



# 2025 ANUAL REPORT

CORPORATION FOR FINDLAY MARKET

# LETTER FROM LEADERSHIP

# To our wonderful Findlay Market Community,

It is a treat for me to have the opportunity each year to reflect upon the past year. With each passing day, I am more impressed by the talent that surrounds me and the passion I see within and around the Findlay Market community.

We have seen so many big and amazing things happen in the last year. At the top of that list are the many, many businesses that have opened or scaled at the Market. During times where we see too many headlines of small businesses struggling, we are seeing small businesses thrive here at Findlay Market.

Twelve. Count 'em. Twelve businesses have celebrated Grand Openings since last summer.

Some Merchants are brand new to Findlay Market, like Carl's Deli. Several businesses expanded into bigger spaces, like Sen and Eckerlin Meats. (Please tell me you've seen that gorgeous cutting room at Eckerlin's!).

And, as importantly, we have seen our entrepreneurship programs work by helping those that want to start food businesses grow and scale. The Empanada's Box returned to the Market after becoming a fan fave through the Findlay Launch Program. Makers Bakers started at Findlay Kitchen, became part of the Outdoor Market, moved to the roll up doors, and became a fixture in the center of the Market House at the end of 2025. Yee Mama grew out of Findlay Kitchen, participating in our Findlay Learn courses and is now a full-time Merchant at the Market, providing new products for our shoppers.

Our food access programs continue to expand as we partner with longtime friends (like Produce Perks Midwest and Meals on Wheels) and bring on even more farmers, Merchants and Findlay Kitchen Members to the Findlay Market Shopping App. Critical programs and organizations like WIC and the

Senior Farmers Market Nutrition Program have continued to use Findlay Market as a platform to educate and distribute support to our neighbors.

We've had exciting events this last year from multiple BLINK Night Markets to bringing back the beloved Mardi Gras at Findlay Market. We hosted 109 tours, introducing the Market to school groups, local corporations, guests from out of town and senior programs. More than 100 musicians performed as part of our Music at the Market Programming, providing free and wonderful entertainment for our guests.

And one of the biggest highlights of this year was the unveiling of the Findlay Market Economic Impact Report! This project solidifies what we always knew to be true about Findlay Market—we are an anchor institution for the neighborhood and an economic driver for our region. I encourage every person to read **the full report**, but I can't help but share a few of my favorite findings. In a three-year period, the economic impact of CFFM operations and Findlay Market small businesses totaled more than \$370 million. In a five-year period, the development around the Market had an economic impact of more than \$1.1 billion. BILLION. And lastly, each year, Findlay Market provides more than 1,000 jobs for our neighbors and friends. We are proud of this report, we are excited about the future, and we are happy to have the numbers to support the work that is done each and every day at Historic Findlay Market.

Lastly, I would like to acknowledge the passing of our longtime friend and business owner, Mike Silverglade. Mike was a staple at Findlay Market for decades. He had customers come see him week after week, enjoying the camaraderie that existed every time they entered Silverglades at Findlay Market. His big personality is sorely missed, and we will forever be grateful for everything the Silverglade family did for the Market.

To every person who loves and supports Findlay Market—thank you. We appreciate every purchase you make. We are so happy that you choose to bring your friends and family here. We are grateful for your advocacy and your ideas. And, we look forward to many wonderful things to come!

**Kelly Lanser** 

President & CEO
Corporation for Findlay Market

HOUWIN

**Deana Taylor Brewer** 

Corporation for Findlay Market Board Chair Vice President, HR & Employee Engagement, Visit Cincy



# WHO WEARE



After a robust strategic planning process, and with input from Merchants, community members, staff and Board members, we've updated our mission, vision and values to more fully reflect all that the Corporation for Findlay Market does day in and day out. Take a look!

# **Our Mission**

We honor the history of Findlay Market, expand access to fresh food and support a broad range of small business owners in order to steward a vibrant public Market for current and future generations.

# **Our Vision**

To be the premier destination for fresh local food, a dynamic public gathering place, and an environment for small businesses to thrive in order to create a healthier, more resilient community.



# **Our Core Values**

# **LOCAL**

We value freshness above all, emphasizing a variety of locally grown food and locally created products. We embrace our role as a vital anchor for a strengthened neighborhood and region.

## **AUTHENTIC**

We foster genuine human connections and social interactions in a vibrant, dynamic public Market. We embrace the rich range of backgrounds, experiences, and perspectives represented among our Merchants and shoppers.

### **VALUE-MINDED**

We believe in providing our shoppers fresh, high quality foods at fair prices and a rich product array that will satisfy a wide range of shopper needs. We provide a welcoming grocery shopping experience that is unparalleled in our region.

# **ENTREPRENEURIAL**

We create opportunities for entrepreneurs to start, grow and scale, and ensure a supportive environment for a variety of small businesses to thrive.

### **RESPONSIBLE**

We act as stewards of a historic landmark, promote the sustainability of Findlay Market, and hold ourselves accountable to a high standard of honest, respectful, and ethical interactions with our shoppers, Merchants, employees, volunteers, and community partners.











# TOU YOU KNOW

Did you know that the Corporation for Findlay Market (CFFM) is a 501(c)(3) nonprofit organization? In addition to day-to-day operations, CFFM is focused on improving sales and profitability for Findlay Market Merchants, attracting a diverse group of new Merchants to Findlay Market and the surrounding business district, as well as helping new businesses start, grow and scale.

Situated in the Over-the-Rhine (OTR) neighborhood, a low-income census tract, Findlay Market caters to shoppers of all socioeconomic backgrounds, and has a robust collection of assistance benefits resources to ensure all EBT-eligible shoppers are able to take full advantage of the available programs. CFFM aims to preserve and expand the connection with the OTR neighborhood, the Cincinnati community, and its shoppers by supporting cultural and income diversity at Findlay Market and ensuring the Market District serves a diverse population.

