

Market Ventures Inc.

Hartford Regional Market Master Plan Overview



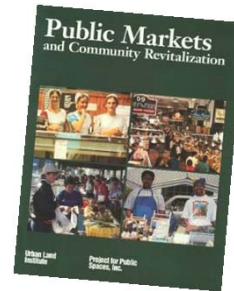
Presentation to GCAD
Town Hall Meeting
January 29, 2014



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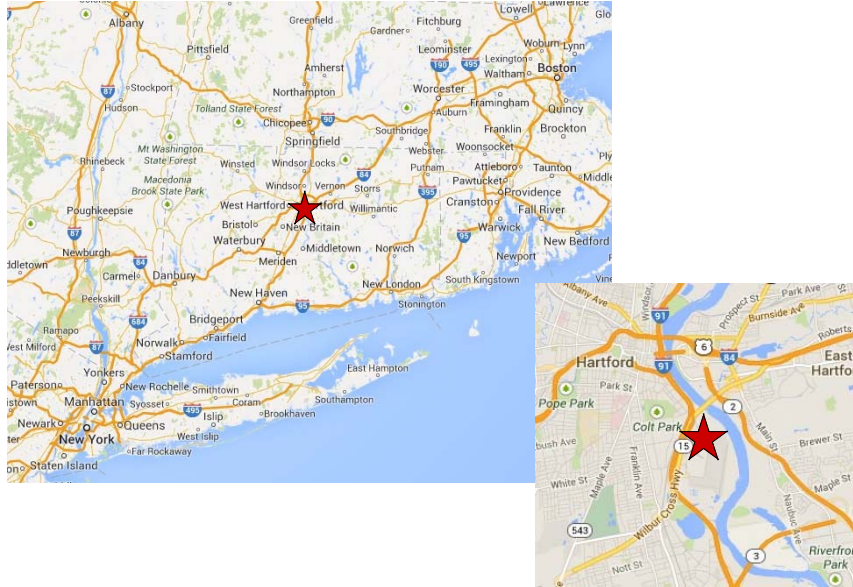
Consulting / Development / Operations

- National consultants on wholesale and retail public markets and food-based economic development projects
- Regularly conduct master planning, feasibility studies, and economic analysis of public markets
- Lead Author, *Public Markets and Community Revitalization*



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Hartford Regional Market Site



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Hartford Regional Market Site



- 32 acre state owned and operated facility built in 1940/50s
- 16 small, medium and large scale tenants
- Produce, meat, milk & cheese, dry goods
- Food processing (meat, cheese, vegetables)
- ~500 jobs
- 68 farmers participated in outdoor farmers' market in 2012
- CT farmers sell wholesale and retail; buy wholesale
- Hugely popular spring bedding plant market

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Site Analysis: Functional Zoning



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Master Plan Scope of Work



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HRM Redevelopment Goals

1. Create modern food distribution, production, and marketing facilities that support the evolving needs of Connecticut farmers, food wholesalers, and consumers
2. Encourage increased sales and consumption of Connecticut-grown and produced foods
3. Minimize energy use and operating costs
4. Improve access to fresh, healthy foods for underserved area consumers
5. Create jobs
6. Incubate businesses and spur innovation
7. Ensure Regional Market's income streams cover all costs of operations



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Market Research Methods

1. Key informant interviews
2. Market tenant interviews
3. Potential wholesale tenant interviews
4. Report and data review
5. Site observations
6. Customer intercept survey
7. Web-based survey
8. Consumer focus groups
9. Farmer focus groups
10. Consumer trade area analysis
11. Best practices research



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Comparable facilities:
Rochester Public Market Master Plan



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Eastern Market, Detroit



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South Carolina State Farmers' Market, Columbia



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Farmers' Square, Rungis Market, Paris



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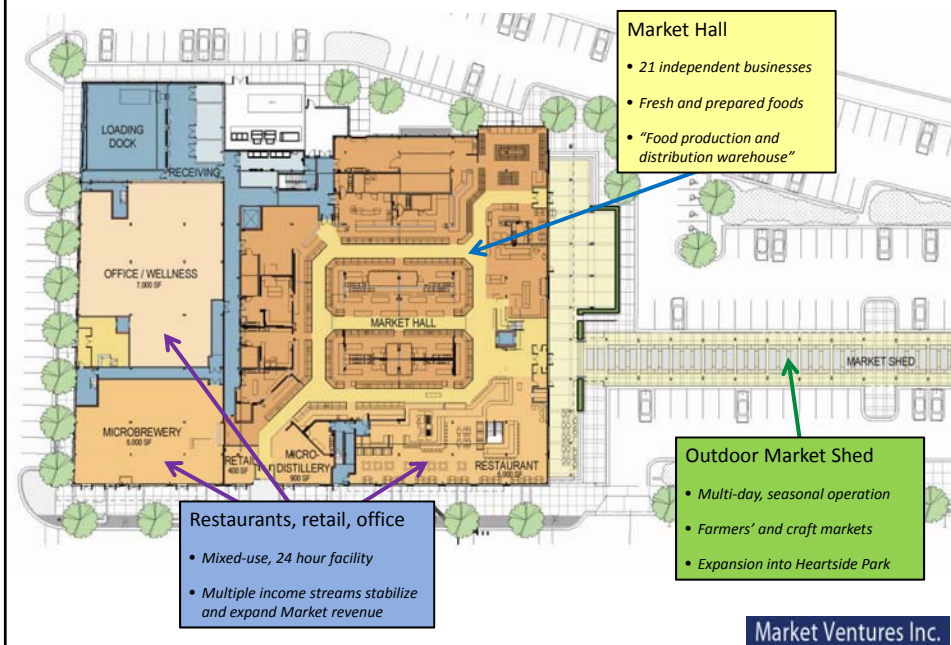


