



ANNUAL REPORT 2023



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NEWBOCITYMARKET.ORG





A Message from **EXECUTIVE DIRECTOR** **JULIE PARISI**

Dear Market friends and supporters,

2023 was a year of introspection and planning for our organization. We spoke with so many of you about our vision for the Market and the community. We shared ideas about how to bring you more programs. We discussed the kinds of amenities a public market like ours should have. We visited other public markets and business incubators in the region and compared impact and reach. We asked ourselves how much of a difference we are making and are our constituents better off for the work we do. We compiled data and analyzed it. Most importantly, after all of that, we dared to dream big.

At any given point in time, the administration of a non-profit organization is simply the steward for that era. NewBo City Market is owned by no one and everyone at the same time. The staff and I strive to leave this place better than the day we found it – each doing our best – whether that is planning amazing free programs for the community to enjoy, maintaining a welcoming gathering space both indoors and out for friends and families to play, or telling engaging stories captured in the tiny moments of a sale made with one of our many, talented Shopkeepers. NewBo City Market is the nexus of social interaction, economic development, and community support for arts, culture, and entertainment.

Our dreams started taking shape and turning into reality when we began moving forward with a plan to renovate the interior of the Market Rotary Hall. The expansion will add a

second-floor mezzanine as well as a variety of new spaces – all of which were informed by you! Through focus groups that included neighborhood stakeholders, community partners, our Shopkeepers and patrons, we knew the Market's path forward must include a grocery store, a family sanctuary, a free co-working space, an indoor stage, and a mental health therapy clinic. The best part is your NewBo City Market will be open seven days a week beginning in the summer of 2025 once all the construction dust has settled!

While we've put pencil to paper with a team of architects and engineers to make our dreams for the future come true, we also continued to bring the very best of the Market to the community. Some of my favorite moments at work are spent watching a three-generations old family walk up to the map in Rotary Hall to mark down the hometown from which they are visiting Cedar Rapids.

For now, we welcome you to take part in what we offer. Visit the shops. Take in a live show on the Market Yard. Grab a cold beverage and enjoy a lazy afternoon on the front patio. We love that you visit and hope that you, too, will join us in stewarding in the next level of the Market.

Forward!

Julie

Our Mission: To foster regional economic development by uplifting entrepreneurs and artists through an equitable business incubator, accessible public programming, and a community gathering space.

CURRENT STAFF MEMBERS

Julie Parisi

Executive
Director

Sarah Blais

Senior Director
of Market Operations

Nolan Henkle

Director of
Programming
& Events

Matt McGrane

Director of
Equitable Business
Development

Josh Waldorf

Director of Marketing
& Communications

Ryan Schloss

Director of
Facilities

Lisa Blythe-Ross

Stewardship
Coordinator

Fred Beierle

Facilities
Custodian

CURRENT BOARD MEMBERS

Jason Sytsma

Board Chair
Shuttleworth & Ingersoll

Scott Swenson

Board Vice Chair
Iowa SBDC

Joana Karl

Secretary
Cedar Rapids
Bank & Trust

Kelly O'Hara

Board Treasurer
Folience

Gladys Yañez

Collins
Aerospace

Warren Bynoe

First Interstate
Bank

Peter Durin

Terry-Durin
Company

Mark Meyer

Cedar Rapids
Tourism

Diana Jones

Eastern Iowa
Health Center

Rob Lala

TrueNorth
Companies

Tim Larson

Linn Area
Credit Union

Tom Banta

Russell

Pankit Kotecha

Collins
Aerospace

April Mead

Alliant Energy

Kim Hanna

Young Parents
Netork

Anne Armitage

Moss Plant
Shop

The MARKET at a **GLANCE**



NEW SHOPKEEPERS IN 2023

Amana Colonies Bakery and Cafe,
Oja, Birria King, KC Cakes, Tree of
Liminality

2023 SHOPKEEPERS

Amana Colonies Bakery and Cafe (prepared food)
Birria King (prepared food)
Capo Italian Beef (prepared food)
Caribbean Kitchen (prepared food)
CR Midnight Smoker BBQ (prepared food)
Frenchique (retail)
Grandma's Root Cellar (prepared food)
KC Cakes (prepared food)
La Reyna (prepared food)
Lori Ann's Candies (food retailer)
Luna Ice Cream and Gelato (prepared food)
Oja (prepared food)
Pita's Mediterranean (prepared food)
Rare Bird Soap Shop (retail)
Roasters Coffee House (prepared food)
Skapa (retail)
Tangled Heartstrings (retail)
The Artisan's Emporium (retail)
The Full Bowl LLC (prepared food)
The Hangry Lady (prepared food)
Tree of Liminality (retail)

For more information on opening a business at NewBo City Market

Email info@newbocitymarket.org or call
319-200-4050.

