



Boulder Public Market Hall Community Feedback Summary June – October, 2016

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I. Input at Farmers' Market Booth, Community Presentations & Online Surveys

During the summer and fall of 2016, city staff gathered input on a draft vision statement and surveyed the community to better understand the most important elements to be included in Boulder's Public Market Hall. Input was gathered in person at a booth at the Boulder County Farmers' Market, through an online survey, and at various public meetings

The Public Market Booth was set up at the Boulder County Farmer's Wednesday and Saturday Markets various times in July, August, and September. Staff talked to more than 250 people and received input on the year round Public Market concept. People reacted very positively and were excited to share their experiences with markets from all over the world.

An online survey was posted in July and received more than 200 responses. A link to the survey was provided in a Sept. *Boulder Daily Camera* newspaper article and in two city newsletters that were sent to over 5,000 people in the summer and fall, 2016.

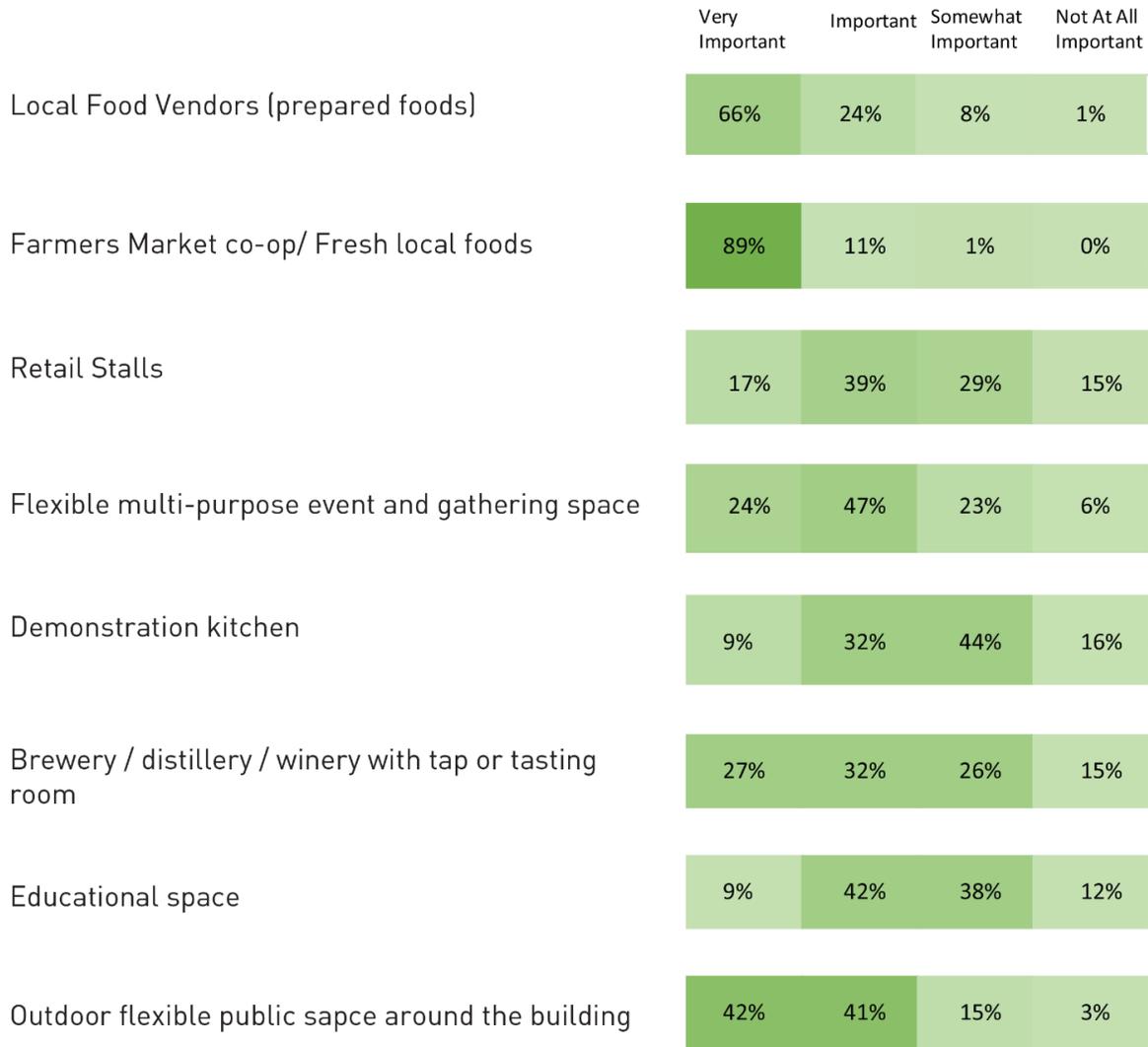
All the feedback received over the summer culminated in a free lecture and project update with David O'Neil, national market hall expert, and city staff on Sept. 27. In this presentation to the public, staff gave an overview of the project history, an update on the results of the summer's engagement and explained the project next steps. Then David O'Neil spoke about public markets successes and cautionary tales that pointed to the benefits of phasing in market changes over time.

