



2019



friends of the
rochester
public market

Annual Report
Making the Market More

CONTENTS

- 01** About Friends | 2019 Programs
Market SNAP Token Program
- 02** Artist Row
- 03** Taste of the Market
- 04** Market Bounty Tours
- 05** Welcome Center
Market Merchandise
- 06** Holidays at the Market
Friends Volunteers
- 07** 2019 Financial and Donation Report
- 08** 2019 Operating Expenses

FRIENDS OF THE ROCHESTER PUBLIC MARKET

The Friends of the Rochester Public Market is a nonprofit organization that partners with the City of Rochester Public Market to advocate for and support a vibrant and successful Market, through programs and services that benefit and support farmers, vendors, shoppers, and the greater Rochester community.

2019 PROGRAMS

MARKET SNAP TOKEN PROGRAM

The SNAP Token program is the Friends' signature program. It allows Market shoppers to use their Supplemental Nutrition Assistance Program (SNAP) benefits to purchase fresh fruits and vegetables and other healthy affordable foods at the Rochester Public Market. Shoppers can use their SNAP electronic benefits (EBT) card to obtain wooden tokens to use as currency with more than 100 vendors at the Market. New York State also offers the Fresh Connect incentive program, which gives SNAP customers a \$2 Fresh Connect check for every \$5 of SNAP tokens purchased. Over twelve years, the Friends' SNAP Token Program has processed nearly \$3 million in token sales.

\$641,736

in EBT Sales to 7,000 customers

\$252,475

in Fresh Connect Coupons distributed

\$39,955

in Market Gift tokens were purchased

93% of SNAP customers

report that their families are eating healthier as a result of shopping at the Market

69% of SNAP customers

report shopping more frequently at the Market due to the SNAP Token program and NY Fresh Connect coupons

ARTIST ROW

Artist Row is an annual juried art show held in September. This daylong event includes free live performances by local musicians and local food trucks vendors to keep us going throughout the day. Artist Row began in 2004, with over 5,000 people attending an exhibit that featured 68 local and regional artists. It has grown over time, welcoming an estimated audience of up to 20,000 people! As a juried show, we present nearly \$1,000 in awards to artists each year.

207

Artists participated in 2019

\$14,641.12

2019 Revenue. All proceeds support the Friends' Programs!



Special Thanks to our 2019 Sponsors:



TASTE OF THE MARKET

The Friends provided **6 "Taste of the Market"** food demonstrations on summer Saturdays, in the Market's new food demonstration kitchen. Each recipe featured fresh seasonal produce that was prepared in front of Market shoppers, who then were able to sample the finished product and take home a recipe to try on their own. The goal of this program was to encourage Market shoppers to try a food they may not be familiar with, and to encourage customers to "eat seasonally" taking advantage of fresh, locally grown fruits and vegetables. Funding support was provided by The Summit Federal Credit Union.



MARKET BOUNTY TOURS

Kids and adults alike love the “behind the scene” tours provided by the Friends of the Rochester Public Market. Through these tours, market visitors learn about the history of the Market and its importance to the community, the role of local farmers and agriculture, the Market’s many small businesses and entrepreneurs, and the importance of healthy eating. From April 11th through October 24th, **7 volunteer Tour Guides** provided educational tours of the Market on Thursday mornings to **74 groups**, reaching **1,713 people**. Youth groups included school-age and high school classes, college classes, summer camps, childcare programs and youth organizations. Adult audiences included groups from libraries, senior and recreation centers, nonprofits that serve low income audiences, businesses, organizations that serve those with developmental disabilities, veterans, garden clubs, Master Gardeners and individuals new to the area. Following the tours,

most groups then enjoy shopping at the Market and sample some delicious Market foods. Some youth groups participate in scavenger hunts or other activities provided by their teachers or leaders. Youth receive take home copies of the Market Activity Book, which highlights information on the Market, agricultural products and healthy eating. Feedback from youth, teachers and parents indicate the value of the tours in educating youth about the role of the Market and the importance of healthy eating. Market vendors gladly share information about their products and their businesses, realizing they are helping to educate the next generation of Market shoppers.