MARKET STATS

400,000+ visitors
5 new shops opened in 2023
155 guest vendors throughout the year
70% of shops owned by people of color
67% of shops owned or co-owned by women

SHOPKEEPER GRADUATES

Many local small businesses have received their "head start" as a part of the NewBo City Market's business incubator program. Over the years, we have seen over 50 individual Shopkeeper businesses go through the Market and below is a list of the alumni who have carried out their business dreams well after their time with us.

Almost Famous Popcorn
Christopher Ryan Confections
Corn Fusion
Delhicacy
Dumpling Darling
Frolics Village Boutique
Gnarly Pepper
Get Fresh
Greyhound Deli
Herbally Anointed
Maggie's Wood-Fired Pizza
Moss Plant Shop
Not Anything Specific

One More Bite
Peter Pipers Pickles
Rare Bird Soap Shop
Rustic Hearth
Saucy Focaccia
Shawnniecakes
Sugapeach Chicken & Fish Fry
Sweetopia
That One Cupcake Place
The Hangry Lady
Torch Kitchen
We Dream Technical Solutions
Zaza's Pastas

Matt McGrane

Director of Equitable Business Development



"Our business incubator is a powerful community asset. By fostering a supportive environment, we can help turn someone's dream of owning a small business into a reality. Our graduates move out of NewBo City Market to open their own spaces in the community, and those are our greatest success stories."



Ryan Schloss, Director of Facilities



"Our greenspace is a big draw for many of the events we host, which is why we have invested in it. With the addition of the fire pits, yard wall, and planting of new trees to replace those lost from the derecho, we are dedicated to activating and fully utilizing the Market Yard for the community to enjoy."





Market by **MOONLIGHT** A Farm-to-Table Night to Savor

The inaugural Market by Moonlight event, held on August 9, 2023, was a truly special evening for NewBo City Market, serving as both a vibrant celebration of our local food community and a critical fundraiser for our mission. This outdoor farm-to-table dinner brought together the best of our Market's shopkeepers and local farmers, highlighting their exceptional products through a meticulously curated menu. I had the pleasure of tasting the incredible dishes firsthand, from the flavorful Spanish paella to the roasted lamb chops with smoked chipotle butter - It was truly a foodie's dream. The Cedar Rapids Community Orchestra added to the enchanting atmosphere with live music, making it an unforgettable evening under the stars.

The success of Market by Moonlight extended far beyond offering a unique dining experience; it significantly bolstered support for our shopkeepers and local farmers. Sitting with donors and hearing their enthusiastic feedback, I was reminded of the profound impact of our community connections. By using ingredients sourced directly from nearby farms, we not only showcased the high quality of local produce but also strengthened our entrepreneurs' ties with the farming community, reaffirming our commitment to a sustainable and resilient local food system. The event underscored the importance of fostering these relationships and our collective dedication to supporting local agriculture.

In addition to serving our mission directly, Market by Moonlight was a critical fundraising success. The funds raised help us grow our Hatchery programs - serving diverse entrepreneurs throughout the year. Sharing the evening with passionate donors and seeing YOUR commitment firsthand was inspiring. This event demonstrated the community's dedication to our shared goals and illustrated how, together, we can cultivate a thriving local food economy that nourishes both body and soul.

Sarah Blais
Senior Director of Operations



PROGRAMMING & EVENTS AT THE MARKET

2023 EVENT STATS

EVENT STATS

300+ events at the Market in 2023
More than 60% of these events
were free and Market-produced

TICKETED EVENTS

3 Drag Events
3 Rocky Horror Picture Show Screenings
92 Culinary and Creative Classes
Inaugural Market by Moonlight
Cocktail Classic
2 Puzzle Paloozas
Gingerbread House Party

FREE-TO-ATTEND EVENTS

17 Rock the Block Concerts
30 Thursday Trivia Nights
35 Friday Bingo Nights
17 Meet Me at the Market Nights
10 Free Sunday Movies
15 Free Sunday Yoga Classes
12 STEAM Saturdays
Frightening Friday
Day of the Dead
Dog-o-Ween
Santa at the Market
NBCM Tree Lighting Ceremony
Holiday Movie Night
Iowa Women's Basketball Watch Parties
Emerging Entrepreneur of the Year

COMMUNITY EVENTS

EcoFest
Juneteenth
CR Pride
NewBo Half Marathon and 5k
The Crunch Berry Run
AsianFest
Hot Cider Hustle
Halloween Parade
And Many More!

