

Beacon Natural Market

Dear Mayor and city council members:

We here at Beacon Natural Market are strongly in favor of keeping the Farmers Market on Main Street. Although we potentially have the most to lose of any business on Main Street (we sell 90% of the same goods and services that the farmers market does and we're located right across the street) , we feel it serves the community and our customers to have it on Main Street for their convenience. At the same time, we feel it brings customers to Main Street, thereby increasing business and benefiting all of us merchants.

We are not partial to any particular location; we just feel it should be kept on Main Street, whether it be at the same location or another. We welcome their return this coming season, as we feel it serves our community and our customers and increases the appeal of Beacon as a destination.

We are available for questions anytime.

Thank you for your consideration,
LT & Kitty Sherpa

Quinns Rest 'N' Rant

To Whom it May Concern

As owners of Quinn's we support the Beacon Farmers Market on Veterans Place. The market offers a unique experience for residents and visitors. Markets feel like events which draw diverse shoppers to Main St. This is good for everyone.

It is also a great chance for vendors to introduce their products to the community.

Thank You
Tom Schmitz

Drink More Good:

Sara,

We support having the 2018 Summer Farmers Market Season on Veterans Place. Sales at both our weekly booth and the store were excellent from the increase in traffic to 'Middle Main'.

Hopefully Towne Crier is able to figure out how to capitalize on the increased exposure from having talented makers, farmers, and artisans from Beacon and the surrounding area (and their fans) next to their establishment weekly. It is a great location and we hope it stays on Veterans.

Thank you!

From our kitchen to yours,
Scott Brenner
Director of Sales | Operating Partner | Goodmaker

c: 516.480.1481

Beacon Wellness Commons

Dear Council Members,

I'm writing to share my support of the farmers' market in its new location near the post office. I think this spot invites so many more community members and is beneficial to the businesses surrounding it as it brings more foot traffic to that area. I work with a small new organization called the Beacon Wellness Commons and we were able to set up a tent at this market a few times and get the word out about our community health walks and our members' local businesses providing complementary integrative health care. I hope you will all continue to support the market at this location.

Thanks,

Rebekah Azzarelli

[268 Washington Ave.](#)

Beacon, NY 12508

Heart Body Mind Acupuncture

To Whom it May Concern,

I moved to Beacon about one year ago from NYC. I'm a licensed Acupuncturist, herbalist and a Registered Nurse. My first few months in Beacon I was trying to find ways to meet the community, introduce the benefits of Acupuncture and holistic medicine and to offer short treatments by suggested donation. I rented a few spaces on Main street, but time and space were limited and not a lot of people would be attracted to healing advertisements. I found the Sunday Markets to be a wonderful place to meet the community and get to know local farmers. So I asked the organizers if they will be open to have a table about acupuncture. They were interested and kindly let me rent a table for a day where I got to meet a lot of same minded community members and offered short chair treatments to those interested. A few weeks later I joined as part of the Wellness Commons table with other holistic practitioners and we had a wonderful day with many people stopping at our tent and inquiring about different holistic services that are available to them in the community. That was one of the best experiences I had so far in meeting the community and being able to offer treatments or advice to people. The value of the Sunday Market is beyond my experience and I don't think I need to write about that here. Please consider keeping it at the current location.

Sincerely,

Dr. Maryam Wootan, DAOM, LAc, RN



Zero to Go LLC
PO BOX 643
Beacon NY 12508
www.zerotogo.org

March 9, 2018

To the Beacon City Council:

My name is Atticus Lanigan and I am General Manager and co-Owner of Zero to Go, LLC. We are a zero waste management company based in Beacon and we currently run a compost pick-up/drop-off program here. We manage the waste at the Beacon Farmer's Market, accept customers' household compost, and educate market-goers on what is recyclable and compostable. I am writing to show our support for the 2017 re-location of the Beacon Farmer's Market.

Although we enjoyed substantial exposure at the previous, riverfront location, we have seen a great increase in the amount of foot traffic at the new one. Specifically, the location of the market on Veteran's Place is more likely to draw out City of Beacon residents due to its increased accessibility to its neighborhoods via foot and bike travel. And, although we are always happy to educate tourists and people from neighboring towns, our target market is people living in Beacon. It is safe to say that our drop-off service and, as a result, our pick-up service, has grown dramatically from said increased exposure to Beacon residents. For this reason, we absolutely support the market being at the Central Main location, bridging the east and west ends of town.

In addition to my work with Zero to Go, I also held the position of Planner for the Orange County Planning Department from 2006 to 2011. While there I worked closely with the county's 19 farmer's markets, which ranged in style, scope and context. One of the main considerations in that work was how to promote the markets while maintaining (and not impeding) and possibly increasing foot traffic, with conflict between businesses in the Central Business Districts (CBDs) and farm market vendors often the top priority. More often than not, businesses found that having a weekly farmer's market was actually an enhancement to the vibrancy of their business districts.

