

## Talking Points (updated Sept. '09) Midtown Farmers' Market seeks permanent home at 2225 East Lake



### Main message:

1. We want the Midtown Farmers' Market to have a permanent home
2. ...at 2225 East Lake Street, its home of 7 seasons
3. ...through shared use of a public square, plaza, or mall on the redeveloped site.

### Situation:

- We are grateful to Minneapolis Public Schools (MPS) for 7 seasons at 2225 East Lake Street ("the site") at no cost.
- MPS owns the 6-1/2 acre site, former home of Anishinabe Academy, and plans to sell the building and site for redevelopment this year.

### The Market is part of the neighborhood redevelopment plan for 2225 East Lake:

- The *Corcoran Midtown Revival Plan*, adopted by the City Council into the *Minneapolis Plan* in 2002, calls for sustainable, transit-oriented housing and retail, and public open space including a farmers' market.
- The Market was built by neighborhood volunteers and first opened in 2003, just a year after it was imagined in the Neighborhood plan.
- In a Feb. '09 letter, the Market and the Neighborhood asked the owner and lawmakers for help creating a permanent, publicly-owned home for the Market at the site.
- The Midtown YWCA and many local organizations and individuals support our goal.
- The Neighborhood is exploring solutions with lawmakers and prospective developers.

### The Market is a significant and successful asset:

- We provide access to affordable, healthy food for 40,000 annual customers.
- We were the first farmers market in Minnesota to accept EBT (food stamps).
- We are *all local*. Since the beginning, all goods must be made in MN or WI.
- The Market supports over 70 annual farmers and vendors. Our first six seasons represent over \$1 Million in small business opportunity.
- The Market enjoys support from hundreds of local businesses, sponsors, and individuals.
- The Market is a thriving neighborhood project both in financial terms and in terms of participation by vendors and customers.
- The Market helps *green* the area along with light rail (20,000 daily riders), the Midtown YWCA (12,000 members), the Midtown Greenway (3,000 daily riders), and more.

### Common misconceptions:

- We want to preserve the entire 6-1/2 acre site as "green space" or park space. **False.**
  - Fact: The Market seeks shared use of a public square, plaza, or mall on the redeveloped site. The neighborhood plan (which is part of the City plan) calls for housing, retail, and public open space including a farmers' market at the site.
- We want the Market to have use of a portion of the site dedicated solely for use as a farmers market and nothing else. **False.**
  - Fact: The Market seeks shared use of a public square, plaza, or mall on the redeveloped site. The space the Market uses must have other public purposes during times the Market is not in operation.
  - Fact: The Market needs a permanent, no-cost lease in order to be secure. While the shared space the Market will use does not have to be publicly owned, we think public ownership (preferably by a unit of local government) is ideal.