2023 was another year of exciting new events and programs at NewBo City Market. From a brand new farm-to-table dining experience at Market by Moonlight, to the excitement of Cocktail Classic, to the celebration of CR Pride, this year was one for the books! As a non-profit business incubator, our Market strives to offer programming for ALL Cedar Rapidsians so that we all have a safe place to learn, play, and engage with our community.

Whether you're interested in expanding your culinary skills through a variety of classes, exploring new things at AsianFest or EcoFest, looking to get your weekly free trivia fix, or even enjoying some weekly free yoga and dance classes, NewBo City Market has become the place to be in Cedar Rapids.

As we look towards the future, the next phase of programming and events at the Market is even more exciting! With plans to further operationalize our Market Yard and plans to expand our weekly free programming offerings to be year-round, this is just the beginning of a thrilling new era at NewBo City Market. We'll meet you there!



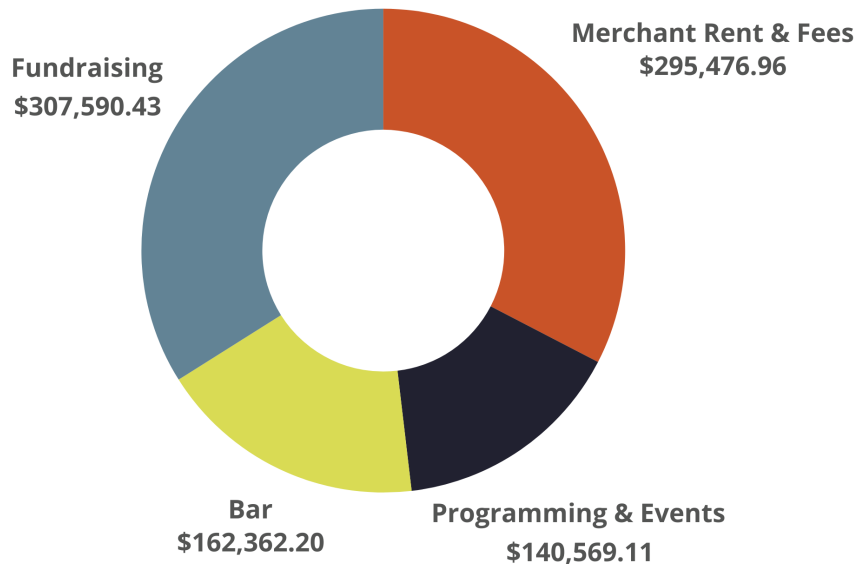
Nolan Henkle

Director of Programming & Events



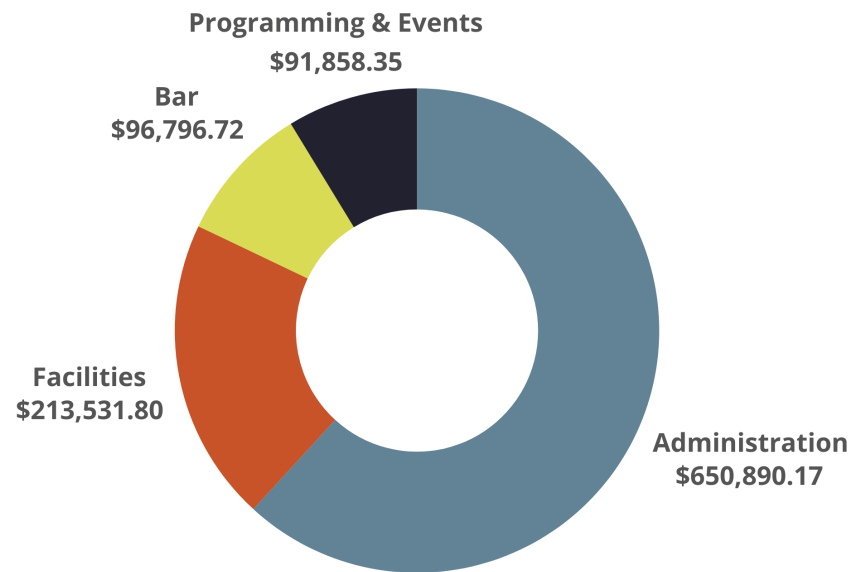
FINANCIALS

2023 REVENUE



TOTAL REVENUE: \$907,312

2023 EXPENDITURES



TOTAL EXPENDITURES: \$1,072,280

BUSINESS DONORS AND GRANTORS

AEGON TRANSAMERICA FOUNDATION
BANK IOWA
BANKERS TRUST
BASEPOINT WEALTH
BRADLEY & RILEY PC
CAREPRO HEALTH SERVICE
CEDAR RAPIDS AREA ASSOCIATION OF REALTORS
CEDAR RAPIDS BANK & TRUST
CEDAR RAPIDS DAYBREAK ROTARY
CEDAR RIDGE WINERY & DISTILLERY
CITY OF CEDAR RAPIDS
CLA FOUNDATION
COLDWELL BANKER HEDGES REALTY
COLLINS AEROSPACE
COLLINS COMMUNITY CREDIT UNION
CORDA CREDIT UNION
CEDAR RAPIDS BANK & TRUST
EWING MARION KAUFFMAN FOUNDATION
FARMERS STATE BANK
FIRST INTERSTATE BANK
FRONTIER CO-OP
FUN NOT FANCY RESTURANT GROUP

GREATER CEDAR RAPIDS COMMUNITY FOUNDATION
GREATAMERICA DONOR ADVISED FUND
GREENSTATE CREDIT UNION
IOWA ARTS COUNCIL
IOWA HEALTHIEST STATE INITIATIVE
IOWA RUNNING COMPANY
IOWA WOMEN'S FOUNDATION
ITC MIDWEST
KEPROS PHYSICAL THERAPY & PERFORMANCE
LINN COUNTY BOARD OF SUPERVISORS
LION BRIDGE BREWING COMPANY
MERCY FOUNDATION
PREMIER POWER WASH
PRINCIPAL FOUNDATION
PROFILE BY SANDFORD
SHUTTLEWORTH & INGERSOLL PLC
SIMMONS PERRINE MOYER BERGMAN PLC
TRAVEL IOWA
UNITED FIRE GROUP
VERIDIAN CREDIT UNION
WELLMARKET FOUNDATION
WELLS FARGO

NEXT LEVEL LOCAL

Elevate. Cultivate. Celebrate.

NEWBO CITY MARKET IS GOING TO THE *NEXT LEVEL*

