

**HEALTHIER WEALTHIER HAPPIER DETROIT**



## 2018 Annual Report



**EASTERN MARKET**

# Letter from the President

Dear Supporters and Friends of Eastern Market:

On behalf of Eastern Market Corporation Board of Directors and the millions of people we serve annually, I am pleased to present you with our 2018 Report to the Community.

Our efforts to make Detroiters healthier, wealthier and happier have helped Detroiters transform their lives as they grew their businesses, enhanced their kitchen skills, and changed their eating habits.

We are equally proud of the work that our subsidiary, Eastern Market Development Corporation, is doing to ensure that the Eastern Market District stays true to its roots as an authentic food district. EMDC is acquiring land to keep expanding food businesses (and their jobs) in the City of Detroit and renovating commercial space to minimize the displacement of existing businesses as real estate values in the Eastern Market District continue to rise.

We are extremely grateful to our friends, supporters, and partners in the community who make all of our work possible. Without your donations, volunteer support and participation in our markets and programs, none of our success would have been possible.

With your support, we look forward to continuing our work in the community, to keep Eastern Market a place centered around food, a place that warmly welcomes everyone, and a place where people, especially those with limited means, go to grow their business.

Sincerely,  
Dan Carmody



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# Letter from the President



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# Food Access



## ***Farm Stand***

Farm Stands are seasonal, mobile pop-up markets bringing Eastern Market produce directly to underserved communities. Our Farm Stands served more than 30 sites each week and 5,000 unique customers during the 2018 season. In 2018, 18% of sales were Bridge Card transactions enabling shoppers to use the benefits of the Supplemental Nutrition Assistance Program (SNAP), including Double Up Food Bucks, WIC Project FRESH, and Senior Market FRESH coupons.



## ***Detroit Community Markets***

Detroit Community Markets (DCM) is a network of neighborhood farmers' markets and food distribution sites working to improve access to healthy foods. DCM sites can be found throughout the city of Detroit including Southwest Detroit, Wayne State campus, Brightmoor, and Hamtramck. All of these sites also accept the alternative currencies described above.

# Healthy Eating



## ***Alternative Currencies & Fresh Prescription***

Low income shoppers at Eastern Market find it easy to use their Bridge Card to redeem Supplemental Nutrition Assistance Program (SNAP) benefits. One may double SNAP dollars up to \$20 each week with Double Up Food Bucks and/or also use WIC project FRESH coupons & Senior Market FRESH coupons.

Fresh RX is a produce program where healthcare providers prescribe fresh produce to patients with diet-related diseases. Participants can immediately “fill their prescription” at Eastern Market or Detroit Community Market sites, which are set up conveniently close to clinics.



## ***Nutrition Education***

Our nutrition education programs provide people of all ages with the skills to eat healthier. Nearly 2,000 individuals attended cooking classes in 2018 including 1,400 children who learned valuable lessons to take home and use in everyday life.

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# Food Incubation & Acceleration



## ***Detroit Kitchen Connect***

Detroit Kitchen Connect (DKC) provides access to technical assistance and licensed, low-cost production space. Currently, Detroit area food entrepreneurs can prepare high-quality food products in a network of five licensed kitchens. Since 2013, 21 food makers have graduated from the DKC program into larger production spaces. Presently, 27 makers utilize DKC facilities. In 2018, DKC hosted a series of workshops to screen prospective DKC makers. More than 200 potential DKC participants invested four hours discovering how their businesses can utilize DKC kitchens.



## ***Accelerators***

Eastern Market continues to work with food businesses as they grow. In 2017, Eastern Market acquired and renovated a 16,000 square foot facility in Inkster, MI; then leased the facility to FEAST Detroit, an LLC comprised of 4 emerging food businesses. After learning how to do high-volume/high speed production runs of their own products, co-packing services were offered to other fast-growing food businesses. FEAST serves a total of 16 companies with co-packing services, thus growing our local food economy.

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## Wholesale Market Development

Eastern Market has its roots as a wholesale distribution point for Michigan grown produce. In its 128-year history, Eastern Market continually lost wholesale market share as food distribution networks became larger. Today's consumer trends favoring local, healthier, and more convenient foods provide an opportunity to re-take market share.

