

MARKET CENTER MERCHANTS ASSOCIATION NEWSLETTER QUARTERLY NEWS & UPDATES FROM YOUR BUSINESS DISTRICT

FRESH FOCUS at FISHNET

— MERCHANT SPOTLIGHT —



There is no microwave at Fishnet in Mount Vernon Marketplace. Keyia and Ferhat Yalcin, owners of Fishnet, are firmly committed to only using the freshest ingredients for their admirably focused menu. No microwave required!

Each menu item at Fishnet excels in its own way. The Fish & Chips and Nutella Mousse are the ultimate comfort foods, one fulfilling your savory cravings and the other to satisfy your sweet tooth. The Baja Fish Wraps, featuring grilled salmon on corn tortillas and topped with house made citrus slaw, will trick you into thinking you are at the beach or on a boat. Fishnet remembers the kids, too, with their Fish Stick Platter.

Fishnet continues to reach and serve customers in new ways throughout the pandemic. Virtual cooking classes, including *Cooking with Kids: Homemade Biscuits*, and take-home meal kits allow customers to safely recreate the Fishnet experience in their own homes.

In addition to dining in at Mt. Vernon Marketplace, Fishnet makes online ordering and curbside pick-up a breeze!

A PUBLICATION OF

**MARKET CENTER
MERCHANTS ASSOCIATION**

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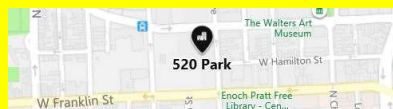
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Fishnet Restaurant
Mount Vernon Marketplace, 520 Park Avenue



FROM THE LEADERSHIP

— OF THE MARKET CENTER MERCHANTS ASSOCIATION —

FROM MCMA PRESIDENT JUDSON H. KERR, III, AND EXECUTIVE DIRECTOR KRISTEN MITCHELL

Despite the health and economic challenges we are facing together during the Coronavirus pandemic, Market Center continues to shine!

We've welcomed several new, unique businesses to Market Center since March. Mess in a Bottle, Free Ink Studio, and Lady Dee Cares, for example, have all opened their own storefronts (for a complete list of new businesses, see page 8). Cajou Creamery and Cuples Tea House, the winners of the Howard Row Small Business Storefront Competition, plan to open this fall at 411 and 409 N. Howard Street, respectively. Both Cuples and Cajou raised additional resources to support their expansions through crowdfunding, tapping into a heightened desire to support local and Black-owned businesses.



Many Market Center businesses are adapting to the new reality by changing their product mix or venturing further into online sales and programming to compensate for fewer in-person customers. Jody Davis Designs now sells beautiful and high-quality face masks, Bikram Yoga Works hosts on-line classes, and M.A.P. Technologies placed its inventory of games and accessories on a revamped website.

Despite a slowdown in the supply chain and additional health and safety rules, developers are currently building hundreds of apartments and hotel rooms and thousands of square feet of retail space in Market Center. Four Ten Lofts, Lexington Market, Prosper on Fayette, and Springhill Suites are all under construction. For a full list and map of development activity, visit our Development Activity page on the website.

We hope you'll make it down to Market Center's new park soon! The Meadow, located at 200 W. Lexington Street (next to the Catholic Relief Services building), is a temporary park enabling people to spend time (and money!) in Market Center/Bromo Arts without compromising their health. MCMA, the Bromo Arts and Entertainment District, and PI.KL Studio partnered together on this project. For more on this this story, see page 4.

We hope this positive news brightens your day. When we think of all the hardworking people in Market Center, it certainly brightens ours.

Volunteers Jenny Kessler Klump and Modinat Sanni paint the amphitheater-style seating at The Meadow, and picnic tables await diners.



NEWS & UPDATES

— IN THE MARKET CENTER —

CAJOU CREAMERY AND CUPLES TEA HOUSE WIN SMALL BUSINESS STOREFRONT COMPETITION AND WILL MOVE TO HOWARD ROW

This fall, visitors to the 400 block of Howard Street in Market Center are in for a treat. Cajou Creamery and Cuples Tea House will each open their first brick-and-mortar storefronts at Howard Row. The businesses were selected through the Howard Row Small Business Storefront Competition in early 2020, sponsored by Poverni Sheikh Group and managed by MCMA and Charles Street Development.

MCMA is thrilled to welcome these businesses to Market Center and to have met other Baltimore entrepreneurs.

