



Eastern Market Manager’s Report to the EMCAC

June 26, 2019

Finances

April and May Revenues:

	April	May
APPLICATION FEE	\$560.00	\$245.00
ATM		\$4,320.36
NORTH HALL	\$19,272.50	\$24,340.00
OUTDOOR VENDOR	\$29,415.00	\$25,974.00
FLEA MARKET 7TH STREET	\$6,100.00	\$3,050
SOUTH HALL	\$26,876.99	\$15,625.36
Total	\$82,224.49	\$73,554.72

I will request an update on scheduling for the finance meeting.

Please send proposed changes to MOU when available.

Strategic Plan

The District’s Deputy Mayor for Planning and Economic Development has put out a Notice of Funding Availability for developing a Strategic Plan for Eastern Market. The budget for the plan is \$300,000 and more information is here: <https://dmped.dc.gov/node/805872>. Anything that you and your team could do to help get out the news would be much appreciated.

Here are some more details regarding timing for the project:

Release Date of RFA: June 21, 2019

Info Session currently scheduled for:

Friday June 28th, 2019

11:00am – 12:00pm EST

Submission Deadline: July 22, 2019 at 12:00pm

Leases

Eastern Market legislation requires that rent for Eastern Market leases be set at market rate. After meeting with the Merchants on May 21, 2019, DGS offered the merchants an opportunity to:

1. Move forward with the rent rates established by the appraiser or;
2. Conduct their own appraisals, which would be used in conjunction with the DGS appraisal to determine a final rent rate or;
3. Open their books and agree to a rent that reflects a reasonable percent of gross sales.

We look forward to hearing back from the merchants by July 1.

Rediscover Eastern Market

There are more details regarding outreach and numbers in the Marketing report but from a less number crunching side, We kicked the weekend off with the [Fox Five Zip Trip](#), which was amazing. Check out that link and the sublinks that are in bold below. Four of the merchants got shout-outs for the [Five Must Stops](#): Fine Sweet Shoppe, Market Lunch, Canales Deli, Blue Iris Flowers. #1 of the top five must stops was the weekend market and the products of a number of our vendors was included. The EMCAC's Donna Scheeder got highlighted in the **Hometown Hero** spot. Jonathan Bardzik got featured as **the Chef at Eastern Market** and whipped up some of his standard amazing dishes. The audience got to see the product of a number of our vendors during the **Checking out the Vendors** spot: Noemi Mares, PeaceSake Candles, Toro Mata, Shelley Bibbons, and Beth Baldwin. An interview with me and John Stokes called **Keeping the Market Up & Running** also includes a great shot of the South Hall and pans of the stands of Blue Iris, Union Meat and Market Poultry. All the while, there were activities in the North Hall, the Eastern High School marching band, and more. The Fox Five Team has been talking about Eastern Market as their best Zip Trip this year. All week long we have been hearing from people who came by and had a blast, watched it on TV, or heard about it from friends. We're sure that it will keep on paying dividends as people come out to get a taste of the fun that they saw that morning. Please feel free to share the link liberally! Thanks to the vendors who came out and the merchants who kicked off the morning earlier than usual.

Saturday and Sunday were a continuation of the festivities with tours of the market, fantastic music that was sponsored by local businesses, and giveaways. The rain didn't slow us down at all on Sunday ... in addition to all of the great things we have every weekend, there was fun in the North Hall with DJ Dan and popcorn, cotton candy, moon bounces, games, balloons. The whole thing began wrapping up with the cake cutting on Sunday at 2:00PM. It was really an amazing weekend and we keep hearing from enthusiastic people who came by and took part in the fun. We're thrilled at how much everyone loved the live music on Saturday and Sunday ... we'd like to do it more regularly and if we are able to get sponsors on a constant basis, we definitely will.

Coverage included:

Capitol Hill Corner // Larry Janezich // June 7, 2019

[Fox5 Immersion Coverage of Eastern Market Today Kicks Off 'Rediscover Eastern Market' Weekend](#)

The Washington Post // Staff Writers // June 6, 2019

[17 Things To Do in the DC Area This Weekend](#) The WaPo story added a link to the DGS Eventbrite site to RSVP.

HillRag // Elizabeth O'Gorek // June 5, 2019

[Rediscover Eastern Market This Weekend](#)

HillRag // Andrew Lightman // May 30, 2019

[To Eastern Market, With Love](#)

Capitol Hill Restoration Society // Elizabeth Nelson // May 22, 2019

[Rediscover Eastern Market](#)

HillRag // Elizabeth O’Gorek // May 14, 2019

[Come Rediscover Eastern Market June 7-9](#)

Operations

Eastern Market Signage:

After meeting with CFA and HPRB, we had our second Eastern Market/DGS/EMCAC meeting with Brick and Story, who is our contractor for developing signage for the market. Monte will be providing more info for your input.

HVAC:

- The pottery studio work is complete.
- The chiller is operating at 71% and providing more cooling than we were getting when we had the temporary chiller. Next step will be to get module number 6 online. That work will cost about \$4,000.
- The quote for the Building Automation System was for \$60,000 – far higher than we had hoped and expected.

Parking:

Each weekend all of the 300 block vendors and some of the 200 block vendors are using parking in the basement of 700Penn as was requested. My quick survey of the merchants shows that not many of them are being requested to provide vouchers for 700Penn.

15 of the 700Penn vouchers that were given to the merchants have been used to date.

Potluck:

Rescheduled for August 7.

300 Block:

Going very well: Safe, attractive, profitable for vendors.

North Hall

Had a great meeting today with Chander Jayaraman and Brian Ready who provided some very helpful insights into marketing the North Hall.

June Events

Public Events

Tango

Passion City Church
Boogie Babes
FOX5 DC Zip Trip
DGS Unveil/Open House
Rediscover Eastern Market
Aerobic Fitness
Pasta for Pets
EMCAC

Private Events

Jefferson Academy 8th Grade Dance
WSWA Toast to Congress
Eastern SHS Prom
Wedding
Eastern Market Toastmaster
Wedding
Memorial Service
Wedding