A summary of the feedback received in these forums is provided in the following section. It should be noted that the survey was open to anyone who wished to fill it out and as such is not a scientifically valid survey. The purpose was to spur dialogue with the community and gain preliminary feedback on the vision for the project.

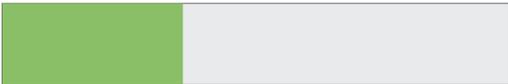
Question 1. What are the most important qualities you would want to see in Boulder’s Public Market?

	Very Important	Important	Somewhat Important	Not At All Important
FOOD! Fun & innovative with a healthy local food-centered vibe	76%	19%	5%	0%
LOCAL! Complements the success of the existing Farmers’ Market and Boulder’s reputation as a “local food source”	77%	16%	5%	2%
EDUCATIONAL! Has opportunities to educate the community about growing and cooking food, nutrition and ways to enjoy a healthy lifestyle	15%	46%	34%	5%
VERSATILE! A lively and dynamic place that is flexible and adaptable to changes in uses and layout	35%	48%	14%	3%
INCLUSIVE! Feels welcoming to a diversity of backgrounds, ages, interests & incomes	59%	33%	4%	4%
OPEN YEAR-ROUND! Is a year-round sustainable, day-to-night designation	62%	22%	11%	5%

Question 2. What amenities and options should Boulder’s Public Market include?

