



LOS ANGELES RIVER
State Park
Partners

LOS ANGELES RIVER FARMERS' MARKET

Proposed Launch: 2021



Mission

The LA River Farmers' Market is a gathering place for our diverse community to engage in healthy eating, sustainable living, and cultural heritage.

Location & Accessibility

The LA River Farmers' Market will be located at Los Angeles State Historic Park, located at 1245 N. Spring Street, in downtown Los Angeles, directly adjacent to LA Metro's Chinatown Gold Line Station. Within the park's 32 acres of open space visitors can shop locally sourced and sustainable foods, enjoy ready-made meals with a picnic in the park, wander pathways while enjoying a view of downtown, and celebrate the natural and cultural heritage of Los Angeles.

The Farmers' Market will be located at the South entrance to the park, near the intersection of Spring St. and College St. in Chinatown, downtown Los Angeles.

The market will be accessible to its neighbors and visitors by foot, by bicycle, by light rail, by bus, and by car.

About Us

This project is a collaboration of three premier institutions:

LA RIVER STATE PARK PARTNERS

LARSPP is a 501(c)3 organization dedicated to supporting the California State Parks adjacent to the Los Angeles River: Los Angeles State Historic Park, Rio de Los Angeles State Park, and the Bowtie Parcel. Our aim is to preserve, protect, and enhance the community, cultural, natural, and historic resources of the Parks. We do this by enriching the interpretation and education programs, supporting infrastructure improvements, and advocating on behalf of the Parks.

Elizabeth Pezza
LARSPP Board (LA River Farmers' Market Lead)
epezza@gmail.com



SUSTAINABLE ECONOMIC ENTERPRISES OF LOS ANGELES (Operations Partner)

SEE-LA is a leading Southern California nonprofit organization, connecting people to healthy food, promoting economic development, and building sustainable food systems. We operate the largest network of mission-driven farmers’ markets in Los Angeles as well as programs that provide nutrition education, food access, and opportunities for small regional farms and local food businesses to thrive.

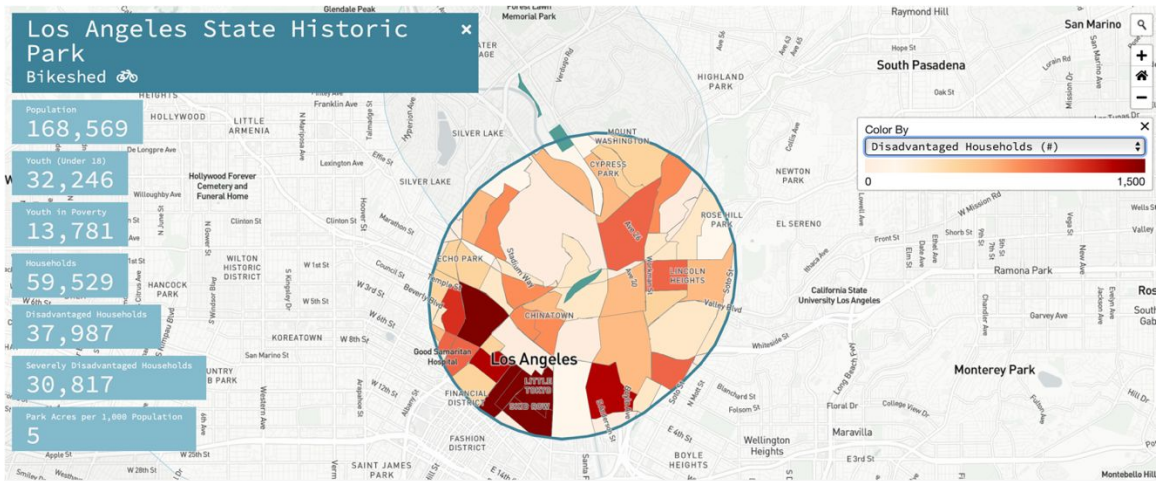
SEE-LA currently operates six Certified Farmers’ Markets: Atwater Village (2005), Central Avenue (2002), Baldwin Hills (2005), Echo Park (2007), Hollywood (1991)—the largest farmers’ market in the City of Los Angeles, and Willowbrook (2017). Certified Farmers’ Markets are regulated by the California Department of Food & Agriculture, and provide space for farmers to sell what they grow directly to the consumer. SEE-LA markets are home to nearly 150 small California family farms from 15 counties and 100 local small food businesses.

