

# 2021 ANNUAL REPORT



## CORPORATE SPONSORS

**\$10,000+**



**L. D. SCHNEIDER & ASSOCIATES**



**\$1,000+**

Arena  
AZ Pro  
Bookmans Phoenix  
Dogtopia  
LG  
Local First Arizona  
Loutos Consulting  
Renewal By Anderson  
Urban Eyecare  
Zia Records

**\$500+**

Big Marble  
The Churchill  
Dig It  
Downtown Phoenix Inc.  
Keep Phoenix Beautiful  
Ken Clark/Get Your PHX  
Urban Eye Care

## BOARD OF DIRECTORS

**PRESIDENT** Brian Hines (2015), *The Proper Beast*  
**VICE PRESIDENT** Michele Jeffery (2016), *Plexus Worldwide*  
**TREASURER** Barbara Loutos, C.P.A. (2016), *Loutos Consulting, P.C.*  
**SECRETARY** Samantha Jackson (2015), *Downtown Phoenix Inc.*

Bill Coward (2016), *Wells Fargo*  
Sara Dolan (2020), *Blue Sky Organic Farms*  
Rachel Galvez (2019), *Arizona Federal Credit Union*  
Megan Sheldon (2016)

## INDIVIDUAL DONORS

Blue Sky	Samantha Jackson	Edward Schlee
Organic Farms	Michele Jeffery	Carolyn Sechler
Nancy and Lo Cavazos	Layla and	and Family
Lisa Collier	Joseph Lebovitz	Rachel Shapiro
Bill Coward	Sven Lenkewitz	Mandy and
Barbara Digges	Marissa Levenda	Jeff Sherman
Sara Dolan	Loutos Consulting PC	Lisa Spahr
Eleanor and Ed Dziuk	Julie Mardian	Katie Stoeller
John Farrell	Sara Matlin	Sarah Tyree
Dawn Ference	Pamela Matlin	Leanne Van camp
Victoria Fodale	Lora McFaul	Judy Whitehouse
Samantha Frazier	Nancy Parker	Anonymous
Ann C. Hines	Geri Pavlick	
Brian Hines	The Proper Beast	
	Charcuterie, LLC	

## COMMUNITY PARTNERS

We are extremely grateful to our collaborators who help further our mission through partnerships and educational programming throughout the year. We look forward to growing these vital relationships along with the Downtown Phoenix Farmers Market.

Arizona Master Gardeners	Evans Churchill Community Association	Pinnacle Prevention Proxsea
Arizona State University	International Rescue Committee (IRC)	Recordbar Radio
City of Phoenix	Keep Phoenix Beautiful	Recycled City
Coronado Neighborhood Association	Local First Arizona	Roosevelt Row
Downtown Voices Coalition	Phoenix Police Department	Storytellers Project
	Phoenix Spokes People	Vitalant Arizona

Our annual budget covers operational expenses and educational outreach events for the market. We receive a portion of funding from vendor fees with the remainder supported through **DONATIONS AND SPONSORSHIPS**. Thank you to community members, local businesses, and loyal locals who contribute to our mission. All donations are tax deductible. [CommunityFoodConnections.org](http://CommunityFoodConnections.org)

2021 has been the year of gratitude. After the challenge of 2020, the Downtown Phoenix Farmers Market (DTPFM) survived and flourished. All of this has only been possible because of our partners, sponsors, farmers, small business entrepreneurs, community, leadership, and team.

In July 2021, Sara Matlin, the executive director decided to move on from the market. For six plus years, Sara has been a leader for the Downtown Phoenix market, as well as for farmers markets across the state. She fostered an alliance of Arizona food system leaders and created a statewide campaign showcasing the importance of farmers markets, which strengthened our viability. For the DTPFM, **Sara increased the size and impact of the market year after year, led a rebrand campaign, launched the new website, created an online store, and lobbied for the importance of all farmers markets during a pandemic.** Thank you Sara for steering the market and the team in building a vibrant and successful farmers market. We are forever grateful for your brilliant leadership.

A huge thank you to our partner and supporter, Kurt Schneider. Since the market was created in 2005, Kurt has been the biggest supporter of the market in all of its forms. He generously allowed the market to use the land and buildings

on his property in exchange for the care and improvement of the spaces. The DTPFM is very fortunate to have Kurt's patronage of space as we built this community. Although our time at Central and McKinley will soon come to an end, none of this would have been possible without Kurt's generosity. We are so very grateful for his support of our group of locals dedicated to supporting small farms and creating greater food access in the Phoenix community.

