



Our purpose and mission is to provide an authentic Central Ohio experience that highlights the diversity and vibrancy of our community, both economically and culturally, by promoting and incubating “best-in-class” local, independent businesses.

OUR PROMISE IS LOCAL + FRESH + AUTHENTIC

We are home to Central Ohio’s only two authentic public markets.

FOR 144 YEARS, our downtown merchants, farmers, and makers have loyally served the community and its visitors.

- We are a destination, serving over 2 million guests a year, consistently ranking in the “top 3 places to visit” in central Ohio and we are internationally recognized as a top public market.
- We are a job creator, having 50 independently owned local businesses downtown and at Bridge Park, 60+ seasonal Ohio farmers and makers employing well over 500 people. Over two-thirds Female-owned and Minority-owned businesses.
- One of the areas largest users of local goods and services
- A partner to many local organizations such as Greater Columbus Arts Council, Experience Columbus, Visit Dublin, Food Rescue, Mid Ohio Food Bank, and Capitol Area Humane Society just to name a few.
- We believe that we are Central Ohio’s greatest “COSMOPOLITAN CANOPY,” A SPECIAL TYPE OF URBAN SPACE AND ZONE THAT EVERY VISITOR CAN APPERCIATE AND ENJOY.
- The market was the urban pioneer of this district...This year we are celebrating our 25th year in this building and 145th on this block.

DOWNTOWN History:

North Market was the 2nd of 4 Public Markets in Columbus
Built in 1876

Other Markets

Central—1850 torn down in 60's to build Greyhound Station

West—Now Boys and Girls Club

East—burned in 1947 (not rebuilt)

-1948 Original North Market Burned

-Merchants pooled funds to buy a WWII Quonset Hut

-Market hung on through the early 1990's

-North Market Development Authority formed in late 1980's

-New market developed in early 1990's

-Opened in 59 Spruce Street November of 1995

-Opened with 25 merchants

Now is home to:

35 Merchants

30 + Growers and Makers on Saturdays (The Original Farmers Market)

How do we work?

-501c3, partners with City of Columbus as our landlord

-One of the regions most important small business incubators

-Internationally recognized TOP public market

-Over a million guests a year

-Extended hours to meet our guests needs

-A model for many proposed and newly opened markets nationwide

NMDA:

9 Staff (7 Full Time)

16 Board Members

The Market is a mix of:

Fresh Produce, Meats & Flowers
Specialty Foods and Beverages
Bakery and Confections
Beer/Wine/Spirits
Prepared Foods
Cookware and Gifts

Fundraising Events:

Apron Gala—May
Ohio Wine Fest—July
Mix & Shake—November

Seasonally:

Farmers' Market (Saturdays)
Night Market (Monthly)

Public Markets have Public Goals:

The “purist” definition of a Public Market is... “a municipally owned and operated building in which vendors sell fresh food from open stalls.”

While Public Markets come in many shapes and settings, Public Markets include merchants who regularly meet at the same location; a sponsoring entity oversees the operations and finances.

Four characteristics distinguish Public Markets from other retail ventures:

1. Public Markets have public goals
 - a) Attracting shoppers to a downtown or neighborhood
 - b) Providing affordable retailing opportunities for small businesses
 - c) Preserving local farming or farmland
 - d) Activating the use of a public space
2. Public Markets create public space in the community
 - a) A safe, inviting, lively space attracting a wide range of people
 - b) An effective place where people mix
 - c) The heart and soul of a community

3. Public Markets are made up of locally owned, independent businesses
 - a) Local flavor
 - b) Distinct personalities of the businesses
 - c) Alternative to common retailing practices
 - d) Ability to interact with the owners
4. Public Markets stimulate economic opportunity
 - a) Entrepreneurs with limited resources can start businesses/low barrier to entry
 - b) Benefits to women, minorities and immigrants

Theory/Placemaking

Placemaking is central to many of the powerful trends shaping the world today. The stumbling global economy, a vulnerable energy supply, and loss of confidence in far-flung markets are balanced by an upsurge of interest in things local: producing local food; promoting local businesses; preserving local character; protecting local open space and public places; finding meaningful ways to belong to a local community.