Grand Rapids Downtown Market



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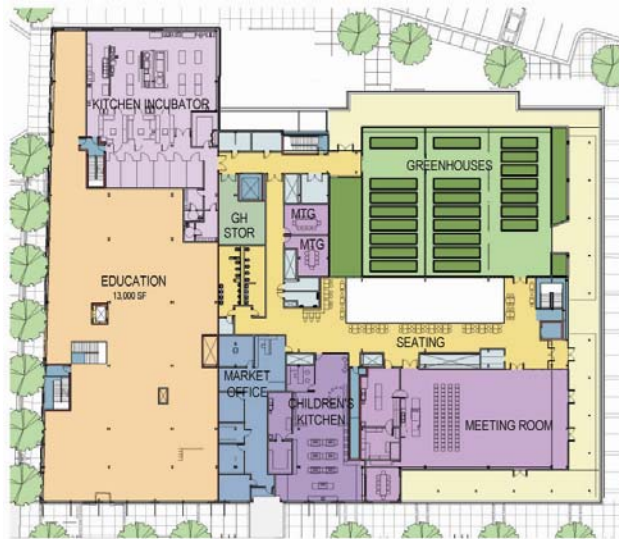
Grand Rapids Downtown Market - First Floor



Grand Rapids Downtown Market - First Floor



Grand Rapids Downtown Market - Second Floor




- Shared commercial kitchen
 - Kitchen incubator program
 - Supports catering, special events
 - Surplus production space for vendors
- Greenhouses for education and events
- Demonstration kitchen/special event room for 250
- Kids' Teaching Kitchen
- Public seating
- Outdoor terrace
- Kent County School District
 - culinary and health programs

