

LA RIVER FARMERS MARKET

AT LOS ANGELES STATE
HISTORIC PARK

LAUNCH GOAL:
2021

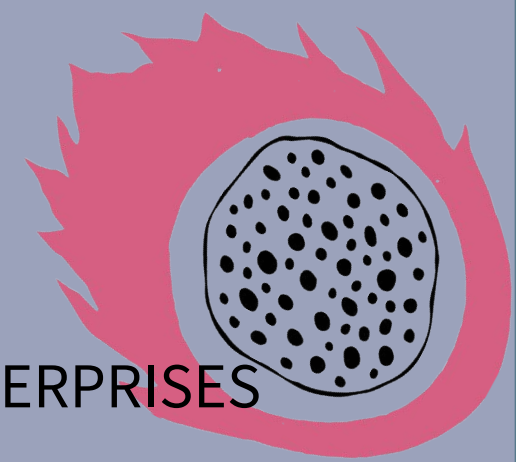


LOS ANGELES RIVER
State Park
Partners

SEE  LA
Sustainable Economic Enterprises of Los Angeles



ABOUT US



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.

<http://www.larsppartners.org>

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.

<https://www.parks.ca.gov>



SUSTAINABLE ECONOMIC ENTERPRISES OF LOS ANGELES

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 (founded in 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.

<https://seela.org>



THE LA RIVER FARMER'S MARKET
IS A GATHERING PLACE FOR OUR
DIVERSE COMMUNITY TO
ENGAGE IN HEALTHY EATING,
SUSTAINABLE LIVING, AND
CULTURAL HERITAGE



OUR MISSION

OUR GOALS

○ **PROVIDE HEALTHY FOOD OPTIONS**

Offer a wide variety of fruit, vegetables, and healthy meals to our underserved neighborhood. As a reflection of our community, provide specialty produce and ethnic foods for Asian and Latinx cuisine.

○ **BE A GATHERING PLACE**

Open spaces, public programs, and entertainment

○ **OFFER TEACHING AND LEARNING OPPORTUNITIES**

Educate about the benefits of healthy and sustainable food practices, urban gardening, and other socially responsible activities

○ **BE ACCESSIBLE TO ALL ETHNICITIES, AGES, AND INCOME LEVELS**

Provide assistance to low-income individuals and families through SNAP/CalFresh (matching government benefits dollar for dollar), Mutual Aid, and food box giveaways

○ **OFFER ECONOMIC DEVELOPMENT OPPORTUNITIES AND JOBS CREATION**

Provide jobs, particularly to young people, first-generation legal immigrants, and low-income households, offer assistance to small regional farmers, and provide free education and training for small local businesses

○ **BRING NEW AUDIENCES TO THE PARK**

Welcome 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**

Ranger-led stewardship programs, as well as community co-created programs include *Arts in the Park*, *First Fridays Campfires*, *Weed Warriors*, *Chinatown FitClub*, *Therapeutic Thursdays*, and more



MARKET LOCATION & ACCESSIBILITY

LOS ANGELES STATE HISTORIC PARK
1245 N. SPRING STREET



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.



Amazing views of the downtown Los Angeles skyline!

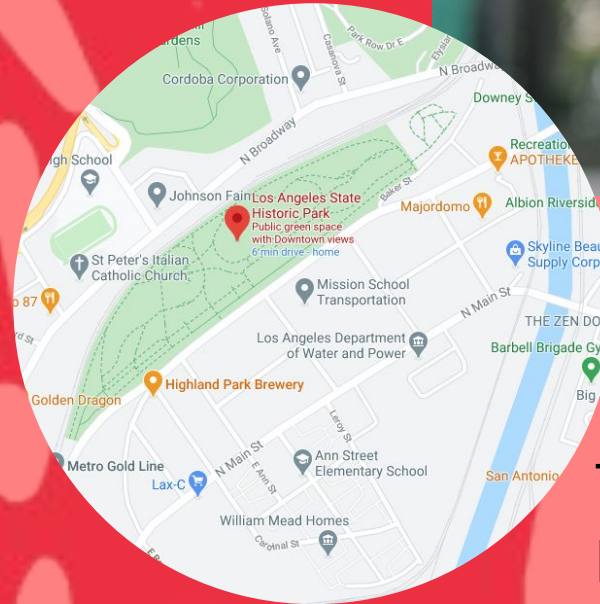


- 32 acres of open space for shopping, picnicking, walking, biking, and other forms of healthy living
- Directly adjacent to LA Metro's Chinatown Gold Line Station
- Plenty of special events parking on the park's designated wood-chip median

OUR COMMUNITY

Adjacent to the LA River, and sandwiched between Chinatown, Lincoln Heights, and Solano Canyon—the park 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.