We are defined by our homegrown culture and character. To thrive in the coming years we have to do a better job of protecting local resources. People naturally take pride in their local food, places, history, landscape, and businesses. It is time to make sure to give these local assets as much support, if not more, as we do chain stores, multinational corporations and outside culture.

This affects not just the spirit of our hometowns but the fate of our planet; going local is the only way we can avoid the looming problems of energy use spiraling upward and carbon emissions worsening global warming. Placemaking strategies address both of these concerns by focusing development in the center of towns and cities, reducing sprawl and the demand for more fossil fuels. An added benefit to investing in the revitalization of our core communities is that people's quality of life and quality of place will rise even if the national economy continues to fall.

Bigger is not better. Large-scale projects can sometimes make a contribution to the local economy, but more often their negative impacts outnumber positive ones. Oversized development can crush the fine-grained urban fabric that makes communities attractive in the first place, especially when scores of small, historic buildings affordable to local businesses and residents are replaced by hulking structures that reduce the economic potential of that place. On the outskirts of town, farmland or forest is eaten up by sprawling malls and speculative development in the name of economic growth, but at what cost? In sacrificing the scenic and natural quality of these places, we weaken our ability to attract new people to the region. When we lose our local food production capacity, we lose our self-sufficiency and ability to build a strong, locally-based, and sustainable economy.

Community partnerships offer the best way forward. To succeed, any project must become a working partnership with the people of a community. Creating a community consensus around economic development will ultimately speed up action and attract more partners, funders, and the help of countless individuals who want to be part of the plan. Too often citizens are treated

as the enemy. If we are to improve our cities and towns as places to live, then we need to build upon a shared vision for the future!

A plan can never substitute for a vision. The current slowdown in development offers the perfect occasion to revisit your community's values, and do some visionary thinking about where you want to go in the future. Take a close look at your community's assets and resources and carefully consider what you want your city or town to be known for in the future. Then prepare a vision statement and development regulations that will help you accomplish that vision when the next growth cycle comes around. This approach allows your community to set its own course for the future instead of being swallowed by outside development forces.

Take over the streets. Streets are the most prominent and prevalent public space in any town, and making them more pedestrian-friendly is the closest thing you have to a silver bullet for improving your community. A walkable downtown or neighborhood shopping district quickly becomes a magnet for both public life and economic expansion, thus enriching your community in several ways at the same time. Transportation budgets are the biggest tool most communities have for making positive change, which thankfully has become easier now that most state DOTs and the federal government understand that street projects have to benefit people as much as automobiles. PPS can be a voice helping you to send that message to your state DOT.

Finally, keep in mind that a return to the roaring economic growth of recent decades is not in our best interest. To make the planet healthier for us and all the species with which we share it, we can no longer define success in terms of ever-expanding GDP. Instead, we must learn to live better with less, by focusing on creating great communities and emphasizing quality over quantity – quality of life, place, environment, and society.

Ten Qualities of Successful Public Markets

100 well-tested tips on how you can create your own great market.

By David O'Neil

In defiance of all the news about economic globalization covering the planet with big box stores, public markets are undergoing a sweeping renaissance as people around the world strive to rebuild local economies and keep human connections flourishing.

People love markets for so many reasons, yet in all PPS's surveys asking people why they use markets, the reason that always pops to the top is the experience: seeing other people, opportunities for impromptu conversations, the unexpected sensory delights. This is what draws people back, again and again, to their favorite markets. But these qualities of spontaneity and sociability don't just happen; a great market must be carefully planned as a public gathering place and managed within a sustainable business structure.

Much can be learned about what make places great by observing successful markets - and vice versa.

PPS has worked on markets all over the world and carefully studied the classic elements that go into creating successful markets or reviving old ones. And we've found that much of what makes a great market is identical to what makes a great public space. After all, markets are one of the primordial places for humans and much can be learned about what make places great by observing successful markets -- and vice versa!