The Market is gearing up for a big expansion in 2025, and we couldn't be more excited. Thanks to supporters like you, we're adding a mezzanine that will bring a ton of new opportunities—a bigger educational kitchen, a grocery store, new classrooms, a therapy office, an indoor stage, and a community co-working space. This means more classes for our students, fun events year-round, and better support for local businesses.

This expansion is essential because it will allow us to significantly increase the number of events we host, creating more opportunities for you to support local entrepreneurs! Plus, with the new facilities, we'll be able to operate **SEVEN DAYS A WEEK**, offering even more support and activities for our community. Our community is growing, and we want to grow to meet its new needs. Help make it a reality! Check out some sneak peek renderings of the new mezzanine!

Construction starts in January 2025, with a grand opening planned for the summer. And don't worry—our Market Shopkeepers will stay open throughout the process. We'd love your support to make this dream a reality.

If you'd like to help or learn more, check out our website at newbocitymarket.org/next-level-local or reach out to us directly at sarah@newbocitymarket.com for naming opportunities. Thanks for being such an important part of our community—we couldn't do this without you!



The updated mezzanine will allow the Market to expand its mission through additional Shopkeeper spaces open 7 days a week, a locally sourced grocery store on the first level.



The second level will host the newly updated Culinary Kitchen, the CRBT Indoor Stage, and the ImOn Recording Studio and much more.



NewBo CITY MARKET

DESIGNED BY
Josh Waldorf
Director of Marketing & Communications



ANNUAL REPORT 2023

2023 FRIENDS OF THE MARKET

THANK YOU TO OUR MONTHLY SUSTAINING DONORS:

KAYE LYNN ARENZ
KODY BRAISTED
DOROTHY DE SOUZA GUEDES
DOREEN AND PAT O'MALLEY
MARY MCCULLOUGH

BARBARA NEESE
ALLEN SORENSEN
NADINE SHOOKMAN
SARA TODD
TODD KERSKA

DAVID MAIER
TAISUN MADDIGAN
JIM MILLER
ASHLEY GRABE
DARCY ANDRES

KAYE LYNN ARENZ
KODY BRAISTED
JUDY GOLDBERG
CHRISTINE GUST
ANNA HOLSTINE

Homegrown talent, local small businesses, free and family-friendly events,
all coming together to build a vibrant community.

It all happens at the Market, **thanks to Friends like you.**

You can become a Friend of the Market at
newbocitymarket.org/friends

SHOPKEEPER HOURS

MON - TUES: CLOSED

WED - SAT: 10AM - 8PM

SUN: 10AM - 4PM

STAY CONNECTED

@newbocitymarket
info@newbocitymarket.org
newbocitymarket.org



Mission Statement

To foster regional economic development by uplifting entrepreneurs and artists through an equitable business incubator, accessible public programming, and a community gathering space.