CALIFORNIA STATE PARKS

The California Department of Parks and Recreation’s mission is to provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.

Current Neighborhood Demographics

The Los Angeles State Historic Park neighborhood—sandwiched between Chinatown and Lincoln Heights and adjacent to the LA River—has a rich and diverse history. Originally Tongva land, this area has been home to many immigrants and their families (primarily from China, Vietnam, and Mexico) in recent generations. It is necessary that the LA River Farmers’ Market first be accessible and equitable to the existing community that it serves.



According to a study by the UCLA Institute of Environment and Sustainability, a total of 168,569 residents live within a 2-mile radius of the park. 52% of current households within a 2 mile radius are considered severely disadvantaged (meaning households that earn less than 60% of the State’s median household income). Zooming in, 65% of current households within a 1/2 mile

Elizabeth Pezza
LARSPP Board (LA River Farmers’ Market Lead)
epezza@gmail.com



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radius are considered severely disadvantaged, and zooming out 45% of households within a 13 mile radius are considered severely disadvantaged.

This same study found that a significant number of nearby residents are either elderly or youth. When compared to Los Angeles county, the number of residents aged 65 years and older is high in Chinatown, whereas Lincoln Heights is composed of many residents under the age of 18.

Data source: UCLA Institute of Environment and Sustainability
<https://www.ioes.ucla.edu/youthoutdoors/>

Future Neighborhood Demographics

The LA River Farmers' Market is looking ahead, preparing for growth, and taking the necessary steps to serve its future neighbors. Good parks boost communities and inspire development, which is exactly what is taking place around Los Angeles State Historic Park. There are more than nine proposed development projects totaling more than 3,220 of market-rate and affordable units resulting in thousands of new residents to the area. All these new individuals and families will greatly benefit from the beautiful open space and diverse programming the park has to offer.

Current residents in Solano Canyon, William Mead Housing, Downtown LA, the Arts District, Chinatown, Lincoln Heights, and other nearby neighborhoods already enjoy the park amenities and convenient accessibility of the Metro transit station.



A sample of proposed development projects include:

- Harmony, 942 N. Broadway 178 units, 27-story building

Elizabeth Pezza
LARSPP Board (LA River Farmers' Market Lead)
epezza@gmail.com



Draft January 26, 2021

- Compagnie de Phalsbourg, 643 N. Spring 294 units, 26-story tower
- High Street Residential, 1101 N. Main Street 318 units, 7-story building
- Avant Development, 708 N. Hill Street 162 units
- LA Plaza Village Apartments, 555 N. Spring Street 355 units
- College Station, 924 N. Spring St 770 units
- Elysian Park Lofts, 1251 N. Spring 920 units, 26-story building

LA River Farmers' Market Goals

Provide healthy food options

Our primary goal is to be a local and reliable resource for healthy, regionally-sourced food. Our farmers' market will provide a wide variety of fruit, vegetables, meat, dairy, and prepared meals to our community. As a reflection of our community, we also aim to provide specialty produce and ethnic foods for Asian and Latinx cuisine.

Be a gathering place for the community

We aim to provide healthy local produce and food options. We aim to invite our diverse community to incorporate and highlight the area's varied cultural heritage, food and water history, and culinary traditions into our market programming. We will encourage visitors to take advantage of all benefits the park has to offer, including the open spaces, public programs, and educational opportunities while they are at the Farmers' Market. We will invite local restaurants, bakeries, non-profits, and market-related businesses to participate in the market and promote their local offerings.