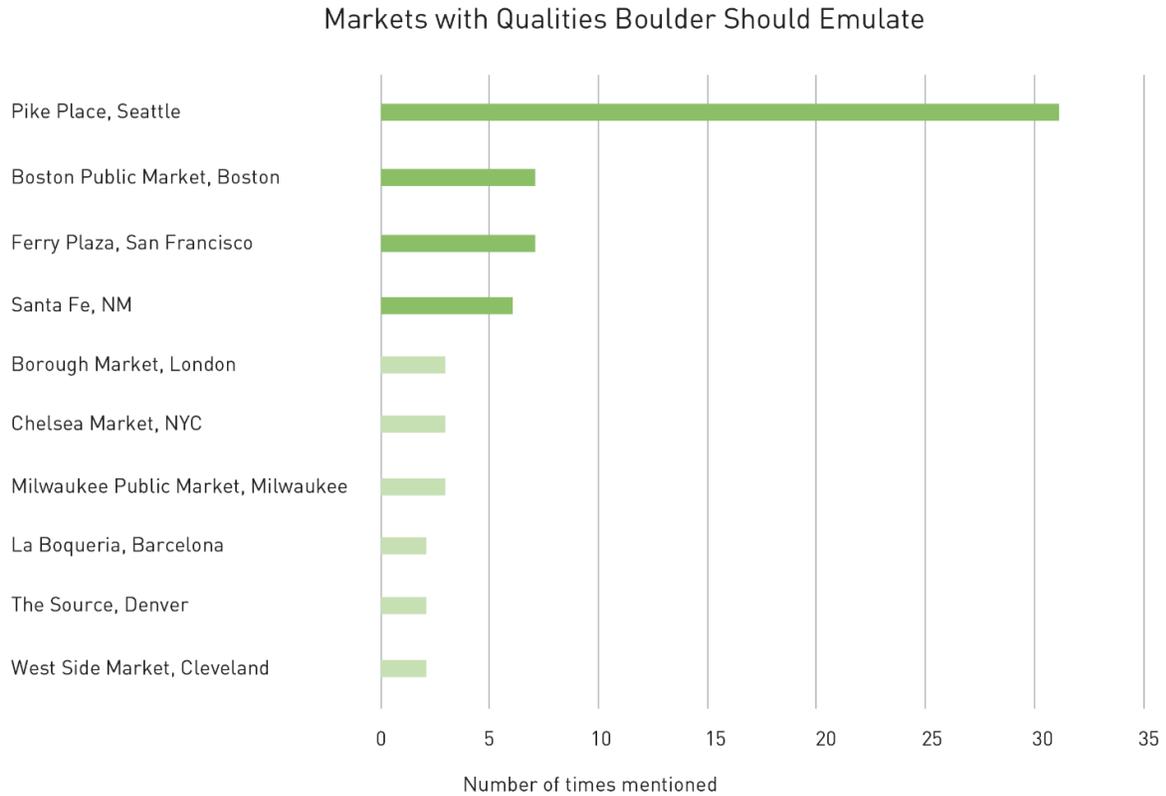


Question 3. Have you visited a year-round market that has qualities you think Boulder should emulate?

Value	Percent		Count
Yes	63 %		101
No	37 %		59
Total			160

Question 4. If yes to question 3, what market? Where is it located?

Below are the most common markets that community members have visited and identified as having qualities Boulder should emulate.



Question 5. What qualities should Boulder emulate?

Below is a summary of written comments describing the qualities of the top 4 most visited markets community members think Boulder should emulate.

Pike Place, Seattle



Source – seattlephotographs.com



Source – drysparkling.com

Reflects the community where it is located
Mixture of different types of goods sold (e.g. veg, meat, street carts for food, flowers, crafts, restaurants, etc.); connected to public transport; serving all economic strata
Accessible, diverse, fun
Rustic look, large open area, hand crafted retail, artistic vendors, fresh items such as fish, veggies, fruits; no franchises; organic coffees and smoothies
More hours / days, permanent stalls
Large seafood displays, local flowers and artisans featured. Free samples
Ability to go from open air to enclosed for the winter months.
Local fresh affordable eating areas
Pike Place Market is a concrete abomination. We don't need this.
Pikes market is connected to the City streetscape. When you walk out of the market proper you can barely tell because the streets around it are just as vibrant. Putting a standalone building without connectivity to a bigger urban environment would be a waste
Wide open on nice days, enclosed/heated when not nice.
I think a mix of food items (produce, pastas, meats, seafood, bulk grains/legumes, etc.) and food stalls as well as restaurants, cheeses/salami, chocolates,
Attracts people of all ages and backgrounds, variety of shopping that is easy to stroll, back and forth between fresh produce and retail stalls. Some retail stores

Boston Public Market, Boston



Source – northendwaterfront.com



Source – bostonglobe.com

Wide variety of vendors, vegetables and meat year-round, place to stop for lunch, place for kids to play, places to eat, bathroom.
Boston in late October was still very active with both indoor vendors and outdoor activities.
Local, gourmet, variety of food vendors /artisans
Indoor location- open all year. Wine/beer tasting area available All local companies Public seating area in order to eat and enjoy the atmosphere Fresh flowers and produce available in the summer

Ferry Plaza, San Francisco



Source – cuesa.org

Source – archives.sfweekly.com

Adequate, shaded and comfortable seating variety of stalls, ped friendly
Places to eat with seating as well as places to shop
Airy, spacious (not as crowded as now), vibrant, cool (shade), diverse (food representing lots of backgrounds and also some cheaper prices--ask immigrant

Santa Fe, New Mexico



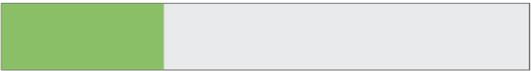
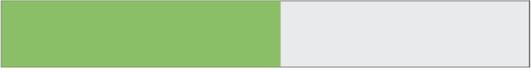
Source – gallivant.com

Source – swaia.org

Lots of different events. But, don't like the indoor warehouse area.
Good size and open year round.
Design quality, focus on local food, local crafts. The indoor space is entirely flexible. However, if Boulder's indoor market is used as an event space it should have a better than warehouse aesthetic on the interior.
Local

Question 6. Please give us your input on this draft vision statement:

“Boulder’s Public Market is the community’s kitchen and dining room – a friendly, vibrant and ‘uniquely Boulder’ place where the community can relax, eat, innovate and educate about local foods, nutrition, and natural products. Boulder’s Public Market is a nationally recognized regional food hub with an energy and spirit that makes it popular day and night.”

