



## Columbia Market House Project

September 2018

**Project Purpose:**

Healthy Columbia, a project of CHI St. Joseph Children's Health, proposes a partnership with the Borough of Columbia to restore and revitalize the Columbia Market House to create a thriving center for fresh foods and commerce in the downtown district of the Borough accessible and available to every resident of Columbia Borough and the surrounding community.

### **Healthy Columbia – A Project of CHI St. Joseph Children’s Health**

Dedicated to improving the health and wellbeing of Columbia, Healthy Columbia strives to create lasting systemic change throughout the Borough to improve the health, wellbeing and prosperity of all Borough Residents. Our community-focused process creates lasting, self-sustaining programs and structures that address community needs while fostering and enhancing the family-focused culture longed for across neighborhoods throughout the Borough.

Healthy Columbia embraces an abundance philosophy recognizing that within a healthy community all residents should have access to certain essential resources and be protected from harm (physical, emotional, and environmental) regardless of income, race, religion, national origin, sexual orientation or insurance status. The project believes that by creating systems, programs and structures which are welcoming, accepting and embracing of all residents, the entire community thrives.

## The Market House

As a healthcare organization, what is driving the interest of CHI St. Joseph Children's Health in the revitalization of the Columbia Market House?

CHI St. Joseph Children's Health believes that health does not just happen in the walls of a hospital room, or a counseling room, or while a patient sits in a dental chair. Health happens everywhere and is impacted positively and negatively by what we do and how we elect to live on a daily basis. This includes where we decide to live, how we approach our jobs and education and what we eat. We believe that the Historic Columbia Market House is an essential key to unlocking good health and prosperity in Columbia Borough. Through revitalizing the Market House there is the opportunity to:

- Increase access to fresh, healthy food options in the Borough
- Create jobs and opportunity – contributing to the revival of the downtown while providing structures/amenities that will attract and meet the needs of other businesses, commerce, residents and visitors to the Borough
- Restore a beautiful public space to a true community-focused purpose and its appropriate place as a center piece for the Columbia community

Revitalization of the Market House goes beyond simply restoring a beautiful building but also requires reinvigorating the building's spirit and place within the community. To do this CHI St. Joseph Children's Health would concentrate our efforts upon four primary lines of community-focused programs and services that would emanate from and take place within the Market House.

- **Food@Market** - Fresh Food Market
- **Restaurant@Market** – Full-service restaurant operated within the Market House
- **Social@Market** – Community events and activity space
- **Gathering@Market** – Community gathering location for both information sharing and safety

## **Food @ Market**

*Increasing access to fresh foods for ALL residents*

Food Market to include 9 to 20 Vendors (variable in size/square footage depending upon products offered)

- Stands to be organized in two rows around the exterior of the market building framing a seating/gathering area in the center of the Market with tables and chairs.
- Stands are custom built from approved designs created for the Market House.

Vendor mix to include:

- Fruits and Vegetable Vendors
- Meats/Cheeses/Fish Vendors
- Breads and Baked Goods Vendors
- Coffee Stand
- Ethnic Food Vendors
  - Borough Residents will help to identify the types of vendors to be recruited.
  - Final vendor list will depend upon success of recruitment efforts.

Stand holders must commit to being present during market hours for a minimum of 75% of the hours during which Market is operational throughout the year. (Seasonal vendor opportunities would exist outside of the traditional stand holder role and requirements.)

Hours of Operations (Subject to Change)

- Two days per week
- Wednesdays and Saturdays
- Hour: TBD

### **After-Market Hours:**

A unique Columbia Market House Offering designed to eliminate waste and assure access to fresh foods for all residents.

Vendors can donate remaining items at the close of Market (with the potential of some purchases/subsidized by CHI St. Joseph Children's Health – the Market Management). The items will be available to any resident of Columbia during special After-Market hours established in the days and evenings after Market has closed for the day.

- No income requirement to participate.
- Participants would be limited to one bag of items selected from vendor items that remain/are donated.

