



### Market Hours:

Tuesday, Thursday, Friday 9:00 am – 6:00 pm  
Saturday 8:00 – 5:00 pm  
333 North Cedar Street – 1/2 block north of the Lansing Center  
517-483-7460 [www.lansingcitymarket.com](http://www.lansingcitymarket.com)

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# THE MARKET WATCH

## A February Market

The true meaning of a real midwestern winter has certainly become evident these last couple of months. But even with the brutal weather outside, within our walls the City Market continues to be full of warmth and good cheer. The consolidation of all vendors into one wing has created some interesting challenges and spatial sacrifices, but overall the trade-off for energy savings seems well worth the inconvenience. Spirits are surprisingly upbeat, considering the daily dose of dire economic forecasts we all hear. There is much optimism from both the carry-over effect of the election and the fact that another glorious springtime creeps closer with every passing chilled day.

As reiterated in past press releases and newsletters, our goal at the Market this spring and summer is to celebrate the heritage and the past accomplishments of this venue, with the reverence and respect most assuredly due, all the while anticipating an exciting and fruitful existence in the new market, starting in early autumn of this year.

Our current vendors are very proactive, re-examining their business models to accommodate all the changes wrought by both the economy and the reality that they will be relocating and creating brand new “storefronts” in the new Market. Now more than ever, it is extremely important to embrace the concept of supporting your neighbor by purchasing everything possible from a local source.

The City Market has a storied history involving countless local families and entrepreneurs that have vended goods for the last 100 years to their friends and neighbors on a weekly basis. From its founding location at the corner of Grand and Shiawassee, and for the last 70 years from its present location at Cedar and Shiawassee, the Market continues to be about community!

## EVENTS AT THE MARKET

**Saturday, Feb. 14 –**

**Music by “Medicine Crow,”  
11 am - 2 pm**

**Valentine Vendor Specials and  
Coupon Giveaway Day**

**Saturday, Feb. 21 –**

**Senior Citizen Day – Special  
Market-wide Discounts and  
Information Table**

**Saturday, Feb. 28 –**

**Music by “The Puddy Tats,”  
11 am - 2 pm (Back by popular  
demand – you will not want to  
miss them!)**

Although the Market currently has 20 active vendors for the winter, and about 35 vendors seasonally, we are always seeking local, sustainable-minded growers/farmers, artisans and businesses that lend themselves to the atmosphere of a public market. The sense of camaraderie and support that exists within the Lansing City Market family of vendors is unparalleled. There is a true willingness among the vendors to work together for a common goal, all the while retaining their sense of individual identity. We at the Market invite you to join us as we embark on our second century. Whether you are a customer – past, present or future, a vendor of goods, or just a friend of the Market, we would like to have you visit and participate in whatever fashion is most comfortable. We seek and encourage all citizens of the region to assist us in creating a venue and destination worthy of our fine community.



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## “Buy Local” Campaign Returns

One of the most popular customer promotions ever introduced at the Market is back for the month of February. Buy Local cards are available from each vendor or at the Market office. Purchase goods from six different vendors during the month of February, have those vendors initial your card, and once your card is complete, deposit it in our festive collection barrel to be eligible for the drawing on Feb 28th. Three \$40 gift certificates will be given away to three lucky contestants. Enter early and often. We place no limits on the amount of shopping you can do at the Market!

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## New Market Update

As the days grow longer and the sun climbs higher in the sky, the April 1st ground-breaking for the new Lansing City Market inches closer. Countless hours have been spent fine-tuning the 13,500 sq.ft. venue; the general consensus is that each change has enhanced an already grand structure. The final design should be completed within the next couple of weeks, and bidding will start toward the first of March. The latest schematics and architectural renderings can be viewed on our website, [www.lansingcitymarket.com](http://www.lansingcitymarket.com).

Only through diligent vendor and community involvement have we been able to create a public market that meets our immediate need for a new venue and allows for future expansion on this prime riverside location, in the heart of our city – a site that offers both high visibility and a bucolic setting. The challenges have been many and the criticism very constructive. No one has shied away from the task, and everyone is open to dialogue. New ideas flourish as we continue to improve upon the plans, into which so many have poured their best efforts.