WELCOME CENTER

On Saturdays from May through October, Friends volunteers serve as ambassadors for shoppers at the Market. Stationed at a red tent near the Union Street entrance, they are often the first point of contact for shoppers who walk or take the shuttle from the main parking lot on Trinidad Street. They offer directions, answer questions, and share information about the history and renovations underway at the Market. Volunteers also sell Market merchandise from the Welcome Center during the summer.



MARKET MERCHANDISE



The Friends sell clothing and other merchandise that features the Market's name and logo. In addition, the Friends sell their Market cookbooks and a book on the history of the Market. From May through October, Friends sell merchandise in the Welcome Center. During the colder months, merchandise is available at the Market Office. Proceeds from the sales of these items support the Friends' programs. In 2019, Friends sold **\$18,161** in merchandise, a 71% increase from 2018!

HOLIDAYS AT THE MARKET

Each year, the Friends provide financial support for **Holidays at the Market**, the special events hosted by the City of Rochester on the three Sundays following Thanksgiving. In 2019, this funding enabled the purchase of holiday decorations, provided prizes of Market Gift Tokens for the Holiday Cookie Contest, supplies for the kids' cookie-decorating activity, and helped to fund the holiday vendor party. Friends' volunteers helped share the holiday spirit by assisting with these events

FRIENDS VOLUNTEERS

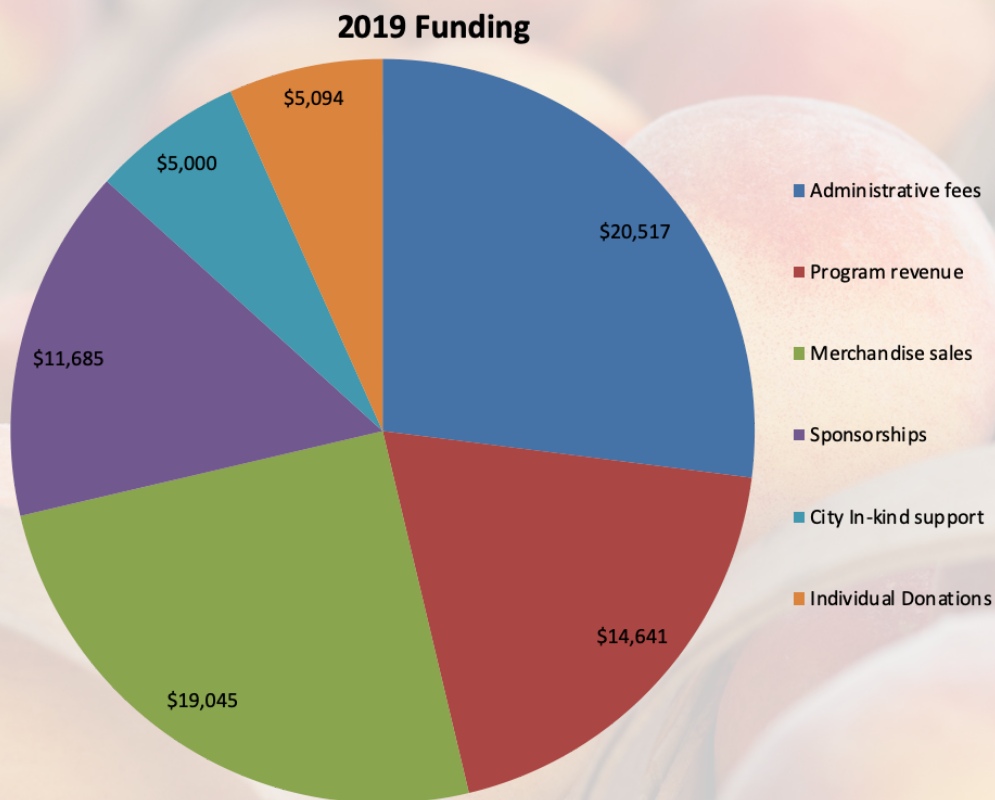
The Friends of the Rochester Public Market is primarily a volunteer operation. Throughout the year, Friends volunteers help run the various programs and support other activities at the Market. Each spring, for example,



our volunteers help fill the planters around the Market with flowers for the season. To learn how to share your love of the Market by joining the Friends, visit www.marketfriends.org or email marketfriends@rochester.rr.com.