Cajou Creamery, known for its creamy and delicious plant-based ice cream, made exclusively from handcrafted almond and cashew milks, will open a retail shop and production facility at 411 N. Howard. Owners Nicole Foster

and Dwight Campbell have deep Caribbean roots. As a result of picking ingredients for meals in the backyards of their childhood homes, they are passionate about real, whole food. Motivated by their lactose-intolerant children to create a dairy-free ice cream, they offer seven refreshing flavors inspired by their global travels. They also plan to add more vegan products to their menu this fall.

Cuples Tea House has 40+ tea blends on its menu of premium loose-leaf teas, hosts tea tastings and education classes, and sells tea accessories. Owners Lynnette and Eric Dodson's vision marries a tea bar for customers to enjoy their delicious drinks along with a retail shop selling tea and accessories at the 409 N. Howard storefront. They plan to combine culture, music, art, and tea education in a socially connected atmosphere, with tea as the link that makes it all possible. They want to inspire healthier communities by educating people about the many benefits of drinking tea, a beverage rich with antioxidants and the power to boost mental clarity.

MARKET CENTER STRATEGIC REVITALIZATION PLAN, PHASE II, KICKS OFF THIS FALL

The Market Center CDC will begin Phase II of the Strategic Revitalization Plan this fall. We want to hear from as many people as possible: residents, business and property owners, artists, employees, customers, regular visitors, students, transit riders, and tourists.

The goal of this phase is to make sure we are all in agreement on important topics within the plan. These include:

1. Housing: Programs, policies, and incentives to retain affordable housing or specific types of housing, such as housing for seniors or families

2. Economy: Workforce development needs, programs, policies, and incentives to encourage entrepreneurship, community wealth building, and building stabilization and reuse

3. Transportation: On-street parking restrictions, bike lanes, bus routes and stops, "complete streets" and "slow streets," potential for a multimodal transit center, other public transit needs

4. Environment & Quality of Life: Programs/policies related to public safety

5. Community Engagement: Structure for ongoing community engagement

For information, or to sign up for project updates and opportunities to participate, visit the Strategic Plan page on our website.



Sunflowers on Howard Street, courtesy of Harris-Kupfer Architects; Market Center stakeholders discuss "Greening the district" at the March Market Center Mingle.



INTRODUCING THE MEADOW, A NEW PARK AT 200 W. LEXINGTON STREET

MCMA & Bromo Arts worked with PI.KL Studio to create The Meadow, a temporary park at 200 W. Lexington Street with shaded outdoor seating. **The Meadow also offers small scale vending opportunities for businesses located in Market Center and Bromo Arts.**

Visual cues such as flags, ground stencils, and lighting connect The Meadow to other parts of the district and are intended to attract park visitors to businesses and arts organizations, and vice versa.

If you sell food, you can direct your customers to enjoy their meal at The Meadow. If you own a daycare, you can accompany the children to The Meadow to give them a place to play. Stay tuned for information on how to apply to vend at The Meadow!

MCMA and Bromo will host volunteer days to help keep The Meadow clean. If interested, contact [Kristen Mitchell](#).

The Meadow is made possible by the city's Design for Distancing program, coordinated by the Baltimore Development Corporation and Neighborhood Design Center. The program aims to help small businesses reopen and operate without compromising public health.



BUSINESS NEWS & NOTES

- **Lexington Market** is now open Monday-Saturday, 8 a.m. to 5 p.m.
- **M.A.P. Technologies** (229 Park) is renovating the interior of their building
- **Arrow Parking** (210 W. Baltimore), **Artstar Custom PaintWorks** (321 W. Madison), **Etta's Beauty Salon** (207 W. Saratoga), and **Presentable Cutz**, 117 W. Saratoga) all have fresh façade paint.
- Treasures Day Care has a new name: **Choo Choo Train Childcare Center** (210 W. Saratoga).

LEXINGTON MARKET VENDOR APPLICATION PROCESS OPENS

Interested in becoming a vendor in the new Lexington Market? Seawall, the Baltimore-based community developer that is spearheading the Lexington Market redevelopment, is hosting two application rounds. Round one is open now through Oct 2.

www.transformlexington.com explains the desired mix of business types and products—fresh, prepared, and specialty food vendors and related retail, at a variety of price points, to appeal to diverse customers. In addition to vendor stalls, the Market will have kiosks suitable for a range of products that fit in small spaces.