# BYTHE NUMBERS

1,453,078 visitors

Findlay Market vendors participated in Taste of Findlay Market at Taste of Cincinnati















\$47,323
in Produce Perks
Distributed





live music performances with \$22,700 going back to local musicians



# ACCOLADES

# 2024\*

# **RISING STAR**

**Power 100** Findlay Market, Kelly Lanser

# BEST ALTERNATIVE FISH FRY

Cincinnati Magazine Kanji OTR

# BEST GLUTEN-FREE BLUEBERRY MUFFIN

Cincinnati Magazine Cherbourg Cyprus

# BEST BANANA PUDDING

**Cincinnati Magazine** Makers Bakers Co.

# 2025\*

# KITCHEN INCUBATOR OF THE YEAR FINALIST

The Food Corridor Findlay Kitchen

# USA TODAY READERS CHOICE BEST PUBLIC MARKET - NO. 9

**USA Today 10Best** Findlay Market

## **BEST DATE NIGHT SPOT**

**The News Record** Findlay Market

## **BEST OLD THING**

**CityBeat** Findlay Market

# **BEST FARMERS MARKET**

**CityBeat** Findlay Market

### **BEST BARBECUE**

**CityBeat** Eli's BBQ

# BEST FARMERS MARKET FOOD STALL

**CityBeat**Blue Oven Bakery

# BEST NEIGHBORHOOD BAKERY (DOWNTOWN/OTR)

**CityBeat**Blue Oven Bakery

# **BEST NOODLES**

**CityBeat**Pho Lang Thang

### **BEST SOUP**

**CityBeat**Pho Lang Thang

# **BEST TEA SELECTION**

**CityBeat** Churchill's Fine Teas

## **BEST CATERING**

**CityBeat** Eli's BBQ

# BEST FINDLAY MARKET VENDOR

CityBeat Eli's BBQ

# GREATER CINCINNATI FAMILY CHOICE AWARDS

**Cincinnati Magazine** Findlay Market



<sup>\*</sup>All data in the annual report spans CFFM's fiscal year of July 1, 2024 - June 30, 2025











Findlay Market is the epicenter of food innovation in the region, a launchpad for small businesses, and a welcoming space for everyone. The Market's economic impact\* is the total increase in business sales through direct expenditures of Market businesses and operations, and new, ancillary sales created by that spending.

\*Analysis conducted by the Center for Research & Data at the Cincinnati Regional Chamber





# \$370,587,529

**ECONOMIC IMPACT 2021–2023** 

The total economic impact of the Corporation for Findlay Market (CFFM) operations and the operation of Findlay Market vendors over the past three years has been \$370,587,529. The annual average over that time period was \$123,539,176, and the highest economic impact so far was in 2023, at \$141,364,079. That's an increase of \$38,707,406 since 2021.

It is projected that the annual economic impact will grow to \$169,710,206 by 2026 and the total impact from 2024 to 2026 is projected to be \$482,961,220. It should be noted that this estimate is a conservative one, representing the minimum economic impact of Findlay Market over the time period, and the actual impact may be higher.

Findlay Market is so much more than just a collection of shops. It's an economic and cultural center that helps drive the vibrancy of our urban core. Folks from all over visit the Market, support our local small businesses, and bring their energy and dollars to the surrounding community. Findlay Market is inextricably tied to our history, our future, and our identity as a city.

- Mayor Aftab Pureval

Despite the challenges of running a small business, Findlay Market and CFFM have seen their economic impact grow over the past three years. The 2023 total combined economic impact of over \$141 million is nearly \$39 million more than 2021, a 38% increase.

**TOTAL 2023 ECONOMIC IMPACT** 

# \$141,364,079

Economic impact is the total increase in business sales through direct expenditures of Findlay Market businesses and operations of the Corporation for Findlay Market and new, ancillary sales created by that spending.

This number represents the total change in earnings resulting from the economic impact of Findlay Market and CFFM operations. This includes both direct earnings and the ripple effect created by those earnings.



# **Earnings** \$51,435,142

This number represents the total change in earnings resulting from the economic impact of Findlay Market and CFFM operations. This includes both direct earnings and the ripple effect created by those earnings.



# **Jobs Created** or Supported

1,096

This number represents employment created or supported by Findlay Market and CFFM operations. This includes jobs directly created by vendor and CFFM activities and jobs created within the local economy because of this economic activity.



# **Taxes Generated** \$9,279,819

This number represents the local, state, and federal taxes generated on production and imports of goods and services produced by Findlay Market vendors and CFFM operations.



# 



# SAFE

Findlay Market is dedicated to creating a welcoming and secure environment in and around the Market District.



Meet Sammy Taylor, Safety Ambassador. Sammy acts as a visible, friendly presence to deter disruptive behavior. He supports vendors and operations staff during events and peak hours, monitors safety concerns or suspicious activity, and greets visitors and provides directions and information.

# OTHER SAFETY PARTNERSHIPS INCLUDE:

- PIVOT: We participate in this stakeholder group alongside the City of Cincinnati, the Cincinnati Police Department and Cincinnati Children's Hospital to address gun-related violence in the Findlay Market District.
- Achieving Change Together (ACT) for Cincy:
   City of Cincinnati Violence Reduction Program
   that builds on a public health approach to
   violence prevention, focusing on addressing
   root causes of violence through proactive and
   collaborative strategies. ACT for Cincy seeks to
   make neighborhoods safe and vibrant through
   community well-being, reducing access to
   firearms, and targeted policing innovations.



# CLEAR

**67 total businesses** 

SUPPORTED THROUGH THE CAM PROGRAM

14 new recycling receptacles

WERE ADDED TO THE MARKET DISTRICT



We received a Hamilton County Waste Reduction Innovation grant to purchase a gator to be used by our maintenance staff to boost efficiency, reduce strain, and help the team cover more ground.

WITH THIS VEHICLE, WE'RE ABLE TO:

# BEAUTIFUL

837 flowers were planted

# 3 OTR Blitzes

**WERE HOSTED IN PARTNERSHIP WITH** 3CDC + MODEL GROUP

- Graffiti tags removed 148
- Weeds removed from –12 BLOCKS
- Stickers removed 170+
- Tree beds mulched 58



# FINDLAY MARKET MERCHANTS



After nearly two years in a temporary home, Findlay Market's oldest continuously operated butchery is back at 116 West Elder—and better than ever. The newly renovated space includes more display cases, a larger kitchen, added seating, and a brandnew live room where you can see butchery in action.

"We're thrilled to be moving into an expanded space that lets us offer a larger menu and new experiences to our incredible customers—while still keeping that old school butcher vibe," said Josh Lillis, fifth-generation butcher.