Underlying all PPS's work is the "Power of 10" -- the idea that at least ten focal points are necessary to make a great place, with each of those areas offering ten things to do. Public spaces exhibiting the Power of 10 offer the depth, meaning and visceral connections that create satisfying everyday experiences. This principle has a strong effect when applied to public markets, and lends them a competitive advantage over many other commercial forms. It is interesting to note that many innovations which have proven successful at public market -- connecting with local farmers and producers, adding public seating, rebuilding a sense of community, adapting to site specific needs--are now being copied by savvy retailers such as Whole Foods.

Let's look at the ways the Power of 10 expresses itself, drawing on PPS's experience studying the best public markets around the world, to identify key qualities of popular public places and successful business models.

The ten qualities that power successful markets are:

1. **Right vendor**
2. **Right location**
3. **Right mix**
4. **Right mission**
5. **Right public spaces**
6. **Right connections**
7. **Right economics**
8. **Right promotion**
9. **Right value**
10. **Right management**

Taking the Power of 10 to the next level, here are 10 qualities within each of these:

Right Vendors



The art of selling is second nature to Amish families from Lancaster County, Pennsylvania. Early practitioners of sustainable agriculture, most Amish children learn to sell at roadside stands or markets from their parents. At Philadelphia's Reading Terminal Market, the Amish are a cherished presence and well patronized.

Quality (second most popular reason why people like markets after the experience)

Appearance (easy to approach)

Cleanliness

Merchandising (presentation of product must be informative and distinctive)

Innovation (keeps customers coming back)

Competitive (customers must continually be won back by beating the competition with a superior choice)

Local (customers feel connected when they see 'their own')

3 Second Rule (three seconds are all you get to hook a new customer)

Attractiveness (best achieved through displays that are simple, abundant and artistic)
Service (good service makes people happy)

Right Location



It wasn't long ago when the catch at Fulton Fish Market was brought in by boat. Now, fish is mostly flown in and the venerable market in lower Manhattan is being vacated for a new facility in the Bronx nearer to the airport and truck routes. Markets create long term value in their locations and the Fulton Fish Market site is now slated for gentrification.



Many markets around the world still operate in cathedral squares and other sacred locations. Guatemala's Chichicastenango market sets up in front of the cathedral to provide the devout with a convenient location to take care of both earthly and spiritual needs.

Visible

Accessible

Memorable

Flow (easy to navigate and orient yourself)

Parking (requires management to ensure regular turnover)

Adjacencies (restaurants, retail, housing, transit, office workers in the neighborhood)

Confluence (places where people naturally come together)

Neutral (market should welcome everyone and not be any one group's 'turf')

Scale (size should feel 'right' and be appropriate for the place)

Spin Off Opportunities (market activity should offer valuable source of customers for neighboring businesses)

Right Mix



China's famed Sunday Market in Kashgar is the gathering place for over a hundred thousand eager hagglers every week. The Chinese government has spent over \$1 billion dollars improving and building markets in recent years.

Internal Competition (builds quality, variety and keeps prices reasonable)

Owner Operated (customers like dealing with the boss)

Choice (people love to comparison shop)

Different Price and Quality Levels (serves multiple tastes and income levels)

Right Vendors (vendors who love markets as a way of life)

Innovate (keep the customer engaged)

Local (consumer demand for local products is booming)

Balance (classic merchandise but always a bit of the new)

Clarity (stall by stall specialization works best)

Turnover (eliminate things that don't work)

Right Mission



The Mercado Central in Minneapolis is a member-owned cooperative of 41 Latino businesses designed to recreate an authentic Latin American marketplace and serve as a cultural and community center.