Eastern Market hopes to triple the size of the existing wholesale market by retaining its current wholesale growers, attracting larger growers that have left our wholesale market, and by growing new producers through programs like Grow Eastern Market (GEM) and Baskets to Pallets. Our goal is to serve a variety of primary processors as they transform nutrient dense Michigan crops into more convenient forms consumers are demanding. For example, Michigan Farm to Freezer, which opened with EMC support in 2017, does small batch freezing of Michigan crops enabling consumers to eat local year-round.



## Food Business Retention & Attraction

Eastern Market is one of Detroit's largest employment centers with more than 6,000 employees in the Eastern Market District. We work to incubate and accelerate new companies from the bottom up to nurture long-term job growth. We also work with many of the 175 established food processing and distribution businesses in the District to retain and attract jobs.

Expansion of Eastern Market is critical to keep the District's largest food companies, employing more than 1,500 people, in the city. Eastern Market worked with the City of Detroit and Detroit Economic Growth Corporation to retain Wolverine Packing Co. and assist with its new expanded 180,000 square foot site.

An investment of more than \$40 million will increase the tax base and employ 125 new workers. This is the first of five projects in the development pipeline for the area east and northeast of the current market district that we call the Food Innovation Zone (FIZ).

To ensure that Detroit residents are hired to fill the new jobs, Eastern Market is leading a food sector focused workforce development program connecting food employers with workforce programs.

# Markets



## ***Saturday Market***

Our markets are at the core of what we do. The tradition of the Saturday Market has been a cornerstone of the city for more than 127 years and is crucial to our mission of nourishing a healthier, wealthier, and happier city. More than 225 market vendors share their produce and stories with up to 40,000 visitors in one day during our busy season.



## ***Seasonal Markets***

The Tuesday Health and Wellness Market saw an increase in traffic due to strategic programming and partnership involvement. Sunday Street Market continues supporting entrepreneurship and small businesses. Tuesday and Sunday Markets run from June-September and during the winter holiday season. The Third Thursday Night Market highlights a variety of events and activates the district at night. The Night Market draws large crowds who want to discover Eastern Market in a new atmosphere.

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# 2025 Plan



## Expansion & Food Innovation Zone

The Food Innovation Zone (FIZ) is a project expanding Eastern Market into largely vacant areas east and northeast of the current market district. The FIZ is a template for repurposing mostly vacant land in Detroit that promotes food sector employment growth and sustainable infrastructure while improving the quality of life for residents.



## Development Without Displacement

EMC is deeply committed to the vision of leveraging the rich history of the market to nourish a healthier, wealthier, and happier Detroit – a Detroit where all residents can achieve prosperity.

As we move toward the future, we strive to develop the district, without displacement, in the historic core. It's our job to confirm developers understand, support, and identify ways to keep and enhance the authenticity of Eastern Market and its core values:

- Centricity of food-making and distribution activities
- Role of the market as a place for independent small and medium-sized businesses
- Eastern Market as a place where all are welcome despite economic status

# Arts



## ***Murals in the Market Festival***

Murals in the Market continues to enhance the Eastern Market experience and the district's transformation. Over the past four years, 1xRUN and Eastern Market have produced more than 125 murals in the Eastern Market District. Murals in the Market is more than an international mural festival, it's a creative platform that inspires and encourages community engagement using public art as a vessel.



## ***Racial Equity***

Eastern Market is one of the most inclusive places in Detroit. The profound economic democracy, that happens as an organic part of the legendary Saturday Market, earned the market distinction as one of the United States' most compelling public spaces in a 2013 MIT assessment.

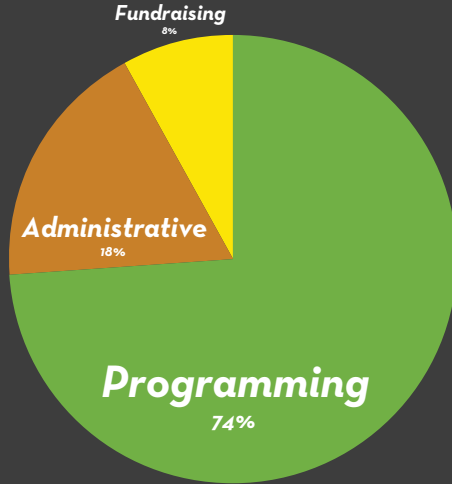
EMC has succeeded in recruiting and developing more vendors of color over the past ten years, with dramatic growth in the prepared foods and merchandise goods categories.

