

LA PLACITA DE LA MISIÓN

WELCOME TO THE MISSION'S PREMIER PLAZA AND PUBLIC MARKETPLACE



The Mission is San Francisco's oldest, largest and most diverse district. This thriving community attracts tens of thousands of residents and visitors who shop, eat and experience San Francisco along Mission and Valencia Streets every day. But it's missing a center to it all.

The new Mercado Plaza is changing that.

And you can be a part of it.



LA PLACITA from the MISSION COMMUNITY MARKET where the Mission celebrates food, culture and community

Since 2010, the Mission Community Market (MCM) has brought thousands of diverse people together every week through healthy food, local art and music in a festive setting.

MCM is an incubator for small business and center of community nutrition. With La Cocina, we've helped launch over 20 businesses like Reem's, Dandelion Chocolate, Marla Bakery, and Emmy's Pickles & Jams. And MCM's *Mercado Match* incentive has doubled CalFresh (food stamp) purchases of fresh foods two years in a row.

Thanks to \$2 million in City of San Francisco capital funding, this summer MCM will open La Placita – “the little plaza” – a permanent public space to support MCM programs and host an entire range of community events, festivals and fundraisers.

This October 16, celebrate the opening of one of SF's top destinations, where everyone from start-ups to established corporations can celebrate the small businesses, cultural arts and diversity of the Mission District.

Join us as a Grand Opening Sponsor!

To discuss
partnerships
contact:

JEREMY SHAW Board President
Mission Community Market
415.860.7429
jeremy@missioncommunitymarket.org

GEOFF SKIGEN Board Member
Mission Community Market
415.317.4892
gskigen@motivatellc.com



MERCADO PLAZA VENDOR AND SPONSOR BENEFITS

- ▶ Reach thousands at the night market, a new weekend market in 2017, and sponsored events in a person-to-person medium unlike any other place in San Francisco
- ▶ Connect with a diverse demographic, including locals, families, & small business owners of all ages and backgrounds
- ▶ Generate awareness of services and activate products in one of SF's (and the nation's) most trend-setting neighborhoods
- ▶ Host tailored events for your group in a beautiful public space steps away from BART, Alamo Drafthouse & more
- ▶ Access our online community of over 5,000 through social media, e-newsletters and special promotions

AN INNOVATIVE PARTNERSHIP:

- ▶ **The Mission Community Market (MCM)**, an independent non-profit, creates economic opportunity and improves family health through a celebrated marketplace of local business, fresh foods, and community programs.
- ▶ **The City of San Francisco** committed \$2 million in capital funds to execute the streetscape project



San Francisco
Planning