



MISSION
COMMUNITY MARKET

MERCADO
COMUNITARIO DE LA MISIÓN

BARTLETT & 22ND
LOS JUEVES • THURSDAYS • 4-8PM
FARMERS' MARKET • LOCAL BUSINESSES • YOUTH PROGRAMS

MISSION
COMMUNITY MARKET
EVERY THURSDAY, 4-8PM
BARTLETT ST @ 21ST / 22ND

WHAT

THE MISSION COMMUNITY MERCADO
MARKET COMUNITARIO DE LA MISIÓN



MISSION COMMUNITY MARKET EVERY THURSDAY, 4-8PM BARTLETT ST @ 21ST / 22ND

HEALTHY EATING

FRESH PRODUCE AND INNOVATIVE
FOOD FROM LOCAL ENTREPRENEURS

ECONOMIC DEVELOPMENT

ACCESS TO MARKET FOR
EMERGING LOCAL BUSINESSES

COMMUNITY PROGRAMS

A VENUE FOR LOCAL ART
AND CREATIVE PROGRAMMING
FOR YOUTH AND FAMILIES

PUBLIC SPACE

AN IMPROVED AND LIVELY PLACE
FOR ALL THINGS MISSION

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WHO

THE MISSION COMMUNITY **MERCADO**
MARKET **COMUNITARIO DE LA MISIÓN**



1st: Community Mtgs for Mission Streetscape Plan

2nd: MCM Collaborative Meetings

merchant support

Escape from NY Pizza
Revolution Cafe
Loló
Rainbow Grocery

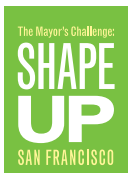
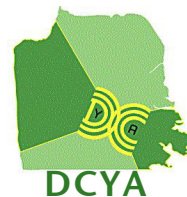
non-profits

La Cocina
MEDA
Safety Network
Arriba Juntos
18 Reasons
SF Great Streets

associations/ public

SF Street Cart Project
Mission Merchants
SF City Planning
Supervisor Campos

3rd: MCM Market Partners



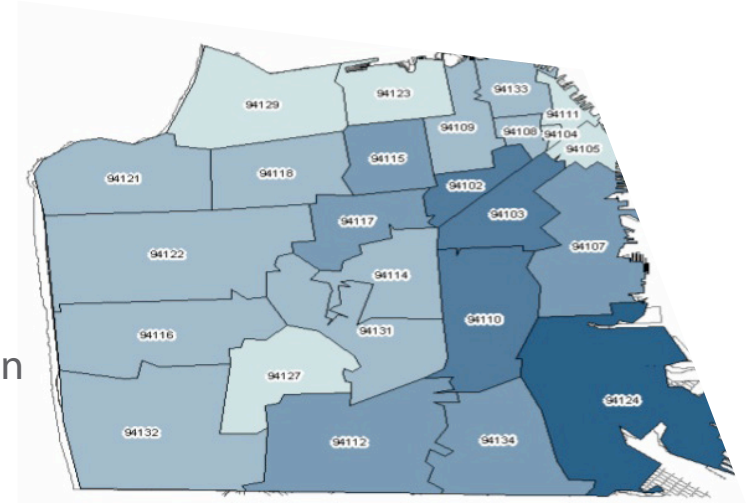
HEALTHY EATING

THE MISSION COMMUNITY **MERCADO**
MARKET **COMUNITARIO DE LA MISIÓN**

Fresh produce and innovative food from local entrepreneurs

The Mission District:

- Elevated levels of hospitalization for diabetes
- Elevated levels of adult diabetes and congestive heart failure
- Coronary atherosclerosis is leading chronic cause of hospitalization
- No community markets with fresh produce and healthy food



Risk can be reduced with healthy food, exercise



ECON DEVELOPMENT

THE MISSION COMMUNITY **MERCADO**
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Access to market for new and emerging local businesses

The Mission:

- Over 30% of residents are low income in 94110
- High unemployment
- High near poverty rate for those 18 to 64
- High poverty rate for those over 64 years of age

A Community Market:

- Access to market for emerging businesses
- Streamlined and cheaper permitting
- Exposure for business incubators:
 - **MEDA**
 - **MiSBA**
 - **Women's Initiative**
 - **La Cocina**



COMMUNITY

THE MISSION COMMUNITY **MERCADO**
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A safe, public play space for youth physical activity, art and creative programming

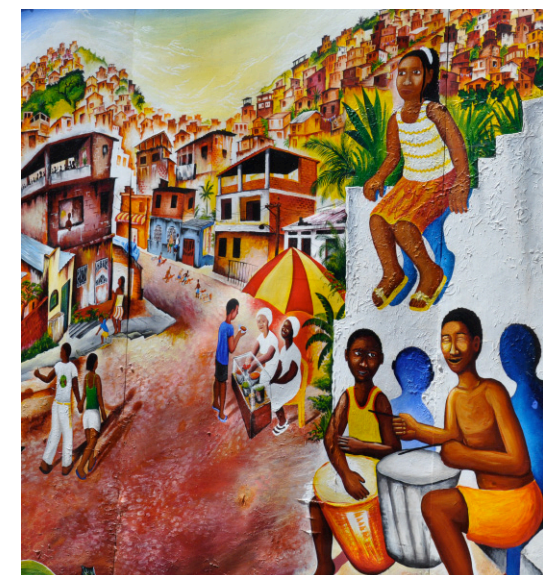


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PUBLIC SPACE

THE MISSION COMMUNITY **MERCADO**
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An improved and lively gathering place for residents to safely congregate and enjoy the art, food and crafts that represent the Mission.



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FIRST MARKET!

THE MISSION COMMUNITY **MERCADO**
MARKET **COMUNITARIO DE LA MISIÓN**



On July 22nd, the Mission Community Market brought out the food, culture and youth that make the Mission community so vibrant. Danza Azteca and world-famous Abada Capoeira dazzled us. After-school programs hosted a play street and youth mural project. And most of all, the community was full of smiles and thanks for all the fresh, delicious produce brought to their doorstep. An estimated 2,000 market goers cleared out farmstands and made the first market a hit! It will only grow from here in San Francisco's richest and most diverse culinary community.

Now every week, the community can gather at the **Mission Community Market**. Every **Thursday**: fresh produce, local food and craft entrepreneurs, and community programs.

Contact Jeremy Shaw at jeremy@missioncommunitymarket.org or 415-860-7429 to vend.

Thursdays from 4-8pm | Bartlett and 22nd Streets | The Mission



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NEXT STEPS

OCTOBER

- Accept WIC checks
- Add more food vendors
- Receive EBT / SNAP status
- Apply for health & nutrition grants
- Secure sponsors for murals, streetscape, public art

NOVEMBER

- Begin mural and public space sketching

DECEMBER

- Holiday sales!