Massive appreciation to our board of directors and president Brian Hines and our team of Colin, the farmers market manager, Sven, Lisa, and Bobby. In 2021, there was a short period of time when the farmers market was without an executive director. The dedication of the board, Brian, Colin, and the team kept the market running every week and made sure agreements with partners and sponsors were honored and supported. When I joined Community Food Connections and DTPFM from Local First Arizona, I joined a well-oiled machine working better than the day it started. Everyone has been so patient with this new executive director and extremely supportive as we planned and implemented a successful and fun Phoestivus in two months time.

**We are grateful to all of our partners and supporters and the community without whom this market would not have survived the pandemic.** Now that we are past the initial shock, we see who has got our backs, and it is all of you. THANK YOU to everyone who has continued their support of this market and the community. THANK YOU to the farmers, small businesses, and artists. More change is coming. Knowing that we have your support makes that change exciting rather than scary.

We are looking forward to strong partnerships with the City of Phoenix, Phoenix Bioscience Core, and ASU at our new location at 5th Street and McKinley. This is a chance to take everything that we have learned over the years, redesign our market, and open with a fresh new perspective. The next few years will be even better as we continue our work on food sovereignty through our seed library, planting classes, and upcoming food and nutrition education.



**TANYA CHAKRAVARTY**

*Executive Director  
Downtown Phoenix Farmers Market*

**FROM THE EXECUTIVE DIRECTOR**





## OUR MISSION

Community Food Connections (CFC) is the 501(c)(3) non-profit organization which runs the Downtown Phoenix Farmers Market. CFC exists to support small farmers and businesses that strengthen food systems and create healthy products for the local community.





I see memes and .gifs celebrating the end of a year pop up on my phone every January. Then the new year gathers steam, events happen, and I realize those same memes and .gifs are about appear yet again. 2021 was a challenge but Community Food Connections (CFC) and the Downtown Phoenix Farmers Market (DTPFM) have much more to celebrate than stress over. We are an organization that has always embraced challenges and found ways to make lemonade out of local lemons. Here are a few of the challenges we embraced in 2021.

## COVID-19

Year two of the global pandemic kept all our vendors, staff, and shoppers masked up and socially distanced. One of the big challenges during this time was ensuring our sponsor commitments. To do this, we worked with each sponsor to find creative ways to ensure their investment remained beneficial. While many small AZ food and retail businesses suffered, DTPFM businesses and farmers continued to see strong growth in both sales and customers. We expect that trend to continue in 2022.



## BRIAN HINES

*President*  
*Community Food Connections, Inc.*

## EXECUTIVE DIRECTOR SEARCH

As Tanya mentioned in her letter, CFC and DTPFM were lead by Sara Matlin for over six years. She started with us as the market manager and successfully developed, and took on, the role of executive director leading into the pandemic. In July, she made the decision to transition to a different career and left us as she lead us, on a course for success. Working with Sara was insightful, rewarding, and a joy. We thank her for her commitment to local farms and businesses.

Throughout the interview process, Tanya Chakravarty continually shined as a natural fit for the executive director position. She came to us from Local First Arizona in October and immediately jumped into planning the return of an in-person Phoestivus fundraiser with great enthusiasm. Under her leadership, **Phoestivus 2021 experienced more shoppers, sales, and fundraising than any event in CFC history.** She also ensured that local and corporate sponsors (such as Shopify and Dogtopia) saw the benefits to giving to our organization. Is it too early to be excited for the two-day Phoestivus event in 2022?

## MARKET ON THE MOVE

Pandemic notwithstanding, our impending move is perhaps the greatest challenge CFC has ever tackled. The logistical planning and involvement of community partners, the City of Phoenix, the Phoenix Bioscience Core, and ASU make this transition another challenge to embrace.