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Josh Lillis, Eckerlin Meats



# Findlay Market has had an exciting year of growth, grand openings and expansions!

Sen by Kiki reopened their business in a newly refurbished storefront formerly home to Heist Fish & Poultry. Owned by James Beard nominated chef, Hideki Harada, Sen opened inside the Findlay Market House three years ago, and have seen great success, warranting a welldeserved upgrade with more storage and more space.

"We are excited to have the honor of being the new owners of the former Heist Fish Market space," Hideki says. "With the new space and the size of the shop we can provide a larger selection and also provide seafood options for everyone in the community. So come one and come all to our new location!"



Harada and his team were able to start renovations on the former Heist Fish & Poultry space after Barb and Tim Heist retired after a very successful career last year. Sen will continue to carry many of the staple products that Heist was known for while also expanding the product selection to include sashimi grade fish, ready-to-eat oysters and more.

With the new space and the size of the shop we can provide a larger selection and also provide seafood options for everyone in the community. So come one and come all to our new location!

- Hideki Harada, Sen by Kiki





Yee Mama opened their very first retail location inside Findlay Market's historic Market House this past summer. Dora and her small team have been operating out of a 100-square-foot production pod at Findlay Kitchen for the past five years, where they prepare and fold hundreds of wontons daily to be delivered to wholesale clients and Monthly Wonton Club members. In their move to the Market House, they're able to expand their production space and offer made-to-order wontons for the first time.

"Opening a stall at Findlay Market is an incredibly exciting moment for us. Yee Mama began as a way for me to reconnect with the flavors I grew up with in Hong Kong and share them with my new home in Cincinnati. Nearly five years later, we're opening a space where guests can watch us hand-make our wontons and enjoy dumplings cooked to order. In addition to our handmade wontons and small-batch sauces, we'll have a small grocery section featuring thoughtfully curated Asian-founded brands and a rotating selection of grab-and-go meals inspired by the comforting flavors of my childhood."

Opening a stall at Findlay Market is an incredibly exciting moment for us. Yee Mama began as a way for me to reconnect with the flavors I grew up with in Hong Kong and share them with my new home in Cincinnati.

- Dora Cheng, Yee Mama



This new space allows us to share even more of what we love — sandwiches, deli meats, cheeses, salads, and most importantly, the chance to grow our catering business.

– Sydney Turnbull & Cameron Kurz, Carl's Deli









"We are beyond grateful for the opportunity to open our second Carl's Deli location at the historic Findlay Market. It's an incredible honor to become part of such a cherished Cincinnati tradition. This new space allows us to share even more of what we love — sandwiches, deli meats, cheeses, salads, and most importantly, the chance to grow our catering business. We're so excited to connect with the community, collaborate with fellow Merchants, and be a part of the vibrant neighborhood that makes Findlay Market so special."

 Sydney Turnbull & Cameron Kurz, Owners of Carl's Deli

# Other grand openings and expansions include:

BQuirkie
Earthganics
The Empanada's Box
Juniper Seed
Makers Bakers Co.
Mannequin Boutique
Melanin Flame Candle Co.
Wendigo Tea

# In FY25, we composted 26,940 lbs of waste, which...

- Is equivalent to removing three cars from the road for a full year.
- · Produces enough finished compost to dress 24 GARDEN BEDS
- Diverted an estimated 30.3 CUBIC TONS of food scraps from the landfill.



# 61 neighbors + 17 Findlay Market businesses

participate in our Composting Program in partnership with Queen City Commons. Their aggregation efforts ensure food waste is reused meaningfully. Other sustainability partners include:



Continues to serve as a key drop-off location for hard-to-recycle items, and frequently sets up at Findlay Market to help reduce waste at Market events.

 LAST MILE FOOD RESCUE & SOCIETY FOR ST. ANDREW **GLEANING:** 

Divert almost-expired food from vendors, redistributing it to pantries and community kitchens serving people in need.



SUST



# AINABILITY

Food is medicine: a simple concept with profound effects. Since 2007, low-income shoppers have been able to exchange their EBT dollars for tokens that they can spend like cash in our farmers market. Produce Perks enhances this service by providing shoppers a dollar-fordollar match to their spending (up to \$25 a day). This effectively doubles EBT shoppers' purchasing power of healthy fresh food at the Market.



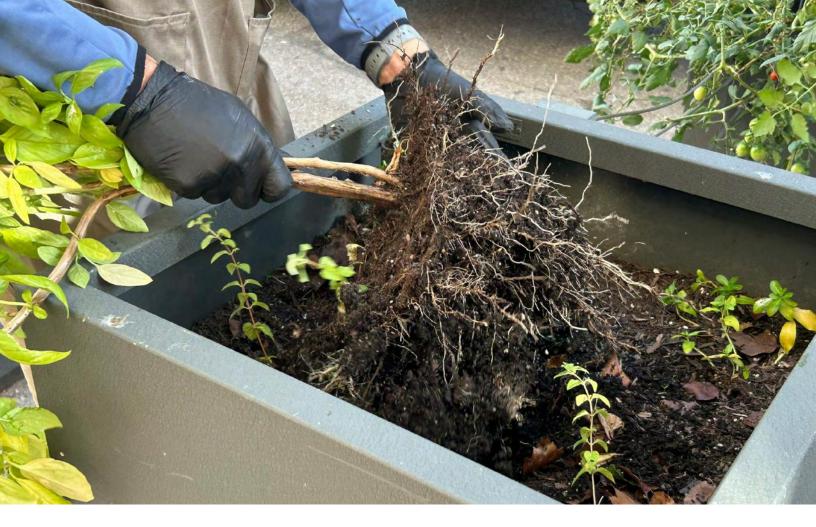
# BYTHE NUMBERS







Working hand-in-hand with Produce Perks Midwest, Findlay Market has taken food access directly to people's doorsteps with the Produce Prescription Program. We fulfill doctor-prescribed prescriptions for fresh fruits and vegetables, and deliver them to people's homes free of charge. We have served 210 individuals this year, and delivered nearly 26,000 lbs of produce. People who have never tried blueberries before taste them for the first time, folks who are at risk for diabetes and heart disease benefit from locally grown produce, and our local farms and Market Merchants receive sales that they otherwise would not; in fact, this program generated \$38,604 in sales for local farmers and Merchants this past year alone. The program is so successful that other cities have reached out to our team to learn how to run their own Produce Prescription program.



