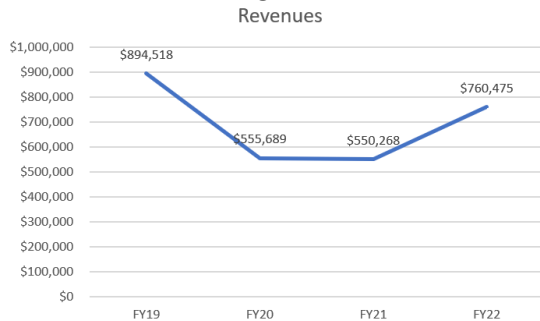


## Eastern Market Update for June through December 2022 And Progress on Recommendations from the Strategic Plan

This report follows the progress of the market from summer through fall of 2022.

While FY20 and FY21 were market by COVID, FY22 saw the beginning of a return to normalcy – at Eastern Market as elsewhere. The past four years are compared in the simple graph below. The increase in revenues in FY22 is due in large part to the lifting of the mask mandate in February of 2022 and events in the North Hall starting with the first in March and a steady succession of events throughout the summer, resulting in total North Hall revenues of \$166,000.



The past seven months of work continued to focus largely on bettering operations: Ever safer load-in/load-out periods, an updated vendor contract, the initiation of online **indoor** merchant payment processing, continued negotiations towards online **outdoor** vendor payment processing, a faster turnaround time for accepting new vendors, the initiation of summer Friday Night Markets, among other activities.

As in the past reports, many of our activities tied in with the Strategic Plan [noted with an (SP x.x) and listed at the bottom of the page].

- Customer counts, tracked by entry at three doors of the market, continue to grow with the highest month-long average yet in October – November with an average of 11,600 people per week over a five week period;
- Consistently high Google reviews: An average of 4.67 stars over the last 6 months in comparison to our overall average of 4.5;

### Marketing and Partnerships:

- Social Media: Over the past 7 month period we've posted a total of 312 times, a combined total for Instagram and Facebook (we're not doing TikTok anymore). The total reach for Instagram and Facebook over this period was 356,594 followers. We've added over 1,500 new Instagram followers in the last seven months, bringing us from 10,911 to 12,517. Facebook followers are at 49,879.
- Partnerships:
  - Eastern Market worked closely with the Eastern Market Main Street and the Capitol Hill BID to create a scope of work for the maintenance of the outdoor space. The Capitol Hill

BID now administers a grant that is serving to keep the district better maintained than ever before. (10.3)

- We have begun outreach to neighbors to help us to celebrate the 150<sup>th</sup> (more below) and will be working together with Capitol Hill Arts Workshop, Capitol Hill Restoration Society, Capitol Hill Village, Capitol Hill BID, Eastern Market Main Street, Frager's Hardware/A Few Cool Hardware Stores, and others to make the 150<sup>th</sup> a success. We look forward to continuing these relationships into the future. (3.1)
- Communication: On June 17, we held another of our progress updates for all vendors and merchants. Again, there was a high level of participation.
- Activities: In conjunction with the Eastern Market Main Street, Barrack's Row, and 700Penn (11.4.3) and (3.1), Eastern Market held a variety of cosponsored events including:
  - Weekly Funky Friday evening events through the summer that included a night market, silent disco, and jazz on the metro plaza;
  - Art All Night at the end of September with the activities above plus art events at the local businesses on 7<sup>th</sup> Street, and line dancing in the North Hall;
  - A growing holiday season event calendar with two days of Santa Claus, which was very well received, in addition to the events of last year.

#### **Outdoor Market:**

- In response to Strategic Plan feedback, Eastern Market has continued to rigorously enforce the criteria and guidelines set by legislation while accepting a total of 25 new vendors over the past 7 months. (3.3)
- We have also begun implementing procedures for working with buskers and solicitors for international non-profit organizations. These are two community groups that have used Eastern Market space for years without clear guidance and guidelines. For those who are excited about this, please temper your expectations, this will be a gradual process. But we have taken the first steps and will continue moving forward. (11.4.7)
- For the second year, the outdoor market footprint changed to ensure that Eastern Market remained a customer-friendly, shoppable market, as envisioned in the Strategic Plan. This year, that footprint is becoming more of a defined, consistent winter map with vending locations that vendors and customers can rely upon. (8.2 and 9.3).

#### **Indoor Market**

- **Capital Projects:**
  - HVAC system upgrade: It was determined that the HVAC System's chiller equipment (and more) would need to be replaced entirely and that process has begun. The fans in the basement compressor room have been replaced with larger fans, and the chiller has been ordered and is slated to arrive in late February for installation before the start of the cooling season. (In progress - SP 2.3)
  - Eastern Market Capital Upgrades: \$1.4 million in capital improvements will be executed in FY23. DGS has released the RFP and received bids. The projects, most of which were identified in the Eastern Market Facility Condition Assessment Report (2.1) include:
    - Stonework
    - Signage Work (12.5)
    - Mezzanine 2 Part Roof Access Ladder

- Replacement of Lost Bricks and Application of Plaster and Paint in Basement Piers
- Basement Moisture Penetration
- Roadway Lines
- Receptacles deteriorated due to use - North Hall
- Repair of sealant on skylight
- Metal Deck Work
- Bollards
- Freight Lift Replacement
- Electronic Security System Upgrade
- Fire Alarm Systems, Control Equipment, Public Address System

**150 Years of Eastern Market!**

On another note, **2023 is an important year.** On November 12, 1873, Eastern Market first opened its doors and this year, we'll be celebrating the 150<sup>th</sup> anniversary.

*From page 4 of the Daily National Republican, November 13, 1873:*



The 150th logo below was created with the Eastern Market logo as its foundation in celebration of the important date.



The year will be full of activities celebrating the occasion.

**Strategic Plan Recommendations Highlighted Above:**

- 2.1 Conduct a Facilities Assessment Plan.
- 2.3 Repair and upgrade HVAC systems with energy efficiency at the forefront.
- 3.1 Use partnerships to help business thrive.

- 3.2 Establish current leases with south hall merchants.
- 3.3 Revisit and reinforce quality control criteria for outdoor vendor product mix already established in the legislation.
- 8.2 Create multiple market layouts to accommodate the fluctuation in the amount of vendors while keeping the layout compact and dense.
- 9.3 Two market layouts will provide flexibility to offer more street parking on weekend with low vendor turnout.
- 10.3 Coordinate and centralize Eastern Market District common area maintenance.
- 11.4.3 Expand current yearly events/festivals to include more Eastern Market District businesses.
- 11.4.7 Allow more curated musicians, bands, and buskers to perform around the EMSUA
- 12.5 Install distinctive signage around the market building that activates public space.

The Eastern Market Strategic Plan can be found on the Eastern Market website at:

<https://easternmarket-dc.org/about/eastern-market-strategic-plan/>