The CFC mission is to provide support to small businesses and farmers. In the last several years, we've accomplished that through our vendor and farmer grant programs, allowing us to reduce market fees for farmers by half. **These grants are impossible without the support of individual donors and corporate sponsors.** A recurring monthly donation of \$10 might seem insignificant but can afford new branding or equipment to a vendor grant winner when combined with other donations—enabling businesses to become more competitive and profitable. A corporate sponsorship of \$20,000 would enable the market to do away with farm fees all together, allowing our farmers to focus on ensuring they can stay on their land or invest in new farming technology. Our farmers market is YOUR farmers market and together we are going to remain amazing long into the future!

FROM THE **BOARD PRESIDENT**

## COMMUNITY FOOD CONNECTIONS

### REVENUE

**\$409.2K**

54% farmers market fees  
17% grants  
17% special events  
12% sponsors / donors

### EXPENSES

**\$351.5K**

40% general administration  
28% market operations  
20% facilities  
11% event expenses  
1% charitable contributions

Full financials available upon request.

## ONLINE ENGAGEMENT

**43k**  
TWITTER

**11k**  
EMAIL

**43k**  
FB

**57k**  
INSTAGRAM



### PHOESTIVUS

**197 ARIZONA BUSINESSES**

**9**

#### ACTIVATIONS

Hipster Santa • Phoestivus Pole  
Live Murals • Glassblowing • Ceramics Demo  
Phreddie The Yeti sightings • Gratitude Wall  
Record Bar Radio DJs • Coronado Porch Concerts

**7**  
LIVE ACTS

**12**  
DJs

**6**  
AZ BREWERS

**\$21.5K**  
**12,000+**

SPONSORSHIPS  
ATTENDANCE

# BY THE NUMBERS



#### EXECUTIVE DIRECTORS

Sara Matlin (JAN-JUL)  
Tanya Chakravarti (SEP-DEC)

**MARKET MANAGER** Colin Dueker

**STAFF** Lisa Collier, Sven Lenkewitz, Bobby Northcutt

Downtown Phoenix Farmers Market provides both local farmers and consumers with a reliable, regulated marketplace where they can directly exchange high-quality and safe food. By facilitating this relationship, the market can provide additional resources to both customers and local businesses while encouraging a sustainable food system in Arizona.

## FARMERS MARKET IMPACT

All farming done within a **50-MILE RADIUS**, creating 1,260 acres of diversified Arizona farmland by market vendors.

**14 ARIZONA FARMS**  
**123 ARIZONA BUSINESSES**

Women Owned: 67 New: 30

**LOCAL VENDOR SALES**  
**\$1,625,999**

Double-Up Food Bucks purchased **\$49,422**  
EBT purchased **\$49,423**

Farmers Market Nutrition Program redeemed **\$9,635**  
(Seniors and WIC combined)

## OUR CUSTOMERS

**WOMEN: 76% • MEN: 24%**

25-34 (16%) 35-44 (25%) 45-54 (18%) 55+ (14%)  
**79%** come from the greater Phoenix area including Phoenix, Scottsdale, Mesa, Tempe, and Gilbert.





## SALES BY CATEGORY

READY-TO-EAT  
FOODS

20%

22%

AGRICULTURE  
& AGRICULTURE+

ARTISAN 16%

WELLNESS 9%

33%

VALUE-ADDED  
FOODS

Agriculture: Arizona-grown vegetables, fruits, fresh herbs, plant starts.

Agriculture+: local honey, goat cheese, dairy.

Value Added: baked goods, sweets, pantry staples, snacks, beverages.