- 168,569 residents live within a 2-mile radius of the park
- 52% of households are considered severely disadvantaged (earning less than 60% of the State's median household income)
- High number of seniors in Chinatown
- High number of young families in Lincoln Heights



**THE FARMERS' MARKET
MUST BE ACCESSIBLE AND
EQUITABLE TO THE
EXISTING RESIDENTS**





ECONOMIC DEVELOPMENT

JOBS!

*In local food production, 32 local jobs are created for every \$1 million in revenue (30% more than wholesale growers).

In FY2020 SEE-LA's markets have generated over \$13 million in revenue across six markets, therefore creating over 400 new jobs in the LA area.

The LA River Farmers' Market is committed to hiring its staff (Market management, site assistants, EBT program assistants, teachers, etc.) directly from the community.

MAKING \$ GO FURTHER

Program incentives such as EBT / CalFresh increase market sales for farmers and food vendors

ENTREPRENEURSHIP

SEE-LA's food business Accelerator provides entrepreneurial training and technical assistance to business owners. This program is designed to create quality, local food sector jobs, especially for Angelenos facing barriers to employment.

The Market will also provide selling space to local entrepreneurs, including but not limited to:

- o Urban farmers
- o Food entrepreneurs
- o Artisans / crafters
- o Musicians

(The Business Accelerator is supported by a Community Development Block Grant for the City of Los Angeles in the PY45 and PY46 cycles.)

*A 2016 study, "Economic Impact of Local Food Producers in the Sacramento Region"

COMMUNITY ADVISORY COMMITTEE

TO ENSURE THE LA RIVER FARMERS' MARKET IS GROUNDED IN THE COMMUNITY IT SERVES, WE HAVE SOUGHT THE ADVICE AND SUPPORT OF LOCAL LEADERSHIP.

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, Spatial Sciences and Environmental Studies, and LARSPP Board Member

Larry Fulmer | Special Event and Film Permit Coordinator, LASHP

M. Bruce Gumbiner | CRA Officer & Director of Community Development, Cathay Bank

George Krokondelas | CEO of Cargo

Milli Macen-Moore | Metabolic Studio, FarmLab

Kelly Majewski | Metabolic Studio, Waterwheel Project

Michelle Mungcal | Co-owner, Now Serving

Lydia Moreno | Advocate, Solano Canyon neighborhood

Eugene Moy | Chinatown Advocate

Elizabeth Pezza | LARSPP Board Member (Farmers' Market Lead)

Veronica Polanco | East Area Representative, LA City

Shane Quentin | Operations Director, Los Angeles Metro Bike Share

Kerry Situ | Program Manager, Chinatown Service Center

Roxanne Steinberg | Metabolic Studio

Steve Treanor | Friend of Homies

Andy Vought | LARSPP Board Member

Michael Woo | Previous member of the Los Angeles City Council;
Past SEE-LA Board Chair

Sean Woods | Chief of Planning, LA County Dept. of Parks & Rec

Jose Luis Zavala | LARSPP Board Member







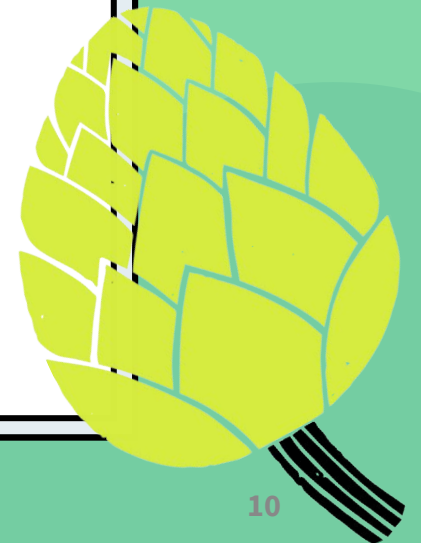
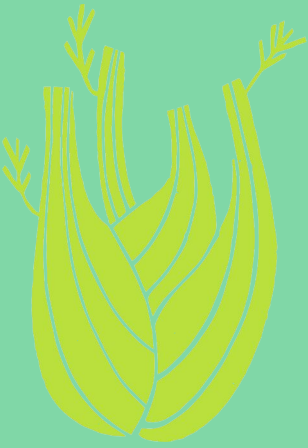
HELP US

BECOME A RESOURCE THAT THE COMMUNITY CAN RELY ON

Seed funding is necessary for us to launch the market and will ensure that we become a sustainable and reliable source for health and wellness in our community for years to come.

FUNDRAISING GOAL:
OPERATING COSTS FOR 2+ YEARS
\$250,000

BY LAUNCH IN 2021





THANK YOU

LA RIVER STATE PARK PARTNERS
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