Intent (set clear goals)

Create New Opportunities (provide entrepreneurs low-cost entry into retailing)

Self Sustaining (operational self sufficiency is crucial)

Nurturing Vendors (support for farmers, immigrants, fledgling entrepreneurs)

Socialization

Community Health (healthy food at low prices)

Local Culture (the town square for a community)

Create a New Frontier/Paradigm (self-determination for local economies)

Make People Happy

Right Public Spaces



Chicago's Daley Plaza is transformed into an open air market every Thursday during the growing season.

Sense of entry (the market as oasis)

Seating (an opportunity for rest, chit-chat, snacking)

Maintenance (key to ongoing public enjoyment)

Shade (provide comfort in all seasons)

Things to Look at (other people, retail activity)

Art (aesthetic connection to a place)

Formal and Informal Qualities (do not over program or over design)

Welcoming (make sure everyone feels at ease)

Flexibility (able to sustain many activities)

Right Connections



Montreal has a thriving system of public markets throughout the city. Historic market halls have been renovated and new open-air markets are being located adjacent to Metro stops.

Reflect Community (a symbol of community identity)

Partners (involve other organizations whose mission overlaps with the market)

Public Transportation (easy to get to)

Bring Neighborhoods Together (linking different communities)

Bike Trails/Greenways (we'll be seeing more and more of this)

Retail (mutual benefit with nearby stores)

Housing (a built-in customer base)

Local Economy (use the market as a hub for local revitalization)

Sense of 'Giveback' (demonstrate how market strengthens local connections)

Cross-Cultural (great venue for sharing foods, ideas and stories)

Right Economics



Pike Place Market, shown here in a vintage photo, is visited by more people in downtown Seattle than sporting and entertainment events combined. The market is self sustaining and has just completed an economic impact study that will be used to launch a major capital campaign.

Sustainable Foundation (be realistic about financial underpinnings)

Fundraising (try to 'bury' your capital costs and open debt free)

Fair Rents (create a new level of 'affordable' business opportunity)

Community Health (this helps justify public investment)

Spin Off (markets are natural incubators for small businesses)

Job Creation

Encourage Investments (markets boost value of surrounding real estate)

Keeps \$ Local (stems the flow of local dollars to out-of-town corporations)

Hand to Hand economy (endangered in a cashless society)

Transparent/Non-exploitative (accountability in all operations)

Right Promotion



Detroit's Eastern Market, one of the greatest classic market districts left in the United States, promotes Flower Day to colorfully kick off its spring season. The event is the market's largest annual weekend drawing more than 100,000 shoppers.

Stretch the Dollar (don't overspend on expensive advertising)

Events/Demos (customers love them)

Public Relations (better than advertising)

Press Releases (stamps are cheap)

Market Image (keep it clear, compelling and consistent)

Partners (great venue for other groups with overlapping missions)

Passive Education (agriculture, health and community)

Builds Local Value

Community Connections (provides a forum for interaction)

Sponsorships/Fundraisers (encourage funders and civic leaders to get behind the market)

Right Value



Small town markets have reappeared in town squares across America matching local farmers with city folk who are hungry for quality products as much as the social gathering. This antique postcard depicts local butchers on Pickering Square in Bangor Maine.

Quality products

Quality experience

Boosts Local Economy

Creates Local Jobs

Social Capital (shared experiences build community)

Affirm a Sense of Place

Dividend (help save a farm when you buy that tomato)

Psychic Well-being (a fun way to feel good)

Local Food Systems

Sense of Local Ownership (it's our market)

Right Management



After completing a multi-million dollar renovation of its historic Findlay Market, the City of Cincinnati assigned management duties to a non-profit corporation formed specifically to operate the market with the mission of balancing entrepreneurialism and social goals. Many cities are transferring market management to such entities.

Fair

Flexible

Firm

Open minded

Looking Ahead (the art of planning)

Promotion-Minded (promote the market at every opportunity)

Outreach (a diverse market is a strong market)

Capitalize on Niche Opportunities (small is profitable)

Good Relations (with vendors and customers)

Effective Behind the Scenes (whatever it takes to get the job done)

Front of the House (market managers are hosts as well, both for vendors and customers)