Offer teaching and learning opportunities of socially responsible health and wellness practices

We aim to offer programs, demonstrations and workshops within the Farmers' Market—and ongoing within the park—which educate visitors about the benefits of healthy and sustainable food practices, urban gardening, and other socially responsible actions. We also aim to include organized walks/runs on market days to promote exercise and wellness.

SEE-LA's Nutrition Education team provides multi-lingual, interactive, peer-led classes and food demonstrations to adults and families. The Good Cooking/Buena Cocina program has provided 492 classes to 7,558 adults and families over the last two years in South LA. Many of these classes take place within the farmers' market setting along with other programs including our Vendor and Producer Spotlights, which tell the story of the vendor and offer affordable recipes and nutritional information promoting their products. These activities, coupled with Market Match, help participants access and prepare fresh, in-season California-grown produce.

LARSPP partners with community organizations engaged in diverse areas of this important work such as API Forward Movement (nutrition education workshops), California State Parks Foundation (Park Champions volunteer workdays), and Metabolic Studios (sustainability and native plant educational opportunities).

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epezza@gmail.com



Be accessible to all ethnicities, ages, and income levels

We aim to partner with community businesses and non-profits to provide assistance to individuals and families in financial hardship. This will include SNAP/CalFresh, which matches government benefits dollar for dollar, increasing buying power for healthy fruits and vegetables. Other programs we seek to include are Mutual Aid, emergency and ongoing food box giveaways, assistance and inclusion of small regional farmers, free education and training for small businesses. We will make a special effort to promote these services and offerings to regional families through nearby schools, residents of the local housing projects, and low-income residents living within a two-mile radius of the park.

In response to COVID-19, SEE-LA has partnered with private, government, and individual donors to distribute fresh produce farm boxes to food insecure Angelenos. Partners include: County Supervisors Hilda Solis, Mark Ridley-Thomas, and Sheila Keuhl, Cedars-Sinai, Community Health Councils, American Heart Association, Los Angeles Football Club, the Oprah Winfrey Charitable Foundation, and others. SEE-LA is bulk purchasing produce directly from the regional family farms in their network. By working directly with independent family farms to fill these orders, SEE-LA and its partners are not only helping feed people in need, they're helping replace reduced wholesale and retail revenue, saving farm worker jobs, and preventing food waste.

Offer economic development opportunities and jobs creation

SEE-LA aims to staff the LA River Farmers' Market team directly from the community. We intend to invest in young people, first-generation legal immigrants, and low-income households. In addition, there are two key programs offered by SEE-LA that we will seek to duplicate at the LA River Farmers' Market:

- The Seasoned Accelerator - a new initiative to formalize the services SEE-LA provides entrepreneurs in their network of farmers' markets in Los Angeles, offering entrepreneurial training (business development), access to capital, and technical assistance (workshops and networking opportunities). SEE-LA's objectives for the Accelerator are expanding existing businesses, starting new businesses, creating quality, local jobs, especially for people facing barriers to employment, and stabilizing vulnerable families and individuals. The program will largely serve business owners of color, particularly women of color who are the plurality population among SEE-LA's food vendors. The Accelerator provides 6 months of intensive business coaching, training, and mentorship to a cohort of up to 15 business owners. The Accelerator also offers technical assistance to all of the food vendors in our network of markets and to the field at large in the form of webinars, in-person workshops, product development support, and networking events.
- Technical assistance to corner store operators and regional farmers - Funded by the LA County Department of Public Health (DPH), SEE-LA provided technical assistance to corner store owners in South LA around healthy food and produce procurement, healthy food marketing, social media marketing, and in-store tasting events. This program supported healthy behaviors by making it easier for

Elizabeth Pezza
LARSPP Board (LA River Farmers' Market Lead)
epezza@gmail.com



residents to procure fresh and affordable produce. Two of their partner store owners doubled or nearly doubled their weekly produce sales – Central Store, nestled next to Ted Watkins Memorial Park, and Azteca 99cents Plus Store. SEE-LA expanded this project to include similar technical support to vendors at SEE-LA farmers’ markets in South L.A., which include vendor and produce spotlights. DPH discontinued funding for Healthy Retail projects in 2019 and SEE-LA is seeking funding to continue this work.

