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New Jacksonville Public Market in Historic Eastside Begins Sept. 10 *Connecting Food, Culture, People and Neighborhoods*

Jacksonville, Fla. 4/21/16 – In the planning stages for more than a year, Groundwork Jacksonville today announced the new Jacksonville Public Market, launching September 10, 2016. The Jacksonville Public Market will bring a wide range of family and nutritional programs, live entertainment, chef demonstrations, master gardener consultations, headline speakers, and youth entrepreneurial activities to the Eastside, exposing the neighborhood's history and culture to both long-time Jacksonville residents and visitors to the city's Sports & Entertainment District.

Groundwork Jacksonville's 10-year vision is to recreate the Emerald Necklace by re-connecting the city's neglected urban neighborhoods. "The Jacksonville Public Market is a huge step in accomplishing our mission to spur revitalization and economic development, and foster active outdoor living along the S-Line, while engaging the community in creating and sustaining their clean environment," said Dawn Emerick, CEO of Groundwork Jacksonville. "We are thrilled and honored to lead this initiative and to see the hard work and vision of our Eastside residents and volunteers come to fruition in such an exciting and meaningful way."

The Jacksonville Public Market will be located on A. Philip Randolph Boulevard from Albert Street, north to Oakley Street. The inaugural year's markets will take place the day before regular season home games: Saturdays, from 10 a.m. – 2 p.m. on September 10 and 24; October 22; November 12; and December 3 and 10; and, Friday, December 23, from 6 – 10 p.m.

Eight villages are planned, showcasing fresh fruits and produce, healthy food, plants, arts, crafts, services and entertainment: Children's Entrepreneur Village, Farmer Village, Artisan Food Village, Meat and Seafood Village, Arts Village, Vintage Village and Grocery Village.

Vendor applications for all areas of the market are currently being accepted. Costs range from \$10 to \$25 for general vendors and \$50 to \$125 for food trucks and cook-to-order food vendors. View and download the Vendor Application and Policies & Procedures at <http://www.jacksonvillepublicmarket.com/vendor-registration/> or contact Kurt D'Aurizio, market manager at JaxPublicMarket@gmail.com.

Like many urban neighborhoods, the Eastside is considered a food desert with grocery stores located miles away and little access to fresh, whole foods. In the Historic Eastside/Springfield Community Quality of Life Plan developed by LISC in 2012, the community identified a vision to have "a level playing field" which included improved nutrition in the neighborhood and closer proximity to healthy foods, farmer's markets, community gardens, and grocery stores. According to Janet Owens, Executive Director of Local Initiatives Support Corporation (LISC) – Jacksonville, "The Jacksonville Public Market is a tremendous step not



only to providing access to fresh, healthy food and essential services, but also to closing the gap in health and economic disparities and creating a large footprint of positivity and prosperity for Historic Eastside.”

Funding for the market will come from a variety of sources including grants, sponsorships, vendor fees and concessions. Various sponsorship opportunities are available. Wells Fargo and EverBank have each generously committed \$5,000 to Groundwork Jacksonville to support the market.

“Wells Fargo is committed to developing resilient, sustainable communities,” said Damien Haituka, First Coast Area President, of Wells Fargo. “We are proud to make investments in organizations like Groundwork Jacksonville that help support initiatives such as the Jacksonville Public Market and create opportunities for our customers and local communities.”

For more information go to JacksonvillePublicMarket.com.

About Groundwork Jacksonville

Groundwork Jacksonville is the city’s primary non-profit organization specifically created to clean and redevelop Hogan’s Creek and convert contaminated land into parks, playgrounds, trails, and other public greenspace. Inspired by the Mayor’s administration in 2013, Groundwork Jacksonville, Inc. is a partnership between the City of Jacksonville, the US National Park Service, the US Environmental Protection Agency and [Groundwork USA](http://GroundworkUSA.org). Groundwork Jacksonville is one of 22 Trusts across the country, the only Trust in Florida and the first in the southeast, United States.

The mission of Groundwork Jacksonville is to bring about the sustained regeneration, improvement and management of the physical environment by developing community-based partnerships which empower people, businesses and organizations to promote environmental, economic and social well-being. Learn more at www.GroundworkJacksonville.org.

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Press Conference Participants

Representatives from Groundwork Jacksonville, Local Initiatives Support Corporation (LISC), the City of Jacksonville, Visit Jacksonville, corporate funders and the Historic Eastside community joined in the announcement:

- Dawn Emerick, CEO, Groundwork Jacksonville
- Ken Covington, Board Member, Groundwork Jacksonville
- Damien Haituka, First Coast Area President, Wells Fargo
- Janet Owens, Executive Director, Local Initiatives Support Corporation (LISC) – Jacksonville
- Dave Harrell, Special Events, City of Jacksonville
- Paul Astleford, President & CEO, Visit Jacksonville
- Ariane Randolph, Owner, The Urban Apple Natural Market, Jacksonville Public Market vendor and Groundworkers for the Public Market volunteer
- Fontaine LeMaistre IV, Vice President, Regional Commercial Market Leader, EverBank
- Alyssa Bourgoyne, Program Manager, Groundwork Jacksonville

Vendors who have already signed up to participate in the Jacksonville Public Market were on hand for the announcement:

- Ariane Randolph, The Urban Apple Natural Market
- Dana Miller, The Man Cave Barbershop
- Allison DAurizio, My Grandmother's Pie
- Earline Rowe, The Conch Shell
- Traci Shell, Traci Scents, and her son who is also a young entrepreneur