Value	Percent		Count
Like	34 %		54
Dislike	14 %		23
Like some parts, dislike some parts	52 %		83
Total			160

Question 7. Please offer your comments on the draft vision statement presented in question 6.

Please offer revision or write your own suggested vision statement for Boulder’s Public Market.

Responses indicate the draft vision statement is too long, not focused enough, and trying to achieve more than it should. Overall, comments varied, but there is positive response to emphasizing local foods, local culture and a place for the all to gather, relax, eat, and celebrate Boulder.

Comments on Draft Vision Statement

Get rid of any reference to kitchen and dining room. Sounds like hippie-ville. "Boulder's Public Market is a friendly, vibrant, and 'uniquely Boulder' place where the community can relax, eat, innovate and educate about local foods, nutrition and natural products. Boulder's Public Market is a nationally recognized regional food hub with an energy and spirit that makes it popular day and night."
Very wordy and over thought. "vibrant, relaxing, local foods" are certainly key words. What does "uniquely Boulder' place" even mean? Actually this phrase sounds a bit exclusive and perhaps less inviting to the non-Boulder resident.
We don't need the language "is the community's kitchen and dining room" - cut that and skip directly to "a friendly", as in "Boulder's Public Market is a friendly, vibrant, and 'uniquely Boulder' place where the community can relax, eat, innovate and educate about local foods, nutrition and natural products
Too much - simplify- a Market should be about fresh food sold to the public first
There is nothing in this vision statement about supporting the sales of local farms and businesses. Could be something like this: "Boulder's Public Market is a reflection of local agriculture, entrepreneurship and culture - a friendly, vibrant, locally-inspired and 'uniquely Boulder' place where the community can relax, eat, innovate, learn and support local foods. Boulder's Public Market is a nationally recognized regional food hub with an energy and spirit that makes it popular day and night."
A large gathering place would become much like Whole Foods is now - attracting to the young but not a place for Seniors would want to gather.
'uniquely boulder' place where the community can gather, share food and customs, and learn from one another about different cultures, approaches, and practices around food, nutrition and natural living.

Look at the Farm to Fiction article http://www.tampabay.com/projects/2016/food/farm-to-fable/restaurants/ This is the reality of farm to table even in Boulder. Very very little on a farm to table restaurant menu is actually local. More restaurants in this market making claims of being local will not help local farms.
what is "uniquely Boulder" about this concept? Nothing. Unique is a tired, overused word. take it out. Instead a friendly, vibrant place where "you" not the "community" can relax (I doubt it) eat, innovate and educate. What do you mean by "you can innovate and educate about local foods..." Totally incorrect English.
Farmers' Market should be the center.
Doesn't Whole Foods and some other places already do cooking demonstrations? Why are we trying to duplicate this
I think it is strange to be called the community's kitchen and dining room when we have so many other popular venues for these activities.
Not sure if it's a kitchen. It's bringing the farm to the table. Not sure how important the education piece is. People that go there are probably almost all well educated about the benefits of the farmers market and local healthy foods
Don't need educate about nutrition and natural products
Personally I don't think there should be emphasis on education about food.
I like the emphasis on community. I'd like to see something more about it being inclusive. I think it's important that it is a place that is accessible to people of all incomes, that everyone is welcome at. "Uniquely Boulder" runs the risk of being "another place for rich white people to spend money" if it's too overpriced.
Why should it be just about food? Non profits in Boulder can't afford to hold events here, many go outside of town where costs are lower. These groups include craft collectives and public interest/advocate groups. We should help them to stay in Boulder.
Nothing about this seems to intend to include "everyone."
Most European, California and Midwest farmers markets I know concentrate on fruit and vegetables with some additional products
Shouldn't be just local foods. We have an international Tea House and many cultures and nationalities that have much to offer
This all sounds a bit ridiculous for a market. Do we need a "community kitchen and dining room"? Educating about local foods and nutrition don't seem to mix with a market. I think you're stretching the idea a bit far. Let's keep it simple.
I really like the use of the words Kitchen and dining room; relax; friendly, community. don't like innovate, educate, nutrition and natural products - those sound so Boulder. I'm sick of us being holier than thou about food.
Lose the "nationally recognized" and "Uniquely Boulder" parts; just make it a nice place to go to find and eat good local food, at all kinds of price points.
Its too long and unfocused.
"...a friendly, DIVERSE, vibrant, and EVOLVING place. The phrase "uniquely Boulder" feels vague since there are many "Boulders" within Boulder, and some of them are not so terrific. I want the market to offer more economic opportunities and options than the current Farmer's Market. I don't want it to be an outside version of Whole Foods, geared to privileged and pampered at the expense of the rest of us.
Don't think it has to be everything to all people and it doesn't have to be huge (like Fanueil Hall in Boston). It should be able to all fit within the renovated Atrium Building.
Needs to have a phrase that indicates support for small & local businesses. Let's keep the chains out.
We already have Pearl St. Don't duplicate it. Morning markets in weekend. Plus an evening or two during week.
Boulder's Public Market is the community's year-round source for local foods and locally produced natural products.