As the market faces a tsunami of real estate development, Eastern Market is implementing innovative tactics to ensure the market remains a place where everyone feels welcomed, where Detroiters can find a job or start a business, and where healthy food is still the focal point.

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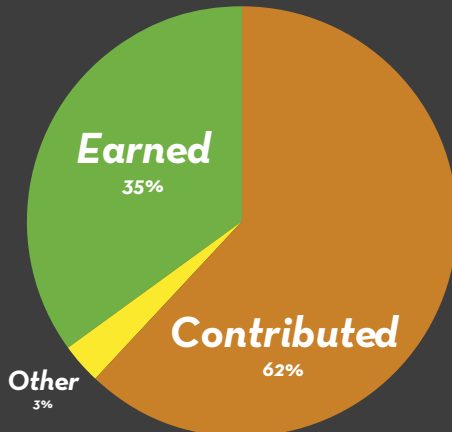
## Expenses

Programming Expenses (74%)	<b>\$4,196,995</b>
Administrative Expenses (18%)	<b>\$1,078,812</b>
Fundraising Expenses (8%)	<b>\$430,221</b>



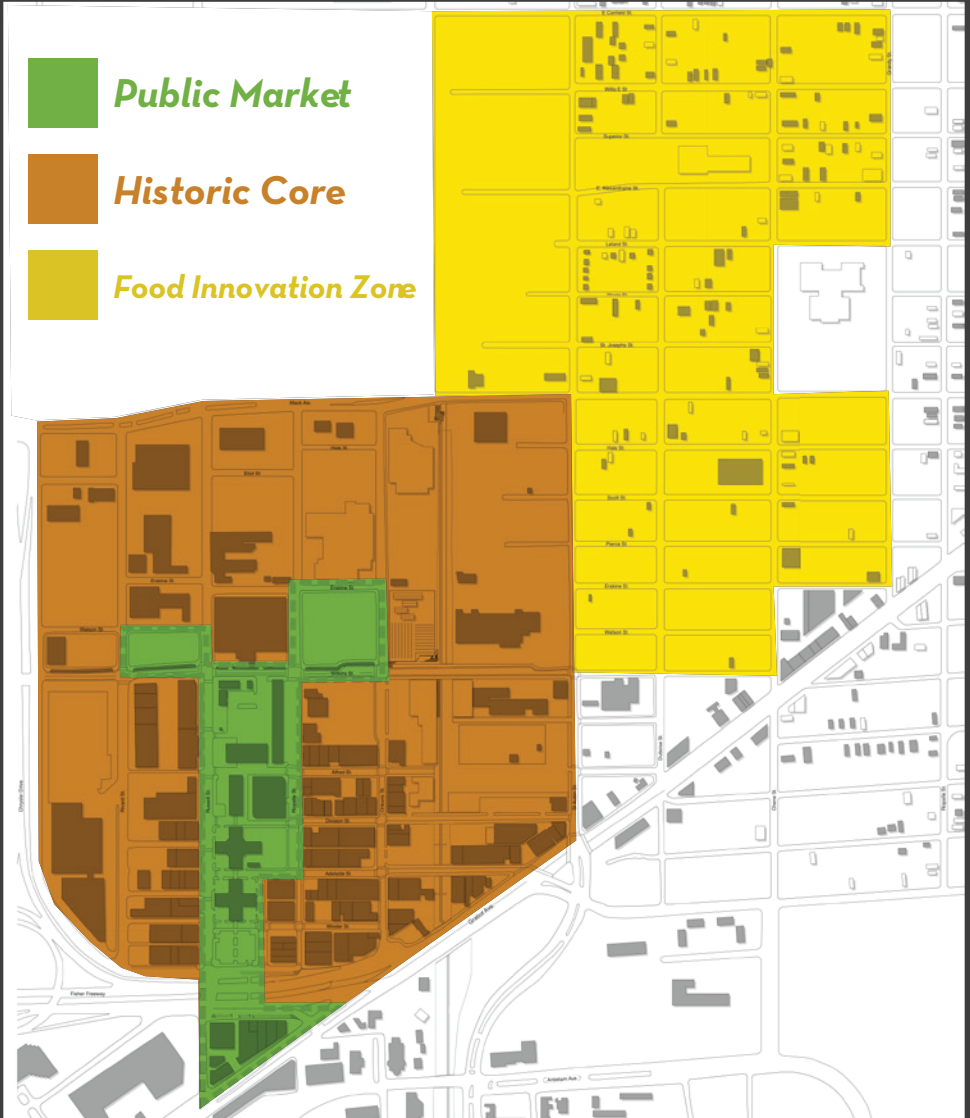
## Revenue

Contributed Revenue (62%)	<b>\$3,070,831</b>
Earned Revenue (35%)	<b>\$1,775,292</b>
Other Revenue (3%)	<b>\$166,835</b>