# PARTNERSHIPS

# **Expanded Food and Nutrition Education Program (EFNEP):**

A new collaboration with Central State University providing food and nutrition education for low-income families with children under 18. The program teaches shoppers how to stretch SNAP and Produce Perk dollars and use benefits more effectively at the Market, while eating more nutritionally.

# The Community Resource Tent is an on-site activation space that has hosted:

- WIC
- Produce Perks Midwest
- Senior Farmers Market Nutrition Incentive Program
- Buckeye Fresh

## **ORGANIZATIONS USE THIS OPPORTUNITY TO:**

- Provide public enrollment opportunities
- Distribute benefits
- Offer nutrition education and resources to shoppers on-site

# FINDLAY FARMERS MARKET







# **Farmer Spotlight**

Lobenstein Farm is an anchor of the Findlay Farmers Market, and has been for years. You'll find Kim and her nephews here on Saturdays and Sundays all year round, and you can bet on receiving a warm greeting and a solid recommendation on which vegetables to accompany your dinner.

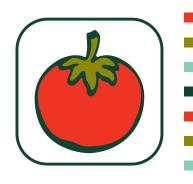
The farm has been in the family for five generations, with many family members sustaining their careers on the farm. The Lobenstein and Callahan families work 380 acres of land, using the bulk of it for corn and soybeans, and about 40 acres to grow fresh vegetables with low-intervention practices, from asparagus to zucchini and everything in between. They also raise enough livestock to feed their family and sell the excess. However, being at the mercy of the elements to determine the year's profits is a delicate balance that requires a lot of hope. "There's a lot of heartbreak in it," Kim says. "You have your ups, don't get me wrong! But there are a lot of downs."





What you don't see when you visit farmers markets are the early mornings, the backbreaking field work, and the seven day work weeks necessary to bring you high-quality fresh produce week after week after week. When they're not loading up trucks to sell their product at various farmers markets across the Greater Cincinnati area, they're picking, washing, and sorting in preparation for a market. Kim says that Tuesdays and Fridays are for catchup, and the rest of the days are market days.

Between harvests, the Lobenstein and Callahan families carve out time to have a little fun. Each year they host their Pumpkin Festival, a tradition that began in 1988 on their farm, welcoming neighbors and friends to enjoy hay rides, corn mazes, and really, really good food. In years past the festival has seen upwards of 3,000 visitors, and remains a beloved fall event in the St. Leon community year over year.



# FINDLAY MARKET SHOPPING APP

70 Merchants on the App with 9 new Merchants added this year:

- Afromeals
- Carl's Deli
- Conscious Seed
- Daveyboy's BourbonPecans
- Henry's Betta Goetta
- Julie G's Granola
- Melanin Flame
- Pho Lang Thang
- Rivertown Inkery

221

SNAP Transactions on the App

91%

of our customers are likely to recommend the Findlay Market Shopping App

\$160,323

in Merchant Sales

- Orders up 15% YOY
- Dollars spent up 25% YOY

\$25,536

in SNAP Sales via the App





# Download the Findlay Market Shopping App TODAY





Findlay Kitchen, Findlay Learn and Findlay Launch continue to be the gold standard when it comes to helping marginalized entrepreneurs start, grow and scale successful businesses. Our flagship program Findlay Kitchen is getting ready to celebrate its 10-year anniversary in 2026, and we have learned a lot over the past decade about how to ensure our food entrepreneurs have what they need to thrive.





# **FINDLAY** KITCHEN

**FOOD BUSINESS INCUBATOR** 



297

total Members since opening in 2016

12,671

hours of production time booked in Findlay Kitchen

100% small businesses

86% women-, BIPOC- & immigrantowned businesses





# PARTNERS



One of the most important ways that Findlay Kitchen serves its Members is through creating opportunities and sales channels that small businesses are very seldom able to take advantage of on their own. From providing full wraparound support services for giant festivals like Taste of Cincinnati to creating our very own Findlay Kitchen section at America's largest grocery store, Jungle Jim's, Findlay Kitchen is more than just a physical space to make food. Our team walks with these small businesses every step of the way, building partnerships and collaborations that allow Findlay Kitchen Members to thrive.

# Taste of Cincinnati 2025

We received a record number of 28 applications this year from Findlay Kitchen Members and Findlay Market Merchants. Of the 28 applicants, 25 were selected to participate in our Taste of Findlay Market section at Taste of Cincinnati. This was an increase from the 20 participants we hosted in 2024.

# **2025 TASTE OF CINCINNATI FINDLAY MARKET VENDORS:**

The Arepa Place

BanaSun Smoothie Bar

Camaya Made It

Chai For

Dats Ole School Cookin'

Daveyboy's

**Bourbon Pecans** 

Deme Kitchen

Dojo Gelato

The Empanada's Box

Goetta & Sweets

**Honey Child Pops** 

Jay's Nyam and Jam

Juniper Seed

La Queen

Lotus Street Food

Magnificent Morsels

Makers Bakers Co.

My Home Flavor

Olive Tree

Pankis Dutch Pancakes

Sabor Alaniz

Sen by Kiki

Walkerbar

Wendigo Tea

Yee Mama

# HIPS





Findlay Kitchen continues to make what feels like the impossible, possible for small business! We are grateful for the opportunity to be a part of such a vibrant event! Taste of Cincinnati has once again increased our visibility among our followers as well as our internal operational capacity. We're ready to take on whatever's next!

- Kelly Vassell, Jay's Nyam & Jam

I've participated for three years now for the Taste. I came a long way and learned a lot over the years. The support of Findlay staff is the reason why I have accomplished my goals. Thank you, I hope to continue to be able to participate in the Taste to showcase my family's traditional food.

- Pativath Louprasong, Lotus Street Food





Findlay Kitchen and Market's end-to-end support made what otherwise would feel like a monumental task for an upstart small, founder-driven business feel completely possible."

- Colin Wiseman, Chai For

# PARTNERS





# Jungle Jim's

In 2024, Findlay Kitchen launched the Findlay Kitchen Demo Kitchen at the Jungle Jim's flagship Fairfield location. This innovative demo space and product display allows us to fast track Findlay Kitchen Members who specialize in Consumer Packaged Goods (CPGs), getting their products onto the shelves of one of the largest and most reputable grocery stores in the world. Beyond shelf space, Members also have the opportunity to demo and sample their products directly to Jungle Jim's 80,000+ weekly shoppers.