Less kitchen and dining room, more public market.
It feels a bit too long: "Boulder's Public Market is the community's kitchen and dining room - a friendly, vibrant place to relax, eat, and create community around local foods, nutrition and natural products. Boulder's Public Market is a nationally recognized regional food hub with an energy, spirit, and environmental ethic that makes it popular day and night."
When I see the word educating I think of a boring scenario of someone cooking at a table talking loudly for everyone to hear. I guess if the market were to provide educational experiences on food and nutrition words like, share, learning, experiences, exploring, or words that make it feel like the community is doing it together because that's what I picture in Boulder at least, a group of likeminded curious people sharing an experience together.
It shouldn't lead with community kitchen
Add "where families can enjoy great food and their kids can play safely"
Add "a safe space for young families to enjoy food, games and play together"
Not very interested in educate
OMG - why is the focus here always on a "community" place to relax and eat? Any the national recognition makes Boulder sound like a spoiled child wanting attention from everyone. A public market should be a place to shop for good foods - we don't need to make it a home.
Main attraction of the market, for me, is availability of top quality, Colorado fruits and vegetables. Also would emphasize the pleasant ambiance of the present outdoor market. So the second sentence is fine. We do not need yet another noisy party scene, implicit in the first sentence (i.e., beer and wine tasting, a large number of prepared food vendors, amplified music,...).
"Boulder's Public Market is the community's kitchen and dining room - a friendly, vibrant, and 'uniquely Boulder' place where the community can relax, eat, innovate and educate about local foods, nutrition and natural products. Boulder's Public Market is a UNIQUE nationally recognized regional food hub with an energy and spirit that makes it popular day and night."
too wordy
Too wordy....concise impression: Uniquely Boulder Public Market catering to healthy and wholesome lifestyles along with educational opportunities. Why would you put nationally recognized....that's a lie!
Nothing to speak of diversity, including those of lower income being able to participate.
I don't think national recognition is that important for a local market. Also, the quotation marks within the vision statement seem odd.
Education is not a high priority for me
It shouldn't jus be about food. Make it about a community space where people from the area share culture, food, and fun
I love seasonal, outdoor markets. I'd hate to see that emphasis replaced with an indoor market.
Sounds like you're looking at something open every day. When do the farmers farm?
I dislike the 'Uniquely Boulder' phrase in the vision statement. I feel it takes a strong, statement and gives it an almost comedic quality.
Pretentious. Just buzzwords.
It doesn't mention place to shop.
This project shouldn't be about our experience, but supporting local farmers
Too many words without a core concept. First and foremost, it's a farmers' market for local food. Everything else is at most secondary and perhaps even irrelevant.
Don't think it has to be day and night. So many markets end up consisting of craft type retail stalls with poor quality goods, would prefer to see the market remain focused on local foods. It would be a mistake to move the farmer's market indoors, part of the attraction is the lovely outdoor setting.
I'd like it to also be a place I can go on my lunch hour and grab a quick bite. A kitchen implies I'm cooking or someone else is in the process of preparing foods and I might not have the time to invest.
Too many focuses, trying to do too much.
Statements on education always read vague. How and why are you educating?