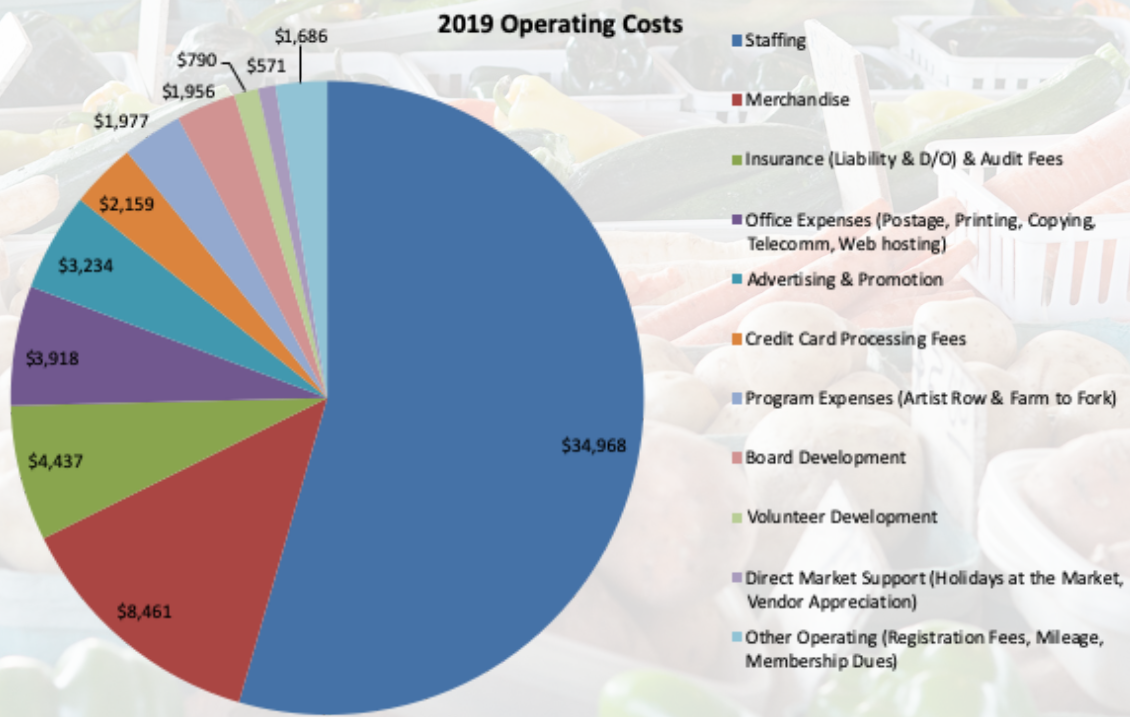
2019 FINANCIAL AND DONATION REPORT

Administrative fees	\$20,517
Program revenue	\$14,641
Merchandise sales	\$19,045
Sponsorships	\$11,685
City In-kind support	\$5,000
Individual Donations	\$5,094
TOTAL	\$75,982



2019 OPERATING EXPENSES

Staffing	\$34,968
Merchandise	\$8,461
Insurance (Liability & D/O) & Audit Fees	\$4,437
Office Expenses (Postage, Printing, Copying, Telecomm, Web hosting)	\$3,918
Advertising & Promotion	\$3,234
Credit Card Processing Fees	\$2,159
Program Expenses (Artist Row & Farm to Fork)	\$1,977
Board Development	\$1,956
Volunteer Development	\$790
Direct Market Support (Holidays at the Market, Vendor Appreciation)	\$571
Other Operating (Registration Fees, Mileage, Membership Dues)	\$1,686
TOTAL	\$64,157





Thank you!