Studio Intrigue, the architects retained for the project, are to be commended for their adaptability and rapid response to the needs expressed by various stakeholders during the design process. As a final overture to the community at-large, if there are any thoughts or comments you still wish to express, the City Market Office and/or the website are excellent avenues for communication. The ultimate desire is to get it as perfect as is humanly possible the first time through!

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## WLNZ

In what we at the Market hope to be a very lengthy and mutually beneficial relationship, WLNZ, Lansing Community College’s in-house radio station, with national affiliation and an abundance of local community programming, is locating their sales office and an information booth here at the Lansing City Market. This partnership-in-kind offers both institutions an opportunity to expand their presence in the community through increased visibility for WLNZ and broader media coverage for the City Market. This is another prime example of the rebirth of Lansing’s “city center” as we celebrate Lansing’s sesquicentennial – 150 years young!

***We are working hard to think GREEN and reduce the number of Market Watch newsletters we print and mail. Please be kind and sign up online to receive future “Market Watch” newsletters via email.***

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## New Interns at the Market

The Lansing City Market is pleased to announce that we have two wonderful young women to assist us in promotion and marketing this spring.

Shushanna Uwe comes to us from MSU by way of Grand Valley State, where she received her B.A. in psychology. This spring she will receive her Masters in communication from MSU, while assisting us here in the Market office. Stop in, introduce yourself and welcome Shushanna to our Market family.

Ashley Hill is a graduate of Ohio State University (we promise not to hold that against her!) with a degree in communications and is currently studying to receive a Masters of Arts in advertising from MSU. The Ingham County Extension Agency awarded the Lansing City Market a \$2,000 grant for marketing research in our urban core area. Ashley will be coordinating this research, so most of her time will be spent out in the community with neighborhood groups, senior organizations, LCC and Cooley students, as well as the downtown workforce, to determine how better the Market can serve the community. When you see her out and about she will certainly appreciate any feedback on the Market that you can provide.

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## Current Market Vendors

- A Basketful by Sharl** – Fresh flower bouquets and uniquely designed gift baskets
- Alice’s Kitchen** – Baked goods, all-natural beef, lamb and goat, spices, sausages, and bacon
- Anna & Co.** – Silk and dried flower décor, gifts and crafts
- Appleschram Organic Orchard** – Organic local apples, seasonal produce, and Michigan pasture-raised pork, beef, poultry, and eggs
- Bob’s Wife’s Soap** – Homemade, hand-carved soap
- Cravings Gourmet Popcorn** – Flavored gourmet popcorns and kettle corn
- East Lansing Food Co-Op** – Organic and local grocery needs, Michigan dairy products, organic vegetables and fruits, and many other organic products
- Get Mint Trading Co.** – 100% pure and natural mint products including essential oils, soil rejuvenator, and all-natural cleaning solution
- Green River Café** – Soups, salads, sandwiches, wraps, and desserts made from natural, organic and local ingredients
- Hickory Corners Greenhouse & Nursery** – Christmas trees, fresh wreaths, perennials, annuals, hanging baskets, flowering trees, and shrubs
- Hill’s Cheese** – Cheeses from around the world and some delicious organic cheeses from Michigan
- Materagaia** – Home brewing supply shop, specializing in organic brewing ingredients
- MOO-ville Quality Creamery** – Non-homogenized milk, homemade ice cream and other fresh dairy products
- Otto’s Chicken** – All natural Michigan chicken, eggs and spices
- Riverside Studios** – Fused or stained glass art and jewelry and vintage silverware jewelry
- Saverine Creek Heirlooms** – Jewelry crafted from certified organic, rare and heirloom seeds
- Seif Foods** – Mediterranean cuisine and baked goods
- Shoua’s Kitchen** – Chinese & Thai cuisine and baked goods
- Simmons Family Farm** – Michigan organic grains, whole grain pancake, waffle, cornbread, and cookie mixes, honey and maple syrup
- Soulful Earth Herbals** – Handcrafted lotions, healing salves, body scrubs, bath treatments and soaps
- Uhlianuk’s Specialties from the Farm** – Hand-crafted twig furniture and other nature-inspired garden and home décor, produce in season
- Weaver’s Webb** – Hand-woven fiber art, wearable and displayable
- Westwind Milling** – Fresh breads and deserts plus pancake, muffin and desert mixes, and certified organic flours
- Wild Rose** – Unique one-of-a-kind accessories for the home and garden, custom-planted pots and baskets, and cut flowers