As part of this launch, Findlay Kitchen serves as the distributor in collaboration with the Findlay Market Shopping App team. Each week, Jungle Jim's places an order, and our team works closely with Members to coordinate fulfillment. The Shopping App team then delivers the orders to Jungle Jim's. This part of the process is critical to supporting our small businesses, many of whom do not have the capacity to fulfill orders like this on their own.

Since the program's launch in August 2024, we've sold over \$50,000 worth of Findlay Kitchen Members' products to Jungle Jim's. With 99 products available to order and 15 Members actively participating, the program continues to grow and deliver meaningful impact for our food entrepreneurs.

# HIPS





# **Additional Highlights**

- Findlay Kitchen is proud to partner with Cincinnati Compass for their annual Cincinnati Rhythm event celebrating the importance of immigrants in our community. Seven immigrant-owned businesses were represented in 2024: Jay's Nyam & Jam, Jomun, Lotus Street Food, Luchy's, Paktli, Sabor Alaniz and Yee Mama.
- Findlay Kitchen partnered with Sam Adams Brewing the American Dream to host their boot camp in Cincinnati for the first year. Due to this partnership, Findlay Kitchen received a \$5,000 donation and \$37,500 in grants were given to 15 local entrepreneurs within Findlay Kitchen, Findlay Market and our region. Two Findlay Kitchen Members, Honey Child Pops and Paktli were selected to participate in the Boston Final Pitch for a chance at an additional \$7,500.

# FINDLAY KITCHEN SCHOLARSHIP FUND

# **Evolve Bake+shop**

Isa Miller is the founder and sole employee of Evolve Bake+shop. As a vegan of seven years, Isa had been disappointed at the lack of food options for vegans. "After I went vegan, I noticed there weren't a lot of places that offer vegan things, and if they did, they weren't very good," she says.

Since founding Evolve Bake+shop three years ago, Isa's been baking out of her home, a common starting point for small bakeries. But her space was limited, which means, in a way, her business was also limited. Isa was chosen to receive a Findlay Kitchen Bakery Scholarship, which covers the cost of imperative stepping stones to help Isa scale her business the way she wants to. She's able to use that money to book time at Findlay Kitchen and leverage the space to up her product output, purchase necessary equipment, invest in branding assets like signage, and much more.

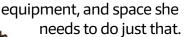


The Findlay Kitchen Scholarship Fund was made possible by the generous support of the Edelweiss Foundation, Dionysia Savas & Martin Wilz, the Ed & Joann Hubert Family Foundation, and Suki Skidmore & Tim Kane. With the money raised last fiscal year, Findlay Kitchen launched three scholarships in 2024 to support emerging Food Businesses.

THESE WERE AWARDED TO THE FOLLOWING BUSINESSES:



Walkerbar Bakery, owned by Jordan Starks, is on a mission to share sweets in a way that makes everyone feel at home. Jordan is looking forward to expanding her business model to include scaling production, building wholesale partnerships, and selling ice cream at markets and events around Cincinnati. Enter the Findlay Kitchen Mobile Pop Up Scholarship. This opportunity gives Jordan the funds,







I was doing my research on which kitchen I wanted to explore time with and one of the main things that stuck out to me about Findlay Kitchen was its commitment to women-, BIPOC-, and immigrant-owned businesses as part of this scholarship opportunity. It felt like I would receive a lot of support that was unique to me and people who have been through what I've been through. Knowing that Black woman-owned businesses are far less likely to get support from financial institutions means this financial, physical and mental resource support is huge.

- Jordan Starks, owner of Walkerbar Bakery

# Camaya Made It

Many of you may know Camaya Wiley as the daughter of Soul Secrets' founder Candice Holloway, an incredibly successful soul food restaurant.

Camaya Made It is less of a departure from Soul Secrets, and more of an extension of it. Customers had been asking about meal prep services from Soul Secrets for a while before Camaya started her business. "Soul Secrets didn't have the overhead, the space, or the capacity to do it. So I started taking on some of the smaller orders, and now we're here!" Camaya says.

With this scholarship, Camaya will be able to expand her outreach to new customers, receive 1:1 mentorship, fund a rebrand for her business, and much more. "This scholarship will allow me to gain new clientele that I didn't have access to [before]. Hopefully we grow big enough that I'll be able to supply meals across the tri-state to families who are in need, or just don't have the time and could use a good home-cooked meal for their convenience," she says.





 Camaya Wiley, founder of Camaya Made It

# FINDLAY & FINDLA





- Paktli has incubated out of Findlay Kitchen and moved to a commercial co-packer.
- Honey Child Pops has launched a food truck to expand their pop-up event presence and open up new opportunities.
- Magnificent Morsels is building out their very own brick and mortar space in Clifton.



# Small Bites, Big Impact FINDLAY KITCHEN FUNDRAISER

Findlay Kitchen hosted its first dedicated fundraiser, Small Bites, Big Impact in 2025 to celebrate its ninth anniversary. We raised over \$23,000 for critical infrastructure that supports our 60+ Members every day. With these funds, our team purchased a \$4,000 floor cleaning machine and other essential equipment needed to operate our 8,000 square-foot kitchen every single day.



# **FINDLAY** LEARN

# FOOD BUSINESS EDUCATION



Findlay Learn is a Findlay Market program dedicated to food business education for entrepreneurs. Our programming connects current and future food entrepreneurs with knowledge, support, and access to opportunities.

It's Findlay Learn's mission to support anyone interested in food entrepreneurship, from newcomers to seasoned business owners, as they build sustainable and thriving businesses. Findlay Learn is focused on making business education more inclusive—creating welcoming spaces and real opportunities for historically marginalized entrepreneurs.

**Subject Matter Experts** taught classes

individuals attended events + classes

classes, roundtables, and events were held



# FY25 was dedicated to filling the gaps in educational opportunities available for small food businesses.

# **SETTING A FOUNDATION:**

We launched a comprehensive education track for entrepreneurs in their first year of business. Participants gained the knowledge and structure needed to formally establish and grow a legally sound and operationally ready food venture. These courses were designed to demystify the early steps of starting a business and reduce the financial and logistical burdens that entrepreneurs often face in their first year.