"Kitchen and dining room "then the phrase with natural products is kind of dangling there. Mention shopping, fresh produce, local farms and gifts. People want to know what this place will be.
I don't follow the need for national recognition. I feel like this community will support a worthwhile endeavor. if the renown is only local, I don't see that making it a lesser thing.
Would like to see it more than an indoors farmers market
Don't like: educate ...nutrition and natural products
Emphasis on food to purchase and eat on-site (featuring local produce and restaurants) less on education.
Again, there is no need for 24/7/365 farmers market (ha). There is no need to be - Boulder kitchen, day & night. With such additional 'amenities. This isn't Amsterdam, Seattle, and everywhere-beaurocratic-USA (yet). This has been for BOCO farmers to show off their pride and product. City government shouldn't get involved. How about a covered, but open shelter pavilion, for inclement days, vs a building and evening uses.... I guess though that would enable evening transient sleeping sheltered, maybe we could hire some dobermans for night time guard duty.
I don't know how to work in the language, but I would like to see an expansion into the maker and skilled labor cultures. Boulder straddles both and opening the market to that segment could broaden the appeal to spending a Saturday morning at the market. https://en.m.wikipedia.org/wiki/Maker_culture
Education is overreach, preachy too. Better to have lots of vendors than onsite kitchens
"Boulder's Public Market is the community's go-to source for fresh, local, farm-raised produce and prepared foods."
Shouldn't be strictly food-centered, but more community town-square themed.
Less focus on socializing, more focus on food sourced locally.
The term "uniquely boulder" can be off-putting. It creates stereotypes of the things Boulder shouldn't necessarily be "proud" of (aka the homeless issues, drugs, hippies, trustafarians, etc.) It also needs to attract non-boulderites. I think Boulder locals would want it to be taken more seriously and be classier than just an educational space with a handful of vendors. It needs to be more than that to succeed long term. If this new space is seriously thought out and well executed, it has potential to be incredible. If this could be anything like Chelsea Market (smaller of course,) it would be a huge win.
Less about the "community's kitchen and dining room" and more about connecting with local farmers, vendors, bakeries, dairies, etc. so we can always get the best, local options
Should be short and simple. Innovate and educate just sounds weird.
.."eat, innovate and educate about local foods, nutrition and natural products"... makes it sound too lofty and snobbish. Instead of educate, perhaps learn would be a more accessible verb. I also would strike innovate - I just want somewhere to go get some good food and drink. I think the vision statement should more explicitly mention the tap room aspect of the space as well, since that seems like a big draw.
Boulder's Public Market is a friendly, vibrant place where all members of the community can access local foods. Boulder's Public Market is a regional, innovative food hub where people can teach and learn about local foods, nutrition, and natural products.
Focus more on Fresh, Local, Quality and Healthy. Vibe is important but the food has to come first.
love the idea of some kind of night market, even if just occasional.
Take out "the community's kitchen and dining room" and you're all set!
It's engaging but a bit too long. Should be condensed a bit, and the word community used twice in the first sentence.
A homegrown farmers market offering the very best in local, seasonal produce
Education is stupid, we live in one of the most educated cities in the country
There are abundant restaurants/fast food outlets- we don't need more prepared food. We need somewhere to buy local products besides Whole Foods.
To be a location for local artisans and farmers to be able to display year-round . . . I also like the education emphasis

Said nothing about offering great local produce or food products farm direct, no middle man, for involvement the and money saving.... isn't that the point? A business that benefits all? Seriously.... education only??
Please don't build this. We don't need an internationally recognized kitchen.
Boulder's Public Market is the community's kitchen and dining room - a friendly, vibrant place where the community can relax, eat, innovate and educate about local foods, nutrition and natural products. Boulder's Public Market is a nationally recognized regional food hub that appeals to locals and visitors alike with its fun daytime setting and happening nightlife
Day and night? Boulder has dozens of tap rooms and breweries. We have acres and acres of retail space. We have multiple local artist stall/booth/stores. But we only have one place for fresh local produce. Don't screw it up. The year round vision sounds like a mall/food court/pub. Not a farmers market.
I would love to add emphasis to the importance of buying our food locally both from a health and environmental aspect and how this whole year market would support that. So maybe Boulder's Public Market is the community's local food source, kitchen and dining room - a friendly, vibrant and etc etc. take out the "uniquely". It sounds like we are trying to hard. How about "a place where the community can eat and drink in the company of friends and neighbors.
Don't focus on food to the exclusion of all else. Having a variety of purposes will make the market more flexible, and more economically sustainable. Include local crafts and other types of vendors. For example, Bristol's very successful St. Nicholas Market included local arts and crafts, yarn and craft supply vendors, antique/retro/second hand shops, imported food ingredients (such as Indian and African spices) and restaurants/pre-made food that you could eat there or take away. Boulder's Public Market should not just be a kitchen and dining room - it needs to celebrate Boulder's culture in all of its aspects, not just food!
is the community's local sustainable food and produces, we do not allow Big Brands or outside businesses to contaminate our products. Keep Boulder at home
Don't like the "kitchen and dining room" phrase. Delete that and it's all good.
Seems a little presumptuous to say it's a "nationally-recognized regional food hub," before it's built, right? Also, "nationally recognized regional hub" is a confusing phrase.