## Resturant @ Market

### *Community Engagement through Great Food*

CHI St. Joseph Children’s Health has been working to recruit an established Lancaster County restaurateur to establish or help CHI St. Joseph Children’s Health open a restaurant within the Market. The permanent presence would help to establish customer traffic in and out of the Market House and help create the community gathering point within the space.

- Small Restaurant operating permanently at the Columbia Market House.
- Reserved seating for 40 guests incorporated into the “Common Space” in the center of the Market House.
- Lunch – Dinner (Potential to add Breakfast on Special Occasions and Market Days)
- 5 Days per week (Days and Hours To Be Determined)
  - Specialty Private Dining (Dinner Only – Select Nights) in the Jail Cells

### *Community Engagement Element of the Restaurant @ Market:*

- **Pay What You Can Days** – Borrowing from The Soul Kitchen concept adopted by the Jon Bon Jovi Foundation, individuals dining at the restaurant on the designated day each week will pay as they are able.
  - Meals will have suggested contribution amounts but participants are not “required” to pay. Payments for meals help the Restaurant @ Market afford to feed additional individuals in the community who may not be in a position to pay for a warm healthy meal.
- **Volunteer Treats** - Special desserts all day. Every Tuesday the restaurant recognizes the spirit of volunteerism in the Borough of Columbia. Individuals who present a “volunteer voucher coupon” in recognition of their efforts as volunteers with Columbia Borough charitable organizations will receive a special dessert available only on a particular day each week. (Weekly quantities will be limited.)

## **Socials @ Market**

*Creating Opportunities for Neighbors to Come Together*

### **Social Events:**

- Special family and community events and activities hosted at the Market House. The events will take place after the closure of the restaurant or on days when the restaurant is not in operation.
- Events will utilize the “common” space in the center of the Market House which includes tables and chairs.
- Event possibilities:
  - Family Movie Nights (Winter and Bad Weather Venue)
  - Columbia Christmas Sing-A-Long
  - Lectures and Discussion Series

### **Specials @ Market**

- Unique themed “pop-up” markets positioned around the Market House during select market days.
  - Pop Up stands are invited vendors who commit for limited engagements (1 week, Select Saturdays during a special season, etc.)
  - Possible “Specials”:
    - Garden Days (Flowers, Herbs and other Plants)
    - Christmas Days (Holiday Gifts and Crafts)
    - Harvest Market (Pumpkins, etc.)

## **Gatherings @ Market**

### *Creation of a Community Gathering Place*

The Market House has the ability to serve as a hub providing the community with a centralized and desirable location for information sharing, a distribution center for information and supplies as well as a safe place to gather in challenging times.

Examples of potential events and activities to be coordinated and hosted at the Market House:

#### Information Events:

- Town Halls
- Voter Information Nights and Candidate Debates

#### Safety Events

- Heat Emergency Cooling Station for residents without Air Conditioning

## **The Market House Partnership**

The revitalization of the Columbia Market House is a partnership between CHI St. Joseph Children's Health and the Borough of Columbia. Both CHI St. Joseph Children's Health and the Borough have defined roles in the renovation and operations of the Market House.

The goal of the partnership is to return full operations of a self-sufficient, sustainable and thriving Columbia Market House to the Borough of Columbia within five years of the Market House re-opening.

### **The role of CHI St. Joseph Children's Health**

- Manage the day-to-day operations of the Columbia Market House. Including:
  - Recruitment of vendors (maintain vendor agreements and collect appropriate fees)
  - Opening and closing the Market House to the public
  - Maintaining the facility
  - Marketing the Columbia Market House and events at the facility that are planned by CHI St. Joseph Children's Health and the Borough of Columbia
  - Serving as the fiscal agent for Market House operations
  - Coordination and approval of special events and community functions (Facility Rentals)
- Contribute funds toward equipping, operating and maintaining the Columbia Market House

### **The role of the Borough of Columbia**

- Renovation of the Market House – complete the restoration and updating of the existing building to meet the operational demands of a market and community space.
- Advise CHI St. Joseph Children's Health on Columbia Market House operations.
- Market the Columbia Market House and events at the facility to Borough residents