- Start your Business Mini Series
- Food Business Foundations

# **BUILDING PRACTICAL SKILLS:**

Through our skill-building business workshops, we focused on teaching cost-saving and efficiency-driving techniques that food business owners can immediately apply. These workshops help reduce reliance on outside vendors and improve internal capacity. Workshops included:

- iPhone Photography
- Equipment Maintenance
- Knife Skills

# **DEEPENING UNDERSTANDING:**

Our Focused Knowledge Sessions offered classes that gave entrepreneurs a deeper understanding of specific areas critical to long-term success. Topics included:

- Employment Law for Small Food Businesses
- Mobile Licensing







# CREATING GROWTH OPPORTUNITIES

# ALUMNI 🔆 HIGHLIGHTS

- BRI'S BARKET vended at Findlay Market over 40 times last year, and is working towards opening a storefront on Elm Street.
- JAY'S NYAM & JAM (2024 FBF\* & 2025 GIAS\*)
  won Best of Taste awards at the 2025
  Taste of Cincinnati.
- LA QUEEN has expanded their offerings to bring frozen CPG products to more local stores.
- ROCKY'S HOME FLAVOR (2024 FBF\*)
   vended 15 times at the Market in the past year
- SAN JEANETTA'S TABLE (2024 FBF\*) launched their catering operations as well as DoorDash and Uber Eats.
- TOWN FRITES (2025 GIAS\*) has joined Findlay Kitchen and started vending at Findlay Market.
- TWINERGY (2025 GIAS\*) has expanded their menu and vended at Findlay Market 14 times.
- WALKERBAR BAKERY (2024 FBF\*) won a Best of Taste award.
- YEE MAMA (2022 GIAS\*)
   opened their first retail
   location in Findlay Market's
   Market House.
- \* GIAS-Growing Into a Storefront FBF-Food Business Foundations

# Growing Into a Storefront

- Bri's Barket
- Chai For
- Jay's Nyam& Jam
- La Queen
- Olive Tree Catering

FINDLAY

- The Passion Plate
- Soleil Kitchen
- Town Frites
- Twinergy

# Food Business Foundations Graduates

- 3 Sisters Kombucha
- Basil & Bread
- Beauty & the Feast
- The CakePop Shoppe
- Evolve Bake+shop
- Jay's Nyam & Jam
- La Queen

- Mama Lo Hizo
- Nutrisippy
- Rocky's Home Flavor
- San Jeanetta's Table
- Walkerbar Bakery
- Winner Winner



# FINDLAY LAUNCH

STOREFRONT ACCELERATOR

Findlay Launch is a food-focused Storefront Accelerator, located in the Findlay Market District of Cincinnati, Ohio. It is the first of its kind in our region, with a specific focus on giving real-time experience to food-related retail and restaurant concepts. This residency-based program provides mentorship, industry connections, and a minimum of 15 months in a fully built-out storefront.

Findlay Launch aims to build equity and inclusivity in the food industry by launching diverse, supported, and vetted food businesses. Findlay Launch is an immersive program designed to give entrepreneurs the space and support to scale up their concept—or quickly recognize when it's time to pivot.

# This year's residents included: Juniper Seed and Eliza Jane's Bakeshop





# **ELIZA JANE'S BAKESHOP:**

- Received 8,710 customers in their Findlay Launch space
- Doubled their revenue while participating in Findlay Launch
- Grew catering business by 60% from talking to customers at Market events

# **JUNIPER SEED:**

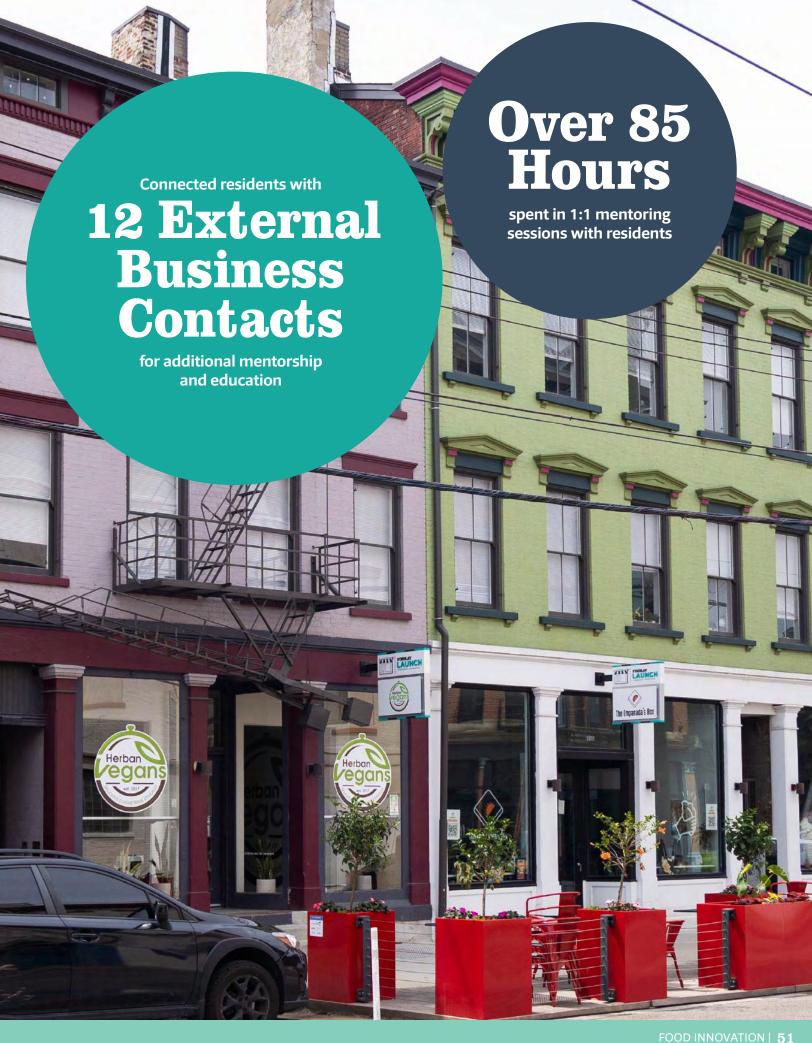
- Earned 1,000 new social media followers
- Participated in 19 Findlay Market tours and tasting events
- Created the "Just Eat" initiative providing food and water to anyone who stops in the restaurant, no questions asked!

Launched a new website

I have had tremendous growth leading up to my mid-residency. From social media & marketing to working through financial management & building a customer base, the Launch residency has been invaluable.