# SELLERS

## 123 LOCAL BUSINESSES 14 LOCAL FARMS

- 3rd Floor Smoke
- Absolutely Delightful
- African Everything
- Andy Brown
- NEW** Arepa Babe
- Arizona Bread Co.
- Arrandale Farms
- AZ Cheese
- AZ Desert Shrimp
- AZ Lavender, Co.
- B Naked Chocolate
- Bagelfelds
- NEW** Basin Beard, Co.
- NEW** BD Designs
- Beetanical Garden
- Beignet Babe
- NEW** Better Than Provisions
- Blue House Coffee
- Blue Sky Organic Farms
- Botanicals in Clay
- Botanist and the Bees
- Breezypop
- NEW** Broom Bush Tea
- Buenos Aires Empanadas
- NEW** Chef Roy
- Chile Acres
- Chilte
- NEW** Classic Country Rugs
- Coleman Anderson
- Comm. Exchange Table
- Crisp US Thrift
- Crooked Sky Farm
- Culture Clash
- NEW** Dalwat's Handcrafted Soap
- Desert Dog Treat Bar
- NEW** DNA Chocolate
- Double Check Ranch
- Dr. Hummus
- Everest Momo
- NEW** Everything Vegan
- NEW** Farmi
- Fat Man & the Redhead
- Finer Art By Nada
- NEW** Fluff Pillows
- Fluffy Vegans
- Focaccia Fiorentina
- Garden Goddess
- NEW** Garden with Janet
- Golo's Organic Farm
- NEW** Growers Choice
- NEW** Guac Girl
- H2E Designs
- Habbouz Tunisian Cuisine
- HATUN Olive Oil
- NEW** Heartquist Hollow
- Herbology Shop
- Hilali Jewelry
- Hmong Embroidery
- Horny Toad Farm
- House of Hee
- Hussein Alhamka
- Hypha Foods
- NEW** In Wheel Life
- International Rescue Committee (IRC)
- IRC Community Booth
- John's Amish Country
- NEW** Julz Gemz
- Los Compadres
- Los Muertos
- Lotus and Lava
- Lua Lua
- Mamma Letizia's
- Maya's Cajun Kitchen
- Maya's Farm
- NEW** Merry Poppins
- NEW** Milk of Life
- Mi Catering
- NEW** Mr. K's Cookies
- MW Mosaics
- Naturally Sweet
- Noble Bread
- Nouveau Quiche
- One More Bite Bakery
- Pachamama
- Pam's Snacks
- NEW** Pastry Unicorn
- Pat on the Back
- NEW** Peppermint Jim
- NEW** Polish Goodies
- Poppa Maize
- Pour Jo
- Practical Art
- NEW** PRIKLY
- Project Pasta
- Project Roots
- Proof Bread
- Proper Beast, The
- RA Seasoning
- NEW** Raul's Cocina
- Redemption Market
- Rodain's Syrian Kitchen
- Saffron Jak
- Sharp Van
- NEW** She Bakes For Rainbows
- Sonoran Pasta, Co.
- Southwest Designs in Jewelry
- Southwest Mushrooms
- Steadfast Farm
- SW Herb
- NEW** Sweet Genevieves
- Tavo
- NEW** Ted the Incense Man
- Top Grain Reclaimed
- Trail Light
- Trini's Kitchen
- NEW** Trolley Llama
- Urban Grounds
- Wellphora
- NEW** Wild Chickpea, The
- Wild Shrimp Co., The
- Wild Tonic
- YoBro



# ACHIEVEMENTS



## PHOESTIVUS LIVE AND OUTSIDE

December 2021 was the perfect time for Phoenix to come together after a long period of isolating in our homes. **Almost 200 Arizona small businesses and artists witnessed record numbers of attendance and sales for their handcrafted goods.** For the first time, Phoestivus was organized as a consecutive two-night event with an expanded footprint. The entertainment lineup included a Coronado

Porch Concert Series, RecordBar Radio DJ sets, Hipster Santa, and Phreddie the Yeti along with live mural painting, glass blowing, and pottery throwing. Beverages came from Phoenix-area providers like Big Marble, Superstition Meadery, Wild Tonic, Hidden Track Bottle Shop, PHX Beer Co., Greenwood Brewery, Arizona Wilderness Brewing, Co., Walter Station Brewery, and Wren House Brewery. Thank you to our supporting sponsors and the community for celebrating this incredible return to downtown in a big way.

## URBAN FARMS

DTPFM encourages smaller farmers (often growing on less than one acre) to bring their produce to market. As the amount of land dedicated to agriculture in Maricopa shrinks, more growers are adjusting and a new style of urban farming is emerging. This novel style of farming aims to increase production using less water and land. In 2021, DTPFM brought back two urban growers, YoBro and Project Roots, that grow produce using this modern approach. The DTPFM team toured the Project Roots growing area at Spaces of Opportunity and that action brought them back to downtown. While at Spaces of Opportunity, the team connected with other small growers and encouraged them to collaborate and join us at the market in 2022.

## FRIENDS ON FIRST

In April, the DTPFM pulled together a small business incubator program that set up 15–20 artisan vendors near the market on First Street. The program went until Mother's Day and all the vendors were then

invited to continue selling inside the Saturday market. Broom Bush Tea, Dalwat's Handcrafted Soaps, In Wheel Life, BD Designs, Julz Gemz and Merry Poppins all started at Friends on First and have since joined the Farmers Market full time.