The website has a map of vendor stalls, example floorplans, a rent chart, breakdown of tenant and market pre-opening responsibilities, and schedule of information sessions and technical workshops. Workshops include: *Business Finance* (instructed by Lyndsaee Peele, BB&T Bank), *Branding & Marketing* (instructed by Sabrina Depestre, MICA), and *Designing*

Your Business for Public Markets (instructed by Kim Bryden and Kathleen Overman, Cureate).

The new Lexington Market will open in early 2022.

LEXINGTON MARKET PUBLIC HISTORY PROJECT INVITES YOU TO SHARE YOUR MEMORIES

Thanks to a grant from the Maryland Historical Society Pathways program, the Market Center Community Development Corporation, Baltimore Heritage, Lexington Market, and Seawall will soon start the Lexington Market Public History Project.

This project will showcase the history of Baltimore's premiere public market by asking people to share stories and personal remembrances of the Market, capturing these recollections, and celebrating them through programming, educational materials, exhibits, and long-term preservation. The partners recognize that Lexington Market's diverse people – business owners, regular patrons, visitors, and employees – are a core part of its history and central to its future. The stories will be tied to archival research.

The partners have contracted with historian Dean Krimmel and are interviewing consultants to lead the community engagement and storytelling part of the project. For information, or to sign up for project updates and opportunities to participate, visit the Lexington Market Public History page on our website or contact Kristen Mitchell.

This project has been financed in part by the Maryland Historical Society. However, project contents or opinions do not necessarily reflect the views or policies of the Maryland Historical Society.

MCMA COMMITTEE UPDATES

If you are interested in participating on a committee, contact
Kristen Mitchell at 443-478-3014 or executivedirector@marketcenterbaltimore.org

CLEAN & SAFE COMMITTEE

*Ann Winder, Chair
The Place Lounge*

*Mike Watson, Co-Chair
Everyman Theatre*

*Meets the second Monday
of every month at 11:00
a.m.*

- The committee's Clean & Safe Task Force has evolved into the Post 114/Market Center Coalition, which has also absorbed the Lexington Market Environment & Safety Workgroup. The Coalition is using its increasingly strong voice to advocate for making Market Center cleaner and safer. The Coalition developed a workplan, which you can read on our Post 114/Market Center Coalition page on our website.
- The committee facilitated a meeting with city leaders and Market Center stakeholders to press the city to address Market Center's failing infrastructure, particularly sidewalks and streetlights. The meeting built on prior work to identify, map, and prioritize infrastructure needs. For information, visit the Public Realm page on our website.

COMMUNITY DEVELOPMENT COMMITTEE

*Wendy Blair, Chair
Re/Max Commercial Logic*

*Meets the first Thursday
of the month at 9:00 a.m.*

- The committee is tracking anticipated first floor renovations at 403 W. Franklin Street (the H&H Building). The Market Center Community Development Corporation (MCCDC) received a state grant to facilitate the renovations for new commercial uses and storefront window activation at this important corner.
- The committee is collaborating with MCCDC on the Market Center Strategic Revitalization Plan. MCCDC will re-start Phase II of the Strategic Revitalization Plan, halted earlier this year due to Coronavirus, in September. Phase II will include discussions about topics not fully addressed in Phase I, as outlined on page 3 of this newsletter.

MARKETING COMMITTEE

Jenny Kessler Klump, Chair

*The Marketing Committee
meets the fourth
Wednesday of the month
at 9:00 a.m.*

- The committee led the effort to update MCMA's website to make it more user-friendly and informative.
- The committee facilitated the Howard Row Small Business Storefront Competition, which resulted in the selection of Cajou Creamery and Cuples Tea to receive a year of free rent at 411 and 409 N. Howard Street, respectively. Read about their plans on page 3 of this newsletter.
- The committee led the creation of the Market Center Business Directory and Map, which was distributed to apartment buildings, businesses, hotels, and institutions earlier this year. It is also available on-line here: <https://www.marketcenterbaltimore.org/businesses>. If you would like copies for distribution, contact Kristen Mitchell.

INFORMATION FOR MEMBERS

— OF THE MARKET CENTER MERCHANTS ASSOCIATION —



ArtStar Custom Paintworks (321 W. Madison) specializes in “art for architecture” – residential and commercial finishing and decorative painting.

