proposed Cultural Trail will border the City Market and serve as a connector between five downtown cultural districts. A pedestrian/bike path is planned to help promote active living, walking in the downtown core. The market district is also served by the ‘blue line’ downtown transit route that connects the convention center, the Circle Centre Mall, Indiana Government Center, and other downtown locations.

Demographic Information:

Census Data	46204	Indianapolis
Percent Single Parent	1.2%	12.9%
Percent 65 Older Living Alone	12.9%	8.2%
Percent Disabled	30.8%	16.1%
Percent Foreign Born	3.0%	6.5%
Percent Unemployment	12.4%	8.7%
Median Household Income	\$21,359	\$41,520
Percent Financial Public Assistance	47.4%	18.4%
Percent Below Poverty Line	18.75%	12.9%
Percent No Vehicle	48.2%	8.0%
Percent Housing Costs Over 30%	42.1%	31.5%
Percent African American	50.3%	26.7%



Future policy recommendations

Project for Public Spaces completed an independent review of the Broadway Market in 2001. The supportive environment for public markets was not widespread in the City of Buffalo at that time. Today, an emerging synergy nationally for locally-grown products is growing rapidly. National recalls of produce and meat have brought back consumer nostalgia of the old fashioned public market. Across the country, the number of farmers markets are doubling. Recommendations were already given to the market board in 2001 for upgrading the market facilities for more efficient business operations, space utilization, and enhanced customer experience in the market, but what was missing was a feasible plan for moving the recommendations forward. The following section builds upon the PPS recommendations with special attention to which recommendations are still strongly supported from customer and community surveys. Recommendations are categorized based upon institutional responsibility. More explicitly, the Broadway Market Management Corporation is responsible for market operations and ensuring the market's mission and vision are adhered to. The City of Buffalo as landlord of the building is responsible for capital improvements for the building facility as well as the institutional agent for neighborhood planning neighborhood improvements and beautification. The Broadway Area Business Association is the collective body for advocating for neighborhood business improvements and advertising for the neighborhood business district. The Buffalo Economic Renaissance Corporation has responsibilities for overseeing of the CARE program and, thus, technical assistance for enhancing business facades.

Recommendations for Broadway Market Management Corporation:

- Board members review and revisit Broadway Market Strategic Business Development Plan with attention to what has been accomplished since 2001 and obstacles and reasons for not moving forward on recommendations.
- Build on market assets to promote reasons for regional and neighborhood customers to come to market. PPS suggested annual May flower and gardening events, farmers market, and Christmas events. Since 2001, market has made tremendous strides in this direction—the partnership with BSC for the Christmas Fair, Halloween events, and Christmas at the Market.
- Develop communication strategy to communicate market strengths and assets to public, key local officials, and potential funders .
- Set aside empty market space for market exhibit that promotes the rich cultural history of the Broadway Market Village.
- Reach out to neighborhood icon institutes to incorporate the rich history of Broadway-Fillmore into the Broadway Market experience.
- Build on the synergy of Corpus Christi, Central Terminal, BABA, East Buffalo Good Neighbors Planning Alliance, and Broadway Fillmore Alive to improve the perception of the Broadway Market as a viable, culturally unique shopping destination.
- Create a subcommittee to reach out to neighborhood nonprofits to set up a nonprofit market booth for selling their fund raising products during Easter off-season to help fill up empty space and figure logistics of rental charge.

- Outreach to Central Terminal Director, Corpus Christi Pastor, St. Stanislaus Pastor to have regular meetings with Broadway Market executive director to work and promote each others special events together, working together will make it possible for each to establish immediate area as a tourist destination.
- Establish a Friends of the Market group to assist director and staff and tenants association in organizing, advertising, and outreach for market events.
- Revisit market operation practice recommendations from PPS study:

PPS suggested expanding market hours, in particular on Sunday, as well as implementing a Farmers Market. Vendors currently are not supportive of expanded market hours. The implementation of a farmers market would have to move forward in incrementally in small steps. A possible solution to expanded hours and farmer market implementation is a Sunday Farmer's Market. This would also enable market to take small steps toward creating local wine cellar for selling local wines. Local wines can be sold through New York State Farmers Markets. Current vendor participation could be optional, but not forced. Possible sites for a farmers market could be the Save A Lot parking lot or the K-mart lot across from the Broadway Market. Seek out potential nonprofit partners who need outlet for their efforts such as Queen City Farms, Urban Roots, Massachusetts Avenue Project, Corpus Christi and reach out to Slow Foods Buffalo and Buffalo First to identify potential local growers and producers.

- Reach out to seasonal vendors in City of Buffalo farmers market to determine potential interest of vendors to establish temporary stands indoors on weekends for their locally-grown products.
- Work with nonprofits and local health agency to develop a healthy educational awareness programs, sponsor healthy Broadway Market healthy cooking demonstrations, offer market coupons to participants for healthy food products at Broadway Market.
- Upgrade market layout design to promote highest and best use of space to enhance upon old world market atmosphere — revisit Villa Maria recommendations for design enhancements or other local design educational institute.
- Reach out to local groups to sponsor special community art exhibits such as Buffalo Re-use.
- Do not forget the public market purpose—to be sustainable as well as serving a public purpose.

Recommendations to the City of Buffalo Mayor, Fillmore District Councilman, Buffalo Economic Renaissance Corporation:

Neighborhood Planning:

- Recognize the role Broadway Market plays as a healthy neighborhood food shopping destination and the potential for a community food industry neighborhood development strategy centered on the Broadway Market.
- Work with neighborhood groups to develop an aesthetic “clean and seal” strategy for neighborhood abandoned buildings.
- Recognize the historic significance of the Broadway Fillmore neighborhood and work with neighborhood groups to designate historic Broadway Fillmore neighborhood overlay,

- Clean up neighborhood business district and gateways.
- Work with Senator Thompson, Buffalo Economic Renaissance Corporation (BERC), and relevant departments from Canisius College, Buffalo State College and University at Buffalo to develop neighborhood retail business incubator.
- Follow through on recommendations from the Lower East Side Weed and Seed program to make Broadway Market a hub for neighborhood community policing satellite and neighborhood business crime watch.
- Work with Broadway Area Business Association (BABA) to establish an East Buffalo Chamber of Commerce.
- Enhanced communication and coordination with the Buffalo Police Department for neighborhood safety and security.

Landlord recommendations:

- Work with Broadway Market Management Corporation to design a facility modernization and upgrade plan.
- Design a strategy to make the building energy efficient and green, potentially green roof.
- Enhance the security of the building and surrounding business district.

Community collaboration recommendations:

- Work with existing institutions engaged in community agriculture, farmer's markets, and community food production to make City of Buffalo a show case for a community-based food industry.