## SMALL BUSINESS INCUBATOR

DTPFM has been leading the way as a small business incubator and we are so proud to see our stable of businesses grow in 2021.

**Chilte Tacos** started as a tent, graduated into a truck and will soon serve their delicious tacos at the historic Egyptian on Grand Ave.

**Pachamama**, a brilliant husband and wife team, paved the way for plant-based Mexican food in one of our 10'X10' spaces and opened their location on 19th Ave and Indian School this year.

**One More Bite Bakery** found a new owner and grew so much that it moved into a small bakery kitchen after graduating out of the Local First Arizona shared kitchen space.

**Maya's Cajun Kitchen** nestled its vegan offerings under the shade of a tree, and has been able to expand its menu after setting up a trailer.

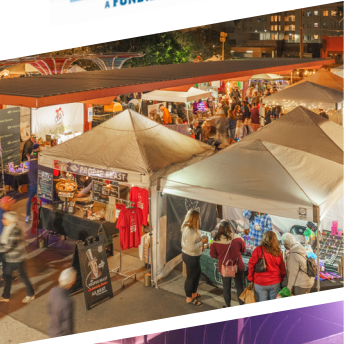
**Hila** was making jewelry out of a home studio, and now has a beautiful studio at the Pemberton Hotel. These businesses started with a dream, and with love and support from the DTPFM, were able to realize their aspirations and expand.

## GROWTH

The DTPFM's farms and vendors experienced record growth each month this year. The farmers market footprint grew as we created a dedicated food court area, allowing the market manager to add on new vendors and shaded dining.

## LOOKING FORWARD

The DTPFM is moving to a new location in 2022. Partnership with the City of Phoenix and the Phoenix Bioscience Core will help us expand and grow as we add on additional vendors, connect with more urban growers, and offer more nutritionally healthy food options to the community. Strengthening partnerships such as these help us envision a future where Phoenix has a permanent world-class destination worthy of representing AZ agriculture.





# WAYS <sup>TO</sup> SUPPORT OUR GROWTH

Downtown Phoenix is rapidly growing as new residences are filled before building is even completed. We are looking for partners who are passionate about Downtown Phoenix and tapping into our network. Moving forward we have huge plans for creating a permanent market location that is sustainable; connecting our small businesses with resources that help them outgrow our market; increasing education around composting and recycling so that we can reduce the market's landfill waste; providing a seed library and composted soil and increase food sovereignty amongst our community. Like you, we believe all people deserve good food, regardless of their wallet, neighborhood, or experience in the kitchen. We value all contributions.



**MAKE A DONATION** Donations of any size support small, sustainable farms and food producers providing critical food access for the community.

**DOWNTOWNPHOENIXFARMERSMARKET.ORG**

**MAKE IT RECURRING!** Make it a monthly gift and provide year-round critical support.

**MAKE A GRANT THROUGH YOUR DONOR-ADVISED FUND**

Now, more than ever, the DTPHX Farmers Market needs your support. If you have a donor-advised fund, please consider recommending a gift to Community Food Connections.

**LEAVE A LEGACY!** Protect the future of AZ's dwindling farmlands by making a legacy gift to Community Food Connections.

With your support, we can continue to provide:

- essential food access to local, healthy products for everyone, including for low-income customers with SNAP/EBT who rely on their purchases to be matched with a dollar-for-dollar program;
- support to Arizona farmers and small businesses who produce healthy, fresh food for the community;
- supportive infrastructure and encouragement for AZ small business incubation that otherwise may not survive.

**BECOME A CORPORATE VOLUNTEER!** Get your colleagues outside while improving the community and supporting our mission. Scan the QR code with your mobile device to send an email to discuss how you can support our efforts.





**EVERY SATURDAY**

**7:30AM–11:30AM (MAY thru SEP)**

**8AM–1PM (OCT thru APR)**

**720 N 5TH STREET–PHOENIX, AZ**

**PHONE: (602) 625–6736**



**DOWNTOWNPHX  
FARMERS  
MARKET**

**DOWNTOWNPHOENIXFARMERSMARKET.ORG**