Bring new audiences to the park

The Los Angeles State Historic Park is both a community park and a destination. We aim to first serve our immediate community members including the residents of Chinatown, Solano Canyon, Lincoln Heights, Downtown Los Angeles, Little Tokyo, Cypress Park, Frogtown, etc. Additionally, we welcome and embrace all visitors who can benefit from the Market’s programs and offerings.

Support park programs offered by the park and its partners

The programs at Los Angeles State Historic Park programs include *Arts in the Park*, *First Fridays Campfires*, *Weed Warriors*, *Chinatown FitClub*, *Therapeutic Thursdays*, and more. These include ranger-led stewardship programs, as well as community co-created programs. During the *First Friday Campfires* the park often partners with non-profits and features special guests such as local wildlife, dancing troupes, and musical performances. In addition to these regularly occurring programs, the park hopes to further develop the Promotorx program, which trains community ambassadors, by providing opportunities and professional support for enhanced community engagement.

Programs and offerings at Rio de Los Angeles Park and The Bowtie will also be included. Partners institutions include California State Parks, Friends of the LA River, Clockshop, California State Parks Foundation, LASHP Promotorx, El Rio de Los Angeles Veteran’s Circle, Community Nature Connection, and Metabolic Studio.

Farmers’ Market Community Committee

To ensure that the LA River Farmers’ Market is grounded in the community it serves and is equitable to all of the park’s neighbors, we have sought the advice and support of local leadership. So far, our community committee includes:

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|----------------------|--|
| Jenny Aleman-Zometa | Program Director, LARSPP |
| Karen Barnett | LA River Community Activist |
| Elizabeth Bowman | Director of Farmers Market Operations, SEE-LA |
| Leonardo Bravo | Interim Managing Director, Clockshop |
| Myrian Solis Coronel | Director at Parks California |
| Stephanie Campbell | Program Manager for Community Engagement, Marketing, and Public Relations, LASHP |
| Ken Concepcion | Co-owner, Now Serving |
| William Deverell | USC Professor of History, SpacialSciences and Environmental Studies, and LARSPP Board Member |
| Larry Fulmer | Special Event and Film Permit Coordinator, LASHP |

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M. Bruce Gumbiner

George Krokondelas

Johnny Lee

Milli Macen-Moore

Kelly Majewski

Michelle Mungcal

Eugene Moy

Lydia Moreno

Elizabeth Pezza

Veronica Polanco

Shane Quentin

Kerry Situ

Roxanne Steinberg

Steve Treanor

Andy Vought

Michael Woo

Sean Woods

Jose Luis Zavala

CRA Officer & Director of Community Development at
Cathay Bank

CEO of Cargo

Chef/Owner, Pearl River Deli

Metabolic Studio, FarmLab

Metabolic Studio, Waterwheel Project

Co-owner, Now Serving

Chinatown Advocate

Advocate, solano Canyon neighborhood

LARSPP Board Member (Farmer's Market Lead)

East Area Representative, Cirty of Los Angeles

Operations Director, Los Angeles Metro Bike Share

Program Manager, Chinatown Service Center

Metabolic Studio

Friends of Homies

LARSPP Board Member

Past SEE-LA Board Chair

Chief of Planning, LA County Dept. of Parks & Rec

LARSPP Board Member

Los Angeles River State Park Partners (LARSPP), 501 (c) 3

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Staff

Jenny Alemán-Zometa, Program
Director

Elizabeth Pezza
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epezza@gmail.com