As farmer's markets have increased in number across the country in the last 20 years, there has been a lot of research regarding how they affect CBDs. In an article on how markets enhance the business of nearby bookstores (Button. 2016. *Farmer's Markets and Main Street Businesses: Natural Partners*. American Bookseller's



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Association. www.bookweb.org), author Liz Button states, “While farmer’s markets have the ability to unite small businesses in mutually profitable partnerships via formal selling agreements, a market’s mere proximity to a store can oftentimes increase foot traffic and sales significantly.”

Another consideration for Orange County markets was how they improved tourism for those CBDs that counted on out-of-town visitors to maintain a healthy economy. This is definitely a consideration in Beacon, which is one of the top destination towns in the region. One important principle in the promotion of tourist amenities is the element of the unexpected. That is, visitors not only seek out specific things to do, they also enjoy the ability to stroll and come upon activities that they were not expecting to encounter. This unanticipated fun is what visitors often talk about when they recommend destinations to friends and acquaintances. In the case of the Beacon Farmer’s Market, people coming for a show at the Towne Crier Cafe, a well-known tourist draw, are often delighted that they can also buy local fare and enjoy music and conversation beforehand at the market (and then check out the flea market!). Likewise, people drawn to the Farmer’s Market can take in an unexpected show at the Towne Crier, have a sit-down meal and even a cocktail. Since we have such a variety of people showing up on Sundays in Beacon, there is no doubt that offering a *variety* of things to do and buy in our CBD is a strength, not a weakness. In other words, two great tourist draws are better than one and businesses near Central Main Street can only benefit from the multitude of activities therein.

Once again, we support the Veteran’s Place location of the Beacon Farmer’s Market and ask that the City lend the same support to this great amenity.

Sincerely,

Atticus Lanigan



SallyeAnder Inc.
Sallie Austin Gonzales
18 West Main Street
Beacon, NY 12508

To whom it may concern:

As a company, we will continue to support the Beacon Farmers Market located off Main Street on Sunday. Within Beacon, SallyeAnder products are located all over Main Street, in small shops as well as having a Flagship location directly on Main Street, only 4 blocks from the Market. We have not noticed a decrease in sales on Sunday's, but rather an increase in traffic due to the many activities Beacon offers on the weekends. Farmer's Markets should be the pride of our town, and safeguarded. This is the communities chance to support local farms, artisans, craftsman and non-profits within the community, all at the same time. It also gives everyone a chance to meet each other, socialize and meet their neighbors. Our company has been attending farmers markets since 1980, we have seen many markets thrive, and many markets fail, due to the lack of support. Our brand was started at these local farmers markets due to the strength of small towns, without the support of the local community our brand would not have been built. We must not let anything diminish the strength of the Beacon Farmers Market, but instead, do everything in our power to support these markets- they are the heart and soul of our community.

SallyeAnder has two locations within Beacon City. We employ 15 local residents and work at building a strong community connection to our brand, and the local schools.

Please reach out if you have any further questions.

Kind Regards,

Sallie Austin Gonzales
President

support@sallyeander.com
315-250-6678

Friday, March 9, 2018

Dear Mayor Casale and City Council Members,

It has come to my attention that there is a conversation about the Beacon Farmers' Market being moved from its current location on Veterans Place and being limited to only selling produce, and I would like to share my thoughts on why neither of these should take place.

Beacon Farmers' Market is a heartbeat in our community. And now that it is up on Veterans Place, right in the heart of our little city, it has been able to grow and become a powerful tool. It is bridging the divide between old and new Beacon and providing a platform for local farmers, artists, musicians, businesses and organizations to be part of an ever growing conversation of how we build community, focus on local economy, and make ourselves a resilient city that can weather the ever changing financial, environmental, and social issues that continue to be part of our local and global conversations. Seriously, it has that power. And part of that power is held in the diversity of businesses that set up their tables and tents, show their wares, and play their music. That diversity draws an even wider range of community members and builds new connections while continuing to strengthen old ones. To limit the market to simply produce would take away so much of this power and potential to strengthen our community. And it would directly impact me as a local small business owner.

As the owner and director of Compass Arts Enrichment Center, the Beacon Farmers' Market has provided me with an invaluable outlet for my business, allowing me to bring more awareness to the amazing classes and workshops being offered at my center. I also get to use the market as a tool for giving back, by offering free crafting activities at my table and by bringing my student performance ensemble, Rompatom, to perform there. These opportunities have such far reaching positive impacts; I meet new members of the community; I connect with other local businesses and organizations; my students get performance experiences and to share their passion with the community; I promote Compass Arts, a local business that is entirely dependent on its community to remain in existence; and I support other local businesses, because we all feel more connected at the market and want to support each other.

