

# PORTSMOUTH PARTNERSHIP

Promoting economic growth, leadership and education within the City of Portsmouth

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## WHAT'S NEW IN BUSINESS INCUBATION? OUR FARMERS' MARKET!

**THE TERM "BUSINESS INCUBATOR,"** for most of us, conjures images of quirky urban spaces where casually-dressed young techies huddle over smart devices and foot-tall cups of Starbucks coffee. But the 30 or so vendors at the Portsmouth Farmers' Market contend that they, too, share an incubation space with a vibe all its own: their weekly market at Court and High Streets. Their stalls are, after all, the ultimate "temp space;" their revenue provides investment for their businesses' growth, and their customers' testimonials provide the most credible brand of advertising out there.

**"I STARTED MY BUSINESS OUT OF MY HOME** over 5 years ago as a hobby, but it never took off until I started exhibiting regularly at the Portsmouth Farmers' Market," says Ellen McClintock. Her Military Motifs business now sells pillows, throws, tote bags - even pet clothing - in local and North Carolina stores, veterinarians' offices, and online.

**"THE FLOWER LADY WOULD NOT EXIST** without the Portsmouth Farmers' Market," says owner Robin Lindsey, who sells a wide range of flowers, balms, lotions and soaps. A brick and mortar location was not an option for her fledgling business, but the market provided "a much less daunting platform for small businesses to sell from without the hassle of leases, loans, etc." Moreover, "I've done it without social media or advertising outside of what Terry and Paul [Danaher] post on the website. Word of mouth in Portsmouth is the best advertising anyone could ask for!" And business growth? "The market went from sort of a hobby to a serious business. I have just leased three acres to keep up with flower demand just from Portsmouth."



**FAYE BAILEY BEGAN** her baked goods business by offering just a few seasonal fruitcakes. Her offerings now include scones, cornbread, biscotti, granola and pies, and her fruitcake orders grow more each holiday season. Over the years, "the competition has increased but so did my relationship with my customer base. It continues to grow and I am grateful for all that the Market has done to make our respective work the success that it is."

**ARTISANS Bakery and Café** and **MANNINO'S Italian Bistro** both have physical presences in Olde Towne, but participate regularly in the Market. "We want to show people what we have to offer just a couple of blocks up the street," says House Manager Shaun Gavin. Likewise, when street and water pipe construction blocked easy access to their café, Artisans was happy to show their array of baked goods every week to remind customers that they were "still in the game."



**ALL OF OUR VENDORS** value the interaction and synergy that their participation in the market brings, and will tell you that the incubation that has taken place involves not just sales, but relationships and ideas, as well. The variety of items provided by our woodworkers, crafters, vegetable growers, meat and seafood purveyors, bakers and others draws a good crowd every Saturday that benefits all of the vendors, the customers and the city.





**THE PORTSMOUTH PARTNERSHIP FOUNDED THE FARMERS' MARKET** in 2009 under its **PortsEvents** affiliate, **formed in response to the city's closure of its Convention and Visitors' Bureau**. Originally a monthly market on Middle Street, it became bi-weekly, then weekly with a move to its current Court and High Street location. The Portsmouth Art and Cultural Center's historic courtyard, also at Court and High, has hosted the **Portsmouth Partnership's First Friday "Concert in the Courtyard"** series since 2011, drawing thousands of people to Olde Towne and providing over \$35,000 in grant revenue from beverage sales to the Portsmouth Museums Foundation. Exhibition openings at PACC are tied to the First Friday calendar, leveraging the appeal to a wide a range of visitors' interests.

## Partnership Connects Sentara's Generosity with Schools' Nursing Needs



**WE ALL KNOW** that in recent years many factors have contributed to our schools' shrinking budgets, resulting in funding cuts to all areas of operation – including nursing supplies and equipment. With no budget for items such as blood pressure cuffs, thermometers, refrigerators and the like, **Portsmouth Schools Foundation** Executive Director Alisa Smith, who chairs the **Partnership's Education Committee**, teamed up with **Partnership Executive Director** Bria Robinett to find a way to help. As luck would have it, former **Lefcoe Leadership** Trustee Steve Minter, Director of Sentara's Life Care Corporation, directed them to Meril Amdursky at the Sentara Foundation and, a week before Christmas, a load of blood pressure cuffs, digital thermometers, ophthalmoscopes, and otoscopes PLUS two office chairs and two dorm-size refrigerators were delivered to Fran Grey, Portsmouth Schools' Health Services Supervisor, pictured at left with the Partnership's Don Comer and Bria Robinett. Total value: over \$2,000. We at the Portsmouth Partnership send a big "Thank you" to Steve and the folks at Sentara who have proven once again the value of common interests, good relationships, and strong partnerships.

## Supporters of Portsmouth Public Art: They're Are At It Again!



**AS YOU WALK** from PACC toward the Bier Garden, across from the Commodore Theatre, you'll not help but notice the latest handiwork of Olde Towne's SPPA: larger-than-life murals of Portsmouth's Tommy Newsome, Ruth Brown, and Bill Deal. Quirky, colorful and cool. Thanks, SPPA!



## JOB, INTERNSHIP AND MENTORING OPPORTUNITIES . . .

**Is your company looking** for seasonal or summer help? The **Portsmouth Public School System** has responsible students eager to work in the areas of nursing, culinary arts, child care, the hospitality industry, industrial welding, and more. To find out how you, your company and our kids can benefit, please contact:

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**PORTSMOUTH PARTNERSHIP - CITY OF PORTSMOUTH - PHRA**  
**GPDC 15 years 1,000 jobs \$22,000,000 tax revenue**