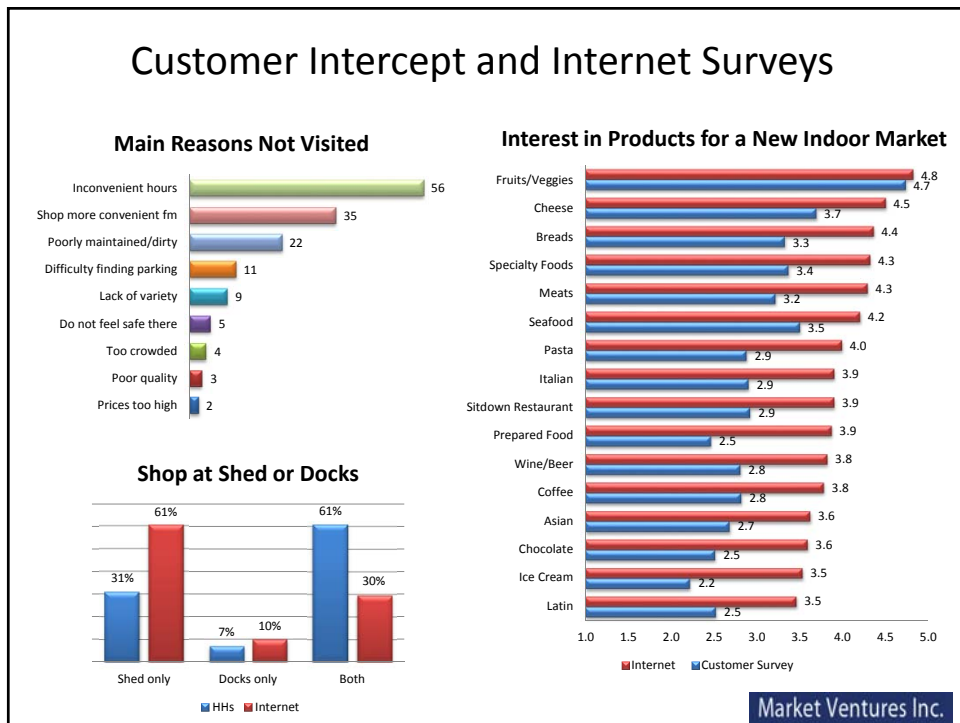
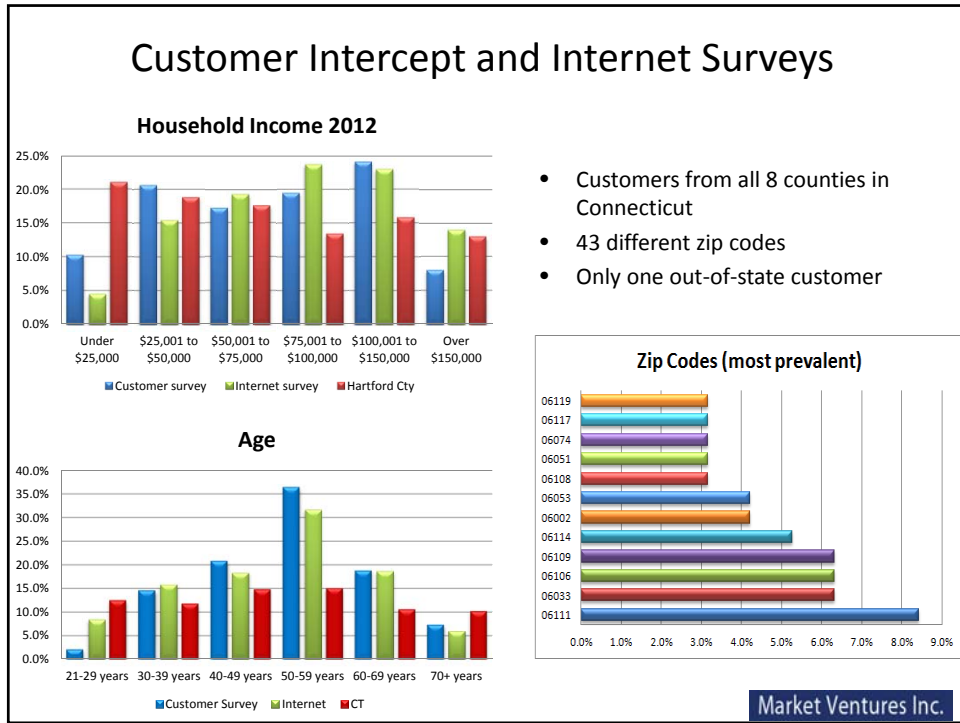
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Grand Rapids Downtown Market - Second Floor

Redevelopment Opportunities/Choices

1. Provide modernized and expanded facilities for large wholesalers  
2. Build modernized and expanded facilities for small and medium-sized independent food distributors/producers  
3. Expand farmers' market shed  
4. Create indoor "Winter Market" 
5. Develop indoor public market 
6. Install shared commercial kitchen  
7. Create shared cold/freezer storage  
8. Enhance marketing of Connecticut Grown 
9. Create education facilities and programs 
10. Cluster ag-related offices 

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Key Research Findings

- Market tenants
 - optimistic about the future
 - Want to double their square footage and do more food processing and retail
 - Need modern, code compliant facilities
 - Willing to invest in their expansion, fit out
- Produce wholesalers
 - Interested in relocating to Regional Market because of locational advantages
- Connecticut farmer focus groups

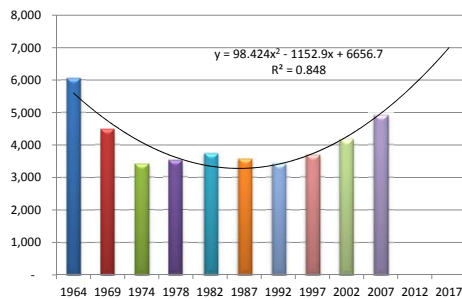


Opportunity	Score
Enhanced marketing	34
Expanded small/med wholesalers	27
Expanded farmers' market	27
Education facilities	24
Winter Market	14
Shared kitchen	12
Shared cold storage	1
Indoor Public Market	-1
Expanded large wholesalers	-6

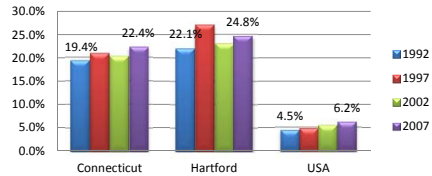
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Connecticut Agriculture Trends

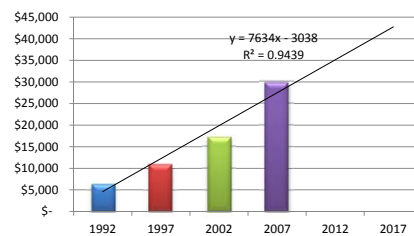
Number of Farms - CT



Farms Engaged in Direct Marketing



Direct Marketing Sales (\$000s) CT



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