Please do not change the location or the nature of what the Beacon Farmers' Market has become. Its spirit breathes life into our downtown every Sunday and it is a powerful tool for positive change in our community.

Respectfully yours,

Gina Samardge
Owner of Compass Arts Enrichment Center

Email from Stacey Penlon - Owner of Beacon Pantry

March 8, 2018

Hi Sara -

I'm sorry to hear that you have had such a response to the market. I'd be happy to talk to you about it, but I think I can sum up my experiences here via email.

Overall I continue to be supportive of the market being here on Main Street. I definitely felt the market brought me business. Of course I have a regular customer base already and I know I saw them on Sundays (whereas previously I may not have) and they indicated they stopped here for a coffee / pastry / grocery item prior or after heading to the market. So there was definite feedback that way which I can point to as a positive for us.

In a less scientific way I can say that the feedback from customers was initially mixed but then turned positive. And I know that tourists definitely enjoyed it. I think that Main Street is really a destination now (as opposed to when I moved to the area years ago) and I think it makes sense to have these destinations on Main Street (from the farmer's market, to the flea market.) In terms of the customer feedback, at the beginning I remember hearing from a few regular customers that they felt out of sorts with parking, kids running toward Main Street, etc. But I think they settled down. I certainly continued to see them on Sundays coming to / from the market so I think it was just initial reaction as happens with anything new.

Our principal mission and goal here as a food business is to share good clean food with the public, so from that perspective I am 100% supportive of anything that leads to more people enjoying good local food. At the beginning I was slightly concerned with whether or not there would be food vendors / carts / takeout food / coffee service, etc. But honestly we are busy and there is good coffee and food all over the place. In that regard I just keep my head down and doing what we do and I don't worry about what others are doing. At the beginning it is easy to get caught up with feeling worried about competition, but competition is a good thing and I think it helps to keep us on our toes, which is very important to me.

It is definitely hard to have the influx of tourists in the summer, people parading in and out using the bathroom, pretending to shop in order to use the facilities, asking for water bottle refills and all the other side issues that come with tourists, but honestly that is just what we face having a business in a tourist town. I just try to remember that for every person that comes in and to whom I am friendly and hospitable, they might decide to come back the next day for a meal or decide to sit down and buy something even if they weren't going to initially. A smile and being accommodating to tourists is not always easy but it is the way we want to do business. And who among us hasn't been a tourist at some point just needing to go to the bathroom or just need a drink of water for their kid?

Anyhow, that's my two cents. I am in support of the market staying here and I'm happy to discuss this further if needed and you are welcome to use anything stated above in terms of your defense of it remaining here. Let me know how else I can help.

Stacey

March 10, 2018

Dear Beacon City Council:

I am writing on behalf of the Common Ground Farmers' Market and its vital location in the middle of Beacon's Main Street. It will be of no surprise that someone like me, a culinary instructor and cookbook author, is brimming with glowing and positive accolades for this recent move to town, which brings the face of local food and handmade products into the center of our vibrant town, where it belongs.

While I made my way down to the waterfront in years passed to shop the Sunday market, there is a marked difference between getting in a car to go to one destination and strolling into town to see my fellow neighbors and friends, so many of whom walk to the summer market now. There is no other commerce down at the docks, but there is so much up in town; it would make sense that nearby business owners would benefit from the extra foot traffic as opposed to being put off by lively music and general positive nature that a farmer's market provides to a small town like Beacon. I understand that there is issue with the fact that the market sells more than vegetables, and I would argue that farmers markets nationwide always sell more than just vegetables; it is built on supporting "local" products, most of which are edible, but certainly not all. It is part of a movement to support local commerce of all kinds. If a market just sold vegetables, it could not sustain itself with the competition between every other farm stand, which sells practically the same produce. That is the nature of local foods. Only certain things grow at certain times in certain area. Markets need to diversify to survive and support the farmers they draw in.

It would be a terrible shame if this farmers market could not continue to thrive in the middle of Beacon, where it belongs. We entertain droves of out-of-town visitors every weekend, and what better way to draw them up deeper into town (farther in than DIA or the west side of Main Street where they linger on foot), so they can see the magic of this town's community engagement and its love and support of local initiatives. Parking is a nightmare in town on weekends for those of us who live here. How wonderful is it that we have something to do right in the middle of town that doesn't require so many of us to get into a car.

Sincerely,

Jennifer Clair

Nicholas Leiss

03/10/2018

3 Good Reasons

The Beacon Farmers Market. Spring is in the air, last of the snow is ending, and everyone is ready to simply shake off the winter and get outdoors. One of the greatest things about being a chef, a resident, and volunteer in Beacon is the start of the outdoor farmers in the middle of town. It marks the start of harvest season and ridding of the slumber of winter. There are many reasons why the current location of the farmers market is prime location for myself and my neighbors. However, I shall focus on 3 good reasons for expediting because the list goes on.

