



MISSION
COMMUNITY MARKET

MERCADO
COMUNITARIO DE LA MISIÓN

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

MISSION
COMMUNITY MARKET
BARTLETT @ 21ST / 22ND STREETS
CELEBRATING THE MISSION EVERY THURSDAY

WHAT

THE MISSION COMMUNITY MERCADO
MARKET COMUNITARIO DE LA MISIÓN



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1st: Public Meetings for Mission Streetscape Plan from Planning Dept

2nd: MCM Collaborative Meetings

merchant support

Escape from NY Pizza
Revolution Cafe
Loló
Rainbow Grocery
SF Cart Project

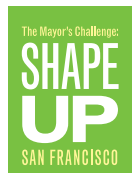
non-profits

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

associations/ public

SF Planning Department
Mission Merchants
Supervisor Campos

3rd: MCM Market Partners



WHY

THE MISSION COMMUNITY **MERCADO**
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Family health.
Economic opportunity.
Safe, fun use of Mission streets for all.



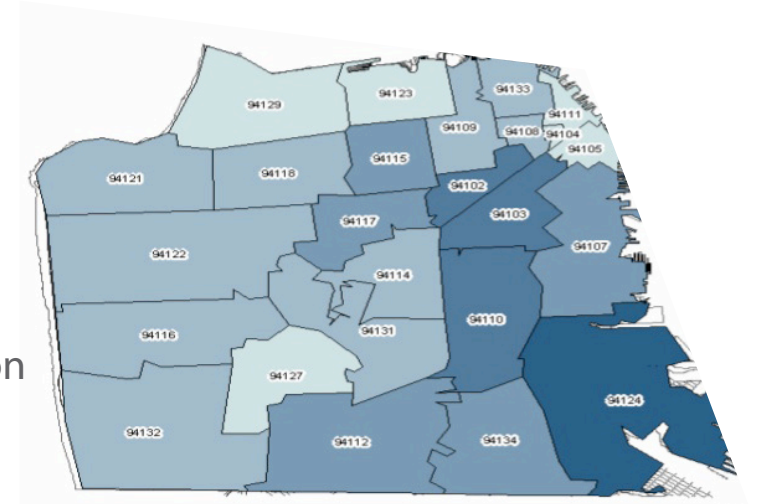
HEALTHY EATING

THE MISSION COMMUNITY **MERCADO**
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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**



PLAY STREET!

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

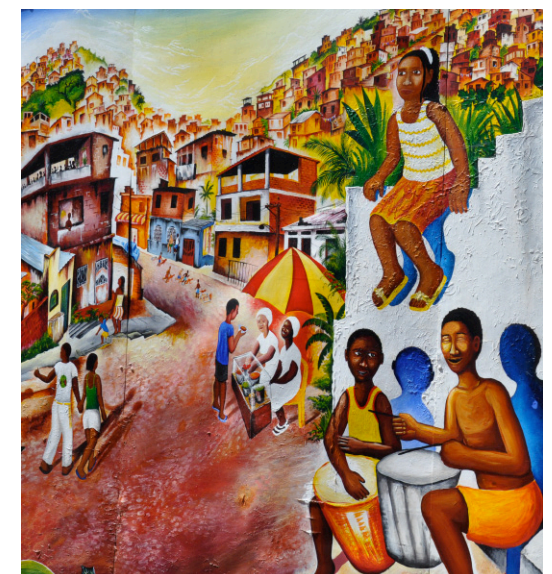


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PUBLIC SPACE

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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PUBLIC SPACE

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LESSONS

- Long-term planning catalyzed short-term action
- Flexible and incremental step to greater community change
- Opportunity to streamline permit process
- Opportunity for kids, small businesses, volunteers

NEXT STEPS

THE MISSION COMMUNITY MERCADO
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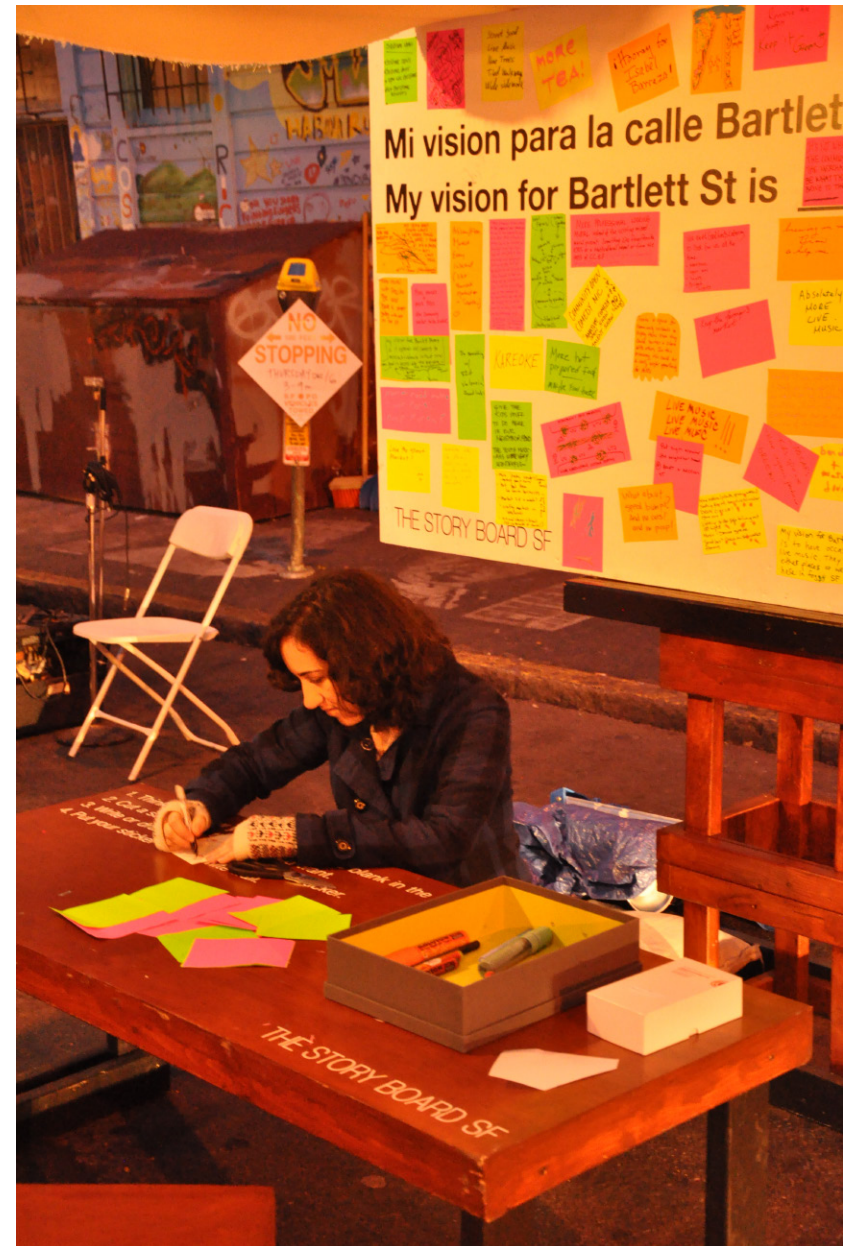
NOW:

- Community Input
- Fundraising
- Challenge Grant
- Murals

APRIL 14:

MARKET RE-OPENS

SUMMER: Block Party





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RETURNING APRIL 14

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