

Awesome Power of Public Markets

Urban Marketing Collaborative October 2010

Awesome Power of Markets

% of Shoppers that Spend on Nearby Retail	Average Spend in Market	Additional Spend @ Neighboring Businesses	Source
58%	\$71	\$20	2008, St. Lawrence Market, Toronto
60%	\$10	\$9	2002, PPS - Project for Public Spaces

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Three Requirements for Public Market

- ▶ Distinction – what are you known for?
- ▶ Variety – many vendors all slightly different
- ▶ Flow – within Market and Downtown
 - Natural progression

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Setting the Vision

- ▶ What is it?
- ▶ How is it different?
- ▶ One-of-a-kind element
- ▶ A must-see place to be
- ▶ Prioritize consumer target markets
 - Local urbanites
 - Regional families
 - Employees
 - Tourists

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Leadership – Who is in Control?

- ▶ Problem – Vendors are in control, lack of leadership
- ▶ Cannot do urban upgrades if not willing to change the organization

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Site Selection – Don't Let Deal Decide

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Capital and Operating Budgets

- ▶ Rent is an opportunity to do sales
- ▶ Better locations drive better rents
- ▶ GLA can be 55% to 65% of total space
- ▶ Rents within a building should be based on products sold and location
- ▶ Subsidies will vary greatly
- ▶ Rarely can markets pay capital costs but should be able to break even

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Marketing and Events

- ▶ Ensure marketing is well funded
- ▶ Full-time public markets have to be programmed



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Awareness Campaigns



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Education and Understanding

- ▶ Connect product to the place
- ▶ Terroir – uniqueness of a region
- ▶ Pairing of food and wine – same regions share a common land; culture and history



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Brick Works Market



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EVERGREEN BRICK WORKS The Chefs' Market

Viewers | Delivery | Directions | Contact

Evergreen Home | Evergreen Brick Works

Tuesdays 8am-1pm
Open to the public after 10am
Evergreen Brick Works, 350 Bayview Ave., Toronto

This Week (August 25, 2009)
View this week's participating vendors =

Just In!
Wicklow Way Farms is coming to the market September 1 with fabulous heirloom tomatoes and more from their organic garden in Cobourg, Ontario.

Featured Vendor
Carson Farms is a 230-acre, UFP-certified farm in the Holland Marsh, owned and operated by the Yorks family since 1924. They are looking to launch an online farmers' market this fall.

Available now: jumbo carrots \$10/25lbs; mixed

From the August 23 Chefs' Market:

The Chefs' Market offers bulk quantities of fresh local food direct from the farmers from the Greenbelt and beyond. It is a place that is so much about commerce as it is about building the network of chefs, caterers and retailers with farmers to strengthen local agricultural economies and help the environment by reducing the distance food travels.

Come to shop, meet one another, take part in workshops and enjoy a prepared lunch.

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Buy Local Menus



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Eco Source – Work with Students



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Eco Source – Work with Students



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Educating the Consumer



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Thank you and keep in touch.

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