# Framework

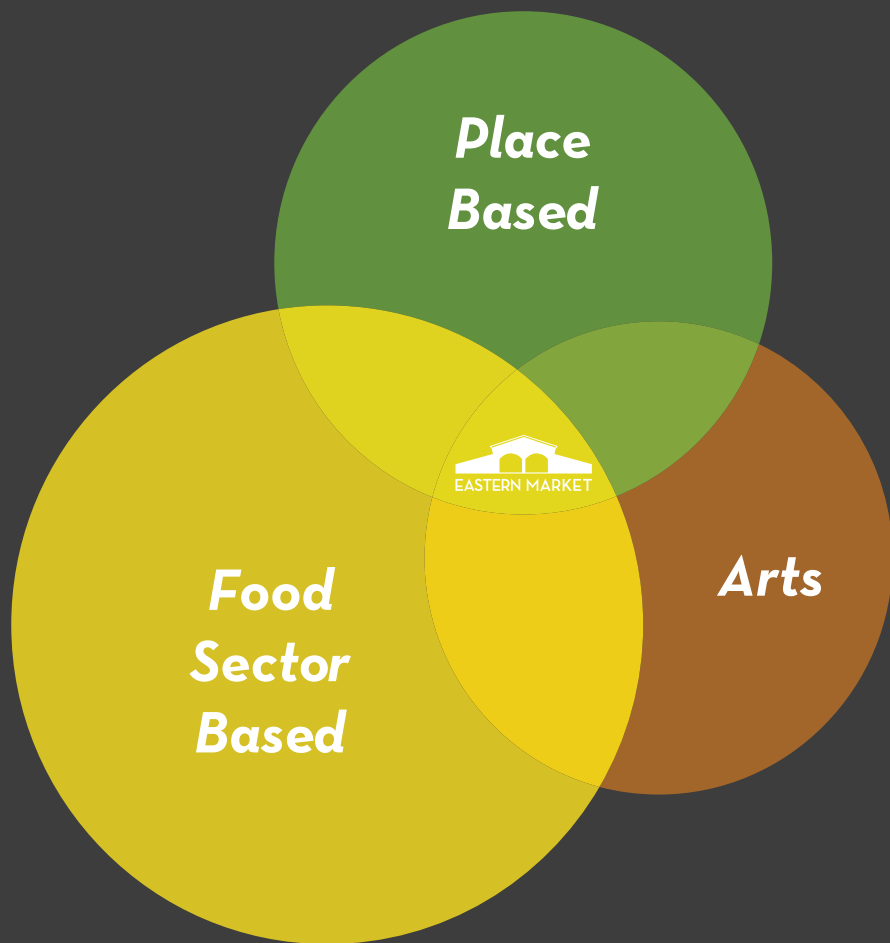


This map provides an overview of our district's outlook heading towards 2025. The yellow area is the Food Innovation Zone, which we have begun expansion into with new facilities for Wolverine Packing Co., Michigan Farm to Freezer, etc.

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# Framework

## *Racial Justice Framework*



Eastern Market is at the nexus of the local food sector, placed based initiatives, and the arts. This core is encompassed in practices seeking racial justice in all of the work that we pursue.

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## VISION

We shepherd Eastern Market's rich history to nourish a healthier, wealthier, and happier Detroit.

## MISSION

We manage operations, develop programs, build facilities, provide critical infrastructure, and collaborate with community partners to:

- *Strengthen the Eastern Market District as the most inclusive, resilient, and robust regional food hub in the United States.*
- *Fortify the food sector as a pillar of regional economic growth.*
- *Improve access to healthy, green, affordable, and fair food choices in Detroit and throughout Southeast Michigan.*



Eastern Market Corporation is a 501(c)(3) nonprofit organization.