II. Potential Partners

Implementing a year round public market hall will not be done by the city alone, but will involve a variety of partnerships. This section describes the groups that city staff met with in 2016 and the potential roles they could play in the public market hall. The first two- Boulder County Farmers' Market and Shed: Boulder County—could play a role in managing and operating the market.

The last three—CU Boulder, Barrio E Centro, the Boulder Convention and Visitors Bureau—could provide an educational and/ or provide programs in the space.

Management and Operations

To ensure that the public market hall remains committed to fulfilling the larger community mission and vision, the Market Hall Feasibility Report recommended that the building be owned by the city and that the market be managed by a “community based independent nonprofit corporation” with a board of directors that could include both members of the community and city. Staff has reached out to two established organizations that have relevant community-based local food missions: Boulder County Farmers' Market and The Shed: Boulder County. They have both expressed interest in collaborating on a potential management role for the public market.

Boulder County Farmers' Market

The Boulder County Farmers' Market is a nonprofit organization operating producer-only farmers markets in Colorado since 1987. Its mission is to support, promote and expand local agriculture, making fresh products accessible to the community and strengthening relationships between local food producers and food consumers (Boulder County Farmers Market).

The Boulder County Farmers Market operates the following venues:

- **Boulder Wednesday** *May 4 – October 5 (8a.m – 2p.m. on 13th Street)*
- **Boulder Saturday** *April 2 – November 19 (4p.m. – 8p.m. on 13th Street)*
- **Longmont Saturday** *April 2 – November 19 (8a.m. – 1p.m. at the Boulder County Fairgrounds)*
- **Denver Saturday** *June 4 – October 22 (9a.m. – 2p.m. on the Denver Union Station Plaza)*

THE SHED: Boulder County

The Shed: Boulder County is a new educational campaign formed by a coalition of business, government and non-profit leaders in Boulder County. Its goal is to balance our food system by promoting the increased production, consumption, and preservation of regional and local food options (SHED: Boulder County). The founding members of The SHED: Boulder County are:



350 BOULDER COUNTY

Potential Programs

University of Colorado Boulder

City and CU staff have begun exploring the possibility of providing a venue for research and teaching related to brewing as part of the public market. One concept is to include courses for professionals and a certificate program of some sort, and might include hops or other ingredients grown by local farmers. An innovative project that the CU Engineering Dept. worked on in collaboration with Avery Brewery was turning brewery wastewater into battery power.

<http://www.colorado.edu/today/2016/10/07/turning-brewery-wastewater-battery-power>

Barrio E' Centro

City staff met with Barrio E' Centro staff to discuss whether there might be a role for this group in the Public Market, particularly as it related to attracting a variety of cultures through food, arts, or other programs.

Barrio E'Centro is a unique community organization in the state of Colorado to foster cultural diversity in the arts in Boulder County and cities beyond. As a consequence of a societal need of diversifying arts, bringing awareness of different cultures, promoting inclusiveness, and providing a space for integration of our society, Barrio E' was founded September 23, 2012 and became fiscally sponsored by the Boulder County Arts Alliance (BCAA) in February 6, 2013 (Barrio E' Centro). Its mission includes classes and workshops, exhibitions, after school programs, community events, and professional development.



Source – barrioe.org



Source – barrioe.org

Boulder Convention and Visitors Bureau

City staff met with the Boulder Convention & Visitors Bureau (CVB) staff to discuss a potential presence for them in the Public Market Hall. CVB is responsible for marketing and promoting Boulder to potential visitors and groups for the express purpose of aiding the Boulder economy (Boulder Convention and Visitors Bureau), and this has included informational materials and promotion of local agriculture and farm to table.