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**ASTORIA SUNDAY MARKET –**

**REVITALIZING HISTORIC DOWNTOWN ASTORIA**

**ASTORIA, OR –** Astoria Sunday Market (ASM) celebrated its ten-year anniversary in 2010. As the Market wraps up another successful year the board reviewed its contributions to the community this past decade. Funds raised from the Market are primarily used to support efforts that revitalize historic downtown Astoria. Astoria Sunday Market has contributed more than \$137,000 to projects and programs that have enhanced downtown and improved the economic vitality for small business operators. Among the projects and organizations that have benefited from funds raised by Astoria Sunday Market include the construction of public restrooms in 2004, beautification of the plaza where Safeway once resided in 2006, paving of twelfth street in 2008, incubation of the Commercial Fishermen’s Festival that had its inception at the Market in 2008, and support for the Resource Assistance for Rural Environments (RARE) volunteer now working with the Astoria Downtown Historic District Association. A myriad of other programs and projects have also benefitted from ASM support over the years and the board will continue to champion future projects that ensure Astoria’s downtown remains a vibrant market place. Board President Mitch Mitchum noted that the board looks forward to continuing this legacy as Astoria is poised to celebrate its 200<sup>th</sup> anniversary. “Downtown needs our support now more than ever if we are to compete in an ever challenging market place,” noted Mitchum. “We are especially pleased with the progress of the Astoria Downtown Historic District Association.”

Mitchum added that, “The vitality of downtown is critical to the overall health of the community. If downtown is thriving it has a positive impact on businesses throughout Astoria and neighboring communities.”



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Astoria Sunday Market has launched three new programs since 2008 that also further its mission. The **Young Entrepreneur's Club** offers kids grades K through 12 an opportunity to learn how to channel their creativity into making products they can sell at Astoria Sunday Market. "We've developed a great partnership with Clatsop County 4-H," added Executive Director Cyndi Mudge. The program is entering its third year with workshops starting in February.

The **Astoria Winter Market** began in 2008 providing an opportunity for vendors to continue building their businesses during the lean winter months while also helping empty building sites promote their facilities to prospective tenants. "This has been a win-win for the landlords as well as the vendors," added Mitchum.

The **Commercial Fishermen's Festival** began as an experiment to bring special programs to Astoria Sunday Market. While the special programs did not have a significant impact on the Market, the Festival proved to be a great success and now has its own board comprised primarily of commercial fishermen. The Festival quickly outgrew the downtown location at the plaza and now takes place at Port of Astoria's Tongue Point facility. Astoria Sunday Market continues to incubate the Festival and is working with its board as they seek their own non-profit status.

Astoria Sunday Market also coordinates vendors and entertainment for the cruise ships that arrive at Port of Astoria and works closely with the Cruise Ship Hosts volunteers and the Port to create a successful experience for cruise visitors.

Marketing efforts to promote downtown Astoria have also expanded and now include a seasonal Market Guide promoting the downtown shopping core. The Market Guide is distributed throughout the Portland/Vancouver area and throughout coastal communities. During 2010 Astoria Sunday Market also focused efforts on promoting the culinary opportunities available at the Market and launched The Scavenger's Feast led by Chef Chris Holen from Baked Alaska. Participants of this monthly program are given a list of items to purchase at the Astoria Sunday Market then meet with Chef Holen at Mise En Place where they develop a menu and cook a sumptuous meal with guidance and tips from Holen. In September the popular and delightful celebrity Chef



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Graham Kerr participated in The Scavenger's Feast as part of his involvement with the Commercial Fishermen's Festival.

Astoria Sunday Market is also involved in other community programs including Haunted Astoria and the upcoming Heritage Festival taking place as part of the Astoria Bicentennial Celebrations in May 2011.

Astoria Sunday Market is a non profit 501 (c) 3 organization formed in 2000 to revitalize historic downtown Astoria and to improve the economic viability and vitality of farmers, artists, artisans and other small business operators in the Pacific Northwest. The Market mission is also dedicated to creating a vibrant educational marketplace for the community benefit. The board is comprised of seven members that volunteer their time to oversee Market operations. The board includes downtown merchants, landlords, Market vendors, and community representatives. At the October 2010 meeting the board voted its new officers:

President: Mitch Mitchum

Vice President: Bill Lind

Treasurer: Steve Ferber

Secretary: Chris Bennett

Board members include Charlotte Bruhn, Beth Kandoll, and Kevin McHone.

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