TEMPORARY OUTDOOR DINING PERMITS

Food service establishments have two options to add or expand outdoor seating through June 30, 2021. Restaurants seeking to add outdoor seating on private property or on sidewalks can apply to the Department of Housing & Community Development for an “Outdoor Seating – Temporary” for a permit that will be valid through June 30, 2021. Restaurants seeking a permit for outdoor dining that requires street closures and/or closure of parking lanes should apply with the Department of Transportation. For information: <https://transportation.baltimorecity.gov/Temporary-Outdoor-Dining-Program>

WELCOME TO NEW BOARD MEMBERS

MCMA is pleased to announce and welcome four new board members: **Chris Mahan**, Vice President, Hippodrome Theatre; **Michael Peace**, owner, M.A.P. Technologies & Gaming Lounge; **Abdoulaye Sawadojo**, owner, Quick Food Mart; and **Sam Storey**, Director, Economic Development, Downtown Partnership of Baltimore.

THANK YOU, ROBERT MAX

At the same time, we are sorry to say goodbye to longtime board member **Robert Max** with Max Realty, who stepped down from the board at our annual meeting. For many years, Robert served as the organization’s treasurer, provided helpful insights into commercial real estate, and was a reliable and outspoken advocate for Market Center. Though he no

longer serves on the board, he remains committed to the health and well-being of Market Center as a property owner.

RESOURCES FOR BUSINESSES

MCMA’s webpage includes information on grants, loans, technical assistance, and other resources available to business owners. For information, visit <http://marketcenterbaltimore.org/information-for-businesses/>.



MOHAMMED KAZAL
PRESIDENT

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MONDAY-SUNDAY
8:30am - 7:00pm

MARKET CENTER MERCHANTS ASSOCIATION

ABOUT MARKET CENTER

Market Center is comprised of 27 blocks near Lexington Market, roughly bounded by Baltimore Street to the south, Greene to the west, Cathedral/Liberty to the east and Madison to the north. The exact boundaries are best shown on a map [back page].

Established in 1983, Market Center is one of ten Retail Business District License (RBDL) areas in the City of Baltimore. Each RBDL was established by a separate City Council ordinance, and the businesses within the RBDL boundaries are required to pay an annual fee, which the city collects and then redistributes back to the business association for use in the district.



D's Juice Bar, 318 W. Baltimore Street, pretty in pink and green. Visit D's for smoothies, raw juices, wraps, Acai bowls, and wellness shots.

ABOUT THE MARKET CENTER MERCHANTS ASSOCIATION

The Market Center Merchants Association (MCMA) represents the businesses within Market Center. MCMA promotes commerce, retains and attracts business, and enhances the customer and residential experience. MCMA uses the RBDL fees to support a variety of work, much of which is outlined in the reports in this newsletter.

ADVERTISING SALES RATES

MCMA offers advertising opportunities in this quarterly newsletter, which we send to our email distribution list (406 members and growing), post on social media and our website, and distribute to Mount Vernon Marketplace and some apartment buildings for welcome packets.

Advertising Prices*				
	1 issue	2 issues	3 issues	4 issues
¼ page	\$60	\$110	\$155	\$200
½ page	\$100	\$190	\$275	\$355
Full page	\$170	\$320	\$460	\$590

* Market Center businesses that are current on their Retail Business District License fees receive a 10% discount.

WELCOME NEW BUSINESSES TO THE DISTRICT

- **Baltimore Gold Grills**, 110 N. Eutaw
- **Beauty Zone**, 230 N. Eutaw Street
- **Dire Market**, 219 W. Saratoga Street
- **Free Ink Studio**, 119 W. Saratoga Street
- **Lady Dee Cares Beauty**, 226 N. Liberty Street
- **Metro Tobacco**, 203 W. Saratoga Street
- **Mess in a Bottle**, 602 N. Howard Street
 - **Oriole Pizza**, 5 N. Howard Street
 - **Refunds to Go**, 9 N. Howard Street

