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2022-23 Operations and Accomplishments

Current Operations

- Saturday Farmers Market, operational year round
- Thursday Farmers Market, operational May-November
- Sunday Flea Market, operational year round
- Community Garage Sale, operational May-October
- Host and provide space for private & community events
- Facilitate Debit/Credit token sales to increase customer purchasing power
- Distribution EBT, Fresh Connect Coupons, and Senior Nutrition Coupons to boost food access to locally food insecure individuals

Ongoing Programs & Projects

- Develop and publicly share promotional and educational content on social media daily (Facebook, Instagram, YouTube, and LinkedIn)
- Distribute weekly e-blast featuring: What's Fresh at the Market, vendor features, educational product information, notable work and events, and upcoming notable dates
- Collaborate with community groups to host special events and provide educational experiences

Accomplishments

- Provided facilities for operation of the North Side Community Center
- Continued website and web platform growth
- Grown the Authority's social media presence and marketing opportunities for vendors
- Hosted a special Black Friday Market, a special Holiday Market, and a Halloween at the Market Event

- Increased programming and events through onboarding an in-house Special Events and Market Coordinator
- Improved upon virtual onboarding process for new vendors
- Continued growth of virtual record creation and retention methods
- Increased connection and collaboration with community partners and political leaders
- Worked with the Downtown Committee and SOFSA to secure funding through the NYS Department of Agriculture and Markets and the Onondaga County Ag Council that will give the Authority to re-launch the Mobile Market
- Completed a large scale renovation on the brickwork on the Regional Market Commons — bringing the project to completion with over \$200,000.00 in savings from the originally estimated cost