As a chef in Beacon. I personally love the location of the mid town. location of the farmers market. Often, before our favorite...brunch. I go there and buy some things for dinner service that week and discuss future bounty to come to share with our guest as they dine with us. These farmers have become more than just farmers, but friends and neighbors. It makes it really easy to cook food that your friends and neighbors grew. Basically, they make my job easier. A true chef will write a menu from ingredients at their peak. Without, the current location, my job becomes harder. I honestly don't think it would be fair to my guests if they didn't get the best ingredients simply because I didn't have ease of access to a farmers market.

As a brother and a son of humble beginnings. The second reason hits home, literally. Growing up, my mother relied heavily on things like WIC and food assistance programs. Those things often led her, and also my sister, now to super markets to buy unhealthy food items. We didn't have access to a farmers market. I bet if we did, my mother and my sister would have used them frequently. Also, if the assistance back in the day focused on farmers markets that certainly would've been

lovely. Good food is a right, not a privilege. Moving the market out of the prime location might not effect the better offs, but people need to start helping our neighbors, our community. I volunteer, weekly at The Beacon Community Kitchen. I've seen first hand how this location helps the people of Beacon. Simply moving the farmers becomes more difficult to feed the people who need it. Be humble. Respect they neighbor. Respect the Beacon community.

Community building. Family time. Sunday Suppers. The market has such a great location that you could easily make a day of it. Buy some veggies, stroll main street, check out the flea market, grab a drink at your local watering hole on main street. Spend time with your children and loved ones. Head home and relax over a great bottle of wine...I prefer the Mead sold at Farmers market, some Edgwick Farm goat cheese. But, either way this location is prime time for family time. It's literally bringing Beacon closer together. Not to mention the tourists ...but that's a whole other animal.

Wrapping up, the Beacon Farmers helps establish a sense of pride for our community. As the saying goes...Pride of Beacon. My best advice is to leave it be, it's working, don't fix it.

Best Regards,

Nicholas Leiss

Virginia Piazza
63 Falconer St.
Beacon NY 12508

March 8, 2018

City of Beacon
One Municipal Plaza
Beacon, NY 12508

Dear Mayor Casale and Beacon City Council:

I am writing this letter today on behalf of the Beacon Farmers' Market.

I have lived in Beacon since December, 1999, when my husband and I bought our house.

I have been a vendor at the farmers' market since about 2008. At that time, an opportunity arose to start a winter market, at the Beacon Sloop Club. I was invited to become a vendor, and currently I do the outdoor market with my handmade pottery on a bi-weekly basis. I always make a point to chat with customers. Some are new to the area, and love the idea of knowing who is producing their food. Many people are able to walk to the location, and most also shop at other local businesses. (I try to make most of my weekly food purchases on Main St. myself).

Some of the vendors at the market also maintain brick & mortar shops on Main St. I sell my pottery at a number of local shops-I always make a point of mentioning these-I think we all need to support one another!

Several Main St. business owners have told me that Sunday traffic to their shops actually increased when the market moved to Main St. There are some instances, in which Main St. businesses have found new supply sources at the market, such as honey, eggs, and meat.

The Beacon Farmers' Market has grown over the years, to become a vital part of the Main St. scene-at least for a few short hours every Sunday.

Yours truly,
Virginia Piazza

virginiapiazza.com
virginiapiazza2@gmail.com

cc:Sara Sylvester, market manager

To whom it may concern,

As a SNAP benefit recipient I have personally benefited from the Beacon Farmer's Market being located at veteran's place, as it is closer to my home. When the Farmer's market was located at the train station it was very difficult for myself as well as my family to get to. Due to its new location visiting the Flea market as well as the Farmer's Market on Sundays is now a Spring/ Summer tradition in my home. My family and I are able to walk to the market and make a day out of it, often visiting local businesses after we leave the market. The inviting music makes my family and I feel comfortable to lingering at the Farmer's Market causing us to spend more time and money there thus supporting more local farms and businesses. The Beacon Farmer's Market does an incredible job making healthy food more accessible to families in my circumstance. I live below the poverty line and receive government assistance making my food dollar very limited; however the Beacon Farmer's Market has several incentive programs which double my spending power. This is crucial for my family as we live on a very fixed income. I fear that if the Farmer's Market moves back down to the river front I will no longer have access to fresh food in the Spring and Summer that my family has grown so accustomed too. The rising cost of living in the City of Beacon has made me have to spend less and less of my pay check on food, forcing me to rely even more heavily than ever on the food stamps I receive. Losing access to the Farmer's Market would be detrimental to the overall health of my family.

-Anonymous