- Alecia Petroze, Juniper Seed Founder







# ALUMNI SPOTLIGHT

THE EMPANADA'S BOX TIMELINE 2020

Diego, Fabiana and Lucas started The Empanada's Box and joined Findlay Kitchen

2021

Joined very first Growing Into + became our first Findlay





After graduating from the Findlay Launch program, we really wanted to stay at Findlay Market, but most of the spaces we found were white-boxed...We didn't have the resources at the time to do a full buildout—we needed a working kitchen—and eventually found the perfect spot in Covington. We've been there for over three years now, and it's been the foundation of everything.

- Lucas Nuñez

Since opening their shop in Covington, they've opened two more storefront locations. One in Price Hill, and another just a few storefronts down from their original Findlay Launch Storefront on Elm Street.

2022

Graduated from Findlay Launch and opened first permanent brick-and-mortar in Covington

2025

Opened third location at Findlay Market, steps from their original Launch space

2024

a Storefront cohort Launch resident

**Opened second location in Price Hill** 

\$36,044

in revenue generated for Findlay Market businesses through tasting events 113
live music performances

49,674

tickets sold at Findlay Market tasting events



# MUSIC AT THE MARKET

Always love playing at Findlay Market. [It is a] very unique and beautiful location. Great people, nice set-up...always enjoy being down there.

- Shadwell

Findlay Market staff is professional and friendly. They all approached me right away and stayed in touch...We had a great time and I hope to keep coming back!

- Dan Van Vechten

The crowd was engaged and multiple people came by to compliment me & shared they enjoyed my performance. Everyone was very kind & respectful, including the Findlay Market Staff.

- Nicole Altimier









# FLAVOR OF FINDLAY

Flavor of Findlay 2024 was one for the books! Our signature fundraising event returned bigger and better than ever, featuring 14 tasting stations pairing Market Merchants with top local chefs to create a unique dish for one night only, plus a wine pairing courtesy of Market Wines. Not only did we have the largest attendance to date, with over 500 guests, but we raised the most money ever for our vital food entrepreneurship programs, food access initiatives and community building endeavors—**OVER \$165,000!** 

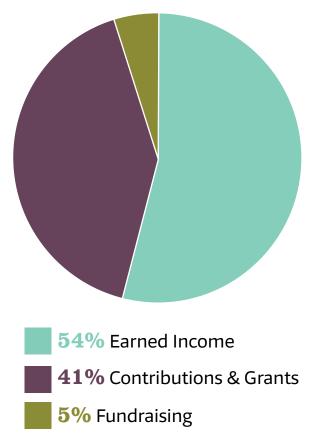




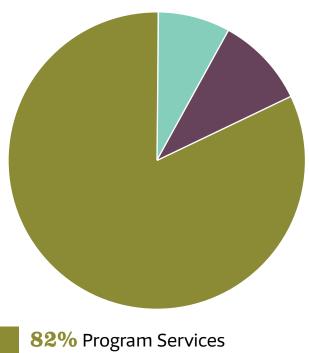




# **Sources of Support**



# **Uses of Support**



8% Management & General Operations

10% Fundraising

Platinum Transparency 2025

Candid.

Revenue	
GRANTS & FOUNDATIONS	\$853,939.00
CITY & STATE FUNDING	\$1,013,886.00
FUNDRAISING EVENTS	\$245,241.00
RENT & UTILITIES	\$1,782,276.00
PARKING & OTHER SERVICES	\$1,083,723.00
DONATED FACILITIES	\$319,195.00
OTHER	\$25,221.00
Total	\$5,323,481.00

Expenses	
OCCUPANCY	\$965,581.00
EMPLOYEE COST	\$3,085,790.00
PROFESSIONAL FEES	\$443,549.00
REPAIRS & MAINTENANCE	\$275,425.00
MARKETING	\$77,532.00
SUPPLIES	\$82,077.00
OFFICE EXPENSE	\$194,631.00
DEPRECIATION	\$185,844.00
OTHER	\$145,221.00
Total	\$5,455,650.00





# DONOR SPOTLIGHT

Jen Campbell is a Cincinnati native who has continued to nourish her roots by supporting local at every turn. She and her husband have been coming to Findlay Market for over 15 years, shopping biweekly for their groceries, attending various events with their family, taking annual family photos at the Market, and supporting the Market through the Friends of Findlay Market Membership program.

Friends of Findlay Market is a monthly membership program that allows avid Findlay Market fans to take their support to the next level by donating monthly to benefit essential entrepreneurship programs that offer opportunities and lower barriers to BIPOC, women, and immigrant-owned businesses.

Findlay Market is Jen's primary grocery store, and she relishes the interactions she has with the Merchants she visits regularly. Not only do they recognize her and her family, they're invested in their lives. But for Jen, supporting Findlay Market goes far beyond her shopping experience. "Findlay supports everyone," she says. "I think it's really neat to see how many businesses have started from a tent and grown here."

Supporting local businesses is a value that was sparked in Jen as a child, something she has expanded in her personal life, and is passing along to her own children. "There's just something about being a part of a community and understanding the community you're in. That's something I want to instill in my kids, too," she says. Jen and her family are currently working their way through an "ABC Challenge," where they have to visit a different local restaurant for every letter in the alphabet.

Findlay supports everyone... I think it's really neat to see how many businesses have started from a tent and grown here.

— Jen Campbell



# OLUNIEER SPOTLIGHT

In this last fiscal year, 231 volunteers donated 923.75~hours of their time to check guests in during tasting events, assist with activities during community events, sort and distribute over 700 free costumes to local families, sell hundreds of Christmas trees and so much more.

Catherine Huang is no stranger to service. She's spent many hours volunteering with various organizations, including Americorps as a Near Peer Student Mentor, where she worked one-on-one with students in Seattle, WA with higher support needs. This experience informed her decision to pursue a career in education, which eventually led her back to Cincinnati to work as a School Psychologist with Cincinnati Public Schools. Though she grew up in Cincinnati, Catherine wanted to explore the city as an adult when she moved back home after college, so she decided to seek out some volunteer

opportunities. With Findlay Market, Catherine has helped out at Tasting Events as well as the Costume Drive Pick Up Event in the fall.