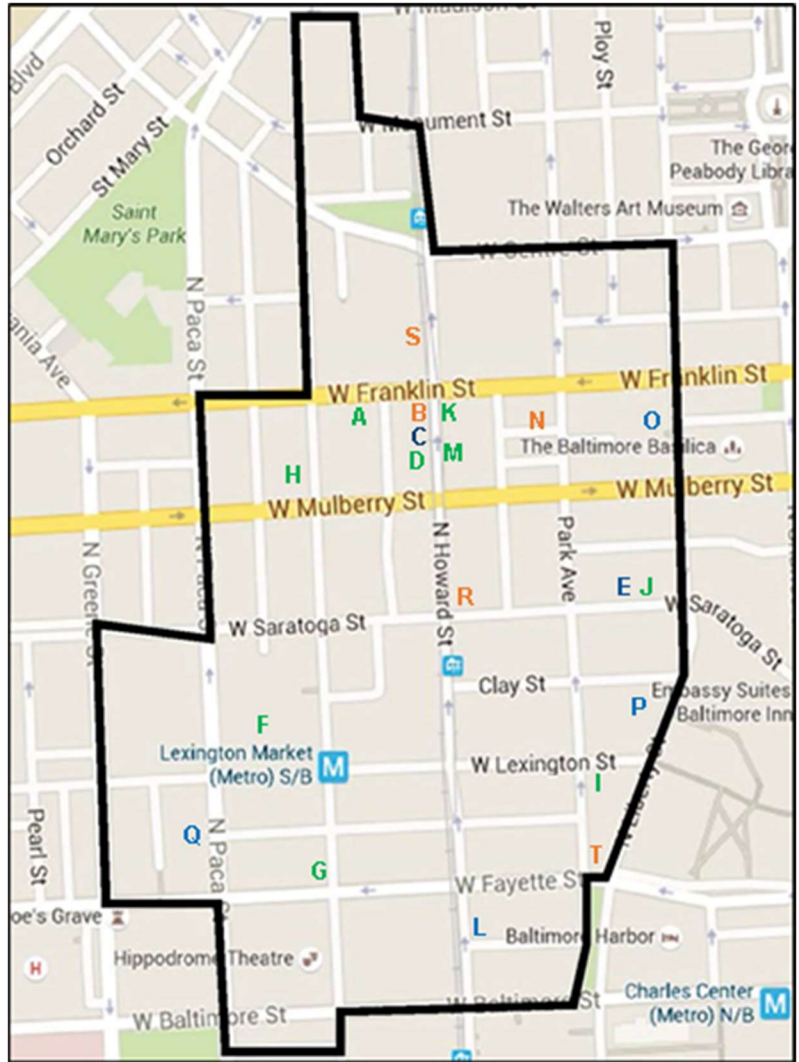
DEVELOPMENT ACTIVITY

— IN MARKET CENTER —

Key

- Blue – Complete in Last 2 Years
- Green - Under Way
- Orange - Breaking Ground Soon

- A – SJ2 Apartments – 12 apartments
- B – 418-24 N. Howard – apartments
- C – 416 N. Howard – 5 apartments, retail
- D – Le Mondo Arts Incubator
- E – 108 W. Saratoga, 7 apartments
- F – Lexington Market
- G – Springhill Suites & Prosper on Fayette – Apartments for university students, retail, and a hotel
- H – Four Ten Lofts – 78 apartments
- I – 109 W. Lexington – 20 apartments, commercial
- J – 106 W. Saratoga – 10 apartments
- K – HeLa Franklin Apartments – 50 apartments, retail
- L – 9 N. Howard – 15 apartments, commercial
- M – Howard Row – 41 apartments, retail
- N – Dwell on Park – 94 apartments, commercial
- O – Pratt Library Renovations
- P – L on Liberty – 72 apartments
- Q – Paca House Renovation, Expansion
- R – Crook Horner Lofts – 15 loft apartments, commercial
- S – Mayfair – 50 apartments, commercial
- T – Fayette/Liberty - 20 apartments, commercial



BOARD OF DIRECTORS

- | | |
|------------------------------------|-------------------------------|
| Wendy Blair, <i>Vice President</i> | David O'Donnell |
| John Campion, <i>Treasurer</i> | Michael Peace |
| Brenda Fletcher | N. Scott Phillips |
| Judson Kerr, <i>President</i> | Abdoulaye Sawadojo |
| Jenny Kessler Klump | Sam Storey |
| Douglas Kington | Jason Sullivan |
| Chris Mahan | Bailah Thomas |
| Sam McNeill | Mike Watson, <i>Secretary</i> |
| Luke Mowbray | Ann Winder |

MARKET CENTER MERCHANTS ASSOCIATION



— IN MARKET CENTER —