Cultivating Development and Sowing the Seeds of Innovation

Food: An Anchor for Placemaking, Development, & Integration

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Elijah’s Promise

Harnessing the power of food to *break the cycle of poverty, alleviate hunger* and *change lives.*
Elijah’s Promise

Experience In Social Enterprise Ventures
• Promise Catering
• Better World Café
• Raisin Dough
• Better World Market

New Approach
• Support Entrepreneurship
• Dedicate Resources and Capacity
• Gateway to Social Services and Sustainability
Mercado Esperanza Project Core Criteria

- Economic Development
- Community Health
- Creative Placemaking
- Social Equity

Esperanza Mercado Programming

- Entrepreneurship Academy (Rising Tide)
- Let’s Cook! & Let’s Cook! for Kids
- coLAB Performance Art
- Promise Clinic
- Microlending (Intersect Fund)
- Live Well/ Vivir Bien
- Hub City Sounds Music Festival
- SNAP Outreach
- Workforce Training
- New Brunswick Community Farmers Market
- Esperanza Mural Project
- Community Events & Celebration
- Food Business Incubation
- Promise Clinic
- Flexible Pop-Up Market
- Partnerships with other Community Organizations
Local Food in the Urban Environment

Portland Mercado: Portland Oregon
Local food vending, incubation, community events, and more!

Photo Credit: Portland Mercado
Local Food in the Urban Environment

Findlay Market: Cincinnati Ohio
Place making, streetscapes, incubation, local food businesses, and more!

Photo Credit: USA Today
Local Food in the Urban Environment

Recovery Park: Detroit Michigan
Reentry job training, urban agriculture, processing facility, local park beautification, food hub for other local markets.

Photo Credit: Detroit Collaborative Design Center
Local Food in the Urban Environment

Pop Up Beer Gardens & Markets: Philadelphia, Pennsylvania

Urban revitalization, creative placemaking, local vending, public spaces, beautification.

Photo Credit: Philadelphia Horticultural Society
Growth in the Food Industry

• Job Outlook 2016-2026: 10% Growth (Bureau of Labor Statistics)

• From March 2010 – February 2017, number of restaurant jobs increased 25% (National Restaurant Association)

• Number of middle class jobs increased by 42% from 2010-2015, comprising 5.4% of the national increase (National Restaurant Association)

• Decreased barriers to entry and advancement

• Post-recession, consumers value higher-end experiences including fine and casual dining (National Restaurant Association)
Added Value of Food Systems: Rooftop Farms

Whole Foods Market & Fenway Park: Boston, Massachusetts
Rooftop Farming – both retrofit and new construction, education, demonstration, farm-to-table.
Added Value of Food Systems: Restaurants

B. Good & Ester: Boston, Massachusetts
Rooftop farming, indoor agriculture, farm-to-table, placemaking, aesthetics

Photo Credit: Green City Growers
Added Value of Food Systems: Development

Boston Properties & Assembly Row: Boston, Massachusetts
Mixed use spaces with agriculture available to residents, businesses, corporate events, and more!

Photo Credit: Green City Growers
Where to get Started?

• Understand the context of where you are developing:
  • What’s the Community Need?
  • Current Food Infrastructure
  • Socioeconomic Indicators
  • Vacant Land and Underutilized Properties

• Tap into local community infrastructure and find partners (councils, neighborhood groups, education system, arts groups)

• Plan beyond your property boundary

• How can my project integrate with the community?

• Brand your development as socially just

Photo Credit: TK Design Lab & City of Brockton, MA
Where to get Started?
Urban Agriculture: Access to Healthy Food & Education
Urban Agriculture Placemaking
Placemaking Design Concepts – Pop Up Market Booth

- Cultural Arts
- Prepared Foods
- Covered Space
- Low Cost

FRESHLO ESPERANZA MERCADA BOOTH CONCEPT?
Integration and Equity

• The diversity of the urban experience
• Partners:
  • Elijah's Promise
  • Eva’s Kitchen – Patterson, NJ
  • Kula Café – Asbury Park, NJ
  • Cathedral Kitchen – Camden, NJ
  • Rising Tide Capital - Newark, Patterson, Elizabeth, NJ
Economic Development and Empowerment

- Entrepreneurial Spirit
- Side Business/Hustle
- Food is forgiving!
- “Retail has changed”
  - You can’t eat on the internet.”
What an Amenity – What a Partnership!
Food Changes Lives!

Thank you!