"I love serving the community that I grew up in, and giving back to the city that raised me," Catherine says. "Everybody that works here is so amazing. You walk through and everyone is smiling, happy to be here. I love that Findlay Market is part of my city."

love serving the community that I grew up in, and giving back to the city that raised me...Everybody that works here is so amazing. You walk through and everyone is smiling, happy to be here. I love that Findlay Market is part of my city.

- Catherine Huang











# BOARD SPOTLIGHT

Chip Gerhardt has been visiting Findlay Market for as long as he can remember. As a child, he and his mother would pick up fresh produce in a wicker basket weekly. These early memories cemented his lifelong relationship to Findlay Market. As Chip and Jane, his wife, were raising their children, Findlay Market was a mainstay in their lives, and they remain regular Market shoppers to this day.

Over a decade ago, the Board of Directors of the Corporation for Findlay Market recognized Chip's love and devotion for the Market, and approached him about joining. Since the beginning of his tenure, Chip has filled many roles—Secretary, Vice-Chair, and Board Chair during the COVID-19 pandemic, a time fraught with uncertainty for small businesses across the world. But Chip highlights the impact of a close-knit community that sustained itself through a hard season.

"Thanks to our amazing staff, we were able to navigate through COVID in a way that ensured the safety of our patrons, vendors, and staff, allowing the Market to solidify its importance to our community," Chip says.

Chip is on a number of different boards throughout the city in addition to his work as the President & Founder of Government Strategies Group. He lives by a philosophy to "do one more thing," he says. "What that means to me is that if each of us did just one more thing for someone else, our entire community would be in a much better position. It doesn't need to be a big thing, but the multiplier impact would be amazing. I am fortunate to be in a place where I can volunteer for important organizations which make a difference in people's lives."

Thanks to our amazing staff, we were able to navigate through COVID in a way that ensured the safety of our patrons, vendors, and staff, allowing the Market to solidify its importance to our community

— Chip Gerhardt





# BOARD MEMBERS

## **ALISA BERRY**

Cornerstone Renter Equity, Executive Director

# **KARLA BOLDERY**

Urban One, Inc., Local Sales Manager

# **LIA BRAATEN-HAGER**

Past Chair Procter & Gamble, Retired

# **SUZANNE BURGEI**

PROMARK Company, Business Development Executive

# **JASON COMBS**

Vice Chair E.W. Scripps Company, CFO

## **WYNNE CURRY**

Secretary
The Seven Hills School,
Retired

## **RICK FINDLAY**

OneSource Center for Nonprofit Excellence, Consultant

# **LINDSEY FLOREA**

The Cincinnati Port, Senior Vice President

## **CHARLES GERHARDT**

Government Strategies Group, President & CEO

## **RICO GRANT**

Entrepreneur & Founder, Paloozanoire, SoCap Accelerate, Gallery at Gumbo

# **COLIN GROTH**

StriveTogether, Chief Advancement Officer

## **LINDZIE GUNNELS**

Gunnels Realty, Managing Broker

## **MARK HAGGARD**

Cincinnati Children's Hospital Medical Center, Retired

## **TODD IMMELL**

*Treasurer* Deloitte, Managing Director

# **KRUTARTH JAIN**

Champlin Architecture, Principal

# **JOHN JUECH**

Duke Energy, Director of Public Affairs & Communications

# **ROB LINNEMAN**

Santen & Hughes, Partner

# **ELIZABETH MARTINI**

Bricker Graydon, Of Counsel

# **PETE METZ**

At Large Executive Committee Member Cincinnati Regional Chamber, Vice President of Civic Strategy & Policy

## **TARITA PRESTON**

Tarita Preston Coaching, Chief Coach

# **ERIK ROBERTS**

Senior VP, Global Fabric & Home Care Purchasing and P&G Chemicals

## **MARY STAGAMAN**

Mary Stagaman LLC, Principal

## **DEANA TAYLOR BREWER**

Chair

Visit Cincy, Vice President Human Resources & Employee Engagement

# COMMUNITY PARTNERS

Collaborations make this work possible, and we are grateful to our 2024-25 community partners for their role in making the Findlay Market District a vibrant, safe and beautiful place to be.

- 1N5
- 3CDC
- · The Acceleration Project
- Adventure Crew
- Aiken HS FFA
- · Bahl & Gaynor
- Balanced Mind and Wellness Clinic
- · Behringer-Crawford Museum
- · Black is Excellence
- Buckeye Fresh
- · Building Value
- · Casa de Paz Cincinnati
- The Christ College of Nursing
- · Cincinnati Circus Company
- Cincinnati Compass
- Cincinnati Hamilton Public Library
- Cincinnati NAACP
- · Cincinnati Observatory
- · Cincinnati Parks Foundation
- · Cincinnati Recycle & Reuse Hub
- · Cincinnati Reds
- Cincinnati Shakespeare Company
- Cincinnati Toolbank
- · Cincinnati Regional Chamber
- Cincinnati Works
- Civic Garden Center of Greater Cincinnati

- COhatch
- Creative Asian Society
- Dance Fix
- Expanded Food and Nutrition Education Program (EFNEP)
- · Girls on the Run Greater Cincinnati
- Girls Rock Cincinnati
- Greater Cincinnati Food Policy Council
- · Guiding Light Mentoring
- Hamilton County Office of the Public Defender
- Indigo Hippo
- · Jamma Health
- · Jungle Jim's
- KAREfarm
- · Keep Cincinnati Beautiful
- Kroger
- La Soupe
- Last Mile Food Rescue
- MadTree Brewing
- Metro
- Mill Creek Alliance
- Model Group
- Northern Row
- OTR Chamber of Commerce
- OTR Community Housing
- OTR People's Garden
- · Our Daily Bread

- Our Lady of Victory
- · Paw in Hand Project
- Play Library
- · Produce Perks Midwest
- · Queen City Commons
- · Queen City Freedom Band
- · Refresh Collective
- Rhinegeist
- Rothenberg Elementary School
- Salvation Army
- Sam Adams Brewing the American Dream
- Senior Farmers Market Nutrition Incentive Program
- Smoke & Queers Burlesque Troupe
- Sonder Beer
- St Vincent de Paul
- · St. Andrew Gleaning
- Tru Partner Credit Union
- · United Way Greater Cincinnati
- Visionaries & Voices
- Wesley Chapel Mission
- Westwood Works
- WIC
- · Women Helping Women
- Women Writing for (a) Change
- WonderBear Circus Arts















