

# Aaron Zaretsky

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For the past 38 years, Zaretsky's professional life has focused exclusively on assisting cities, counties and other public entities as well as business entities, and nonprofits in planning, developing/redeveloping, and/or managing Public Markets. He has helped to plan, manage, and/or develop nearly 50 Public Markets. Zaretsky has visited and photographed roughly 425 Public Markets worldwide. He has been a featured speaker at numerous national conferences including a White House conference on effective community and economic development. He was a convener of a Ford Foundation Task Force on utilizing Public Markets as a proven tool for community and economic development. He has committed the bulk of his career to developing Public Markets because he sees them as a critical tool in bringing economic and social vitality to communities.

## PUBLIC MARKET DEVELOPMENT

### SUMMARY

**C.E.O.** — Nonprofit and for-profit corporations; 29 years

**C.E.O.** — Grant making foundation; 8 years

**Director** — Public corporation; 15 years

**Executive Director** — Non-profit development entity; 13 years

**Project Management** — 38 years

**Developer** — Multimillion-dollar housing and commercial renovation and new construction projects; 38 years

**Developer** — Human services; 17 years

**Fundraiser** — Helped raise more than one hundred million dollars in public and private resources; 38 years

**Expert** — in assembling complex, mixed use projects including retail, housing and offices; free acquisition of federal property, historic tax credits, facade easements, sale of air rights, etc.

## RECENT PROFESSIONAL EXPERIENCE:

**Founding Principal: Public Market Development—Consultant to a variety of nonprofit, for-profit, and public entities including:**

**Houston, TX:** Assist in the development of a Feasibility Study for a Public Market District. (2016)

**Dickinson, TX:** Prepare a comprehensive Business Plan for a Public Market. (2016)

**NY, NY:** Advised a private development group on the tenancing and design of Market Line, a Manhattan Public Market that will be the second largest in the US. (2015)

**Dickinson, TX:** Prepared a Public Market feasibility study and site analysis for this City near Houston. (2015)

**Europe:** Visited 12 European Cities (for Riyadh client) in 5 countries to photo-document 20 Public Markets using roughly 1,000 images to capture best practices for display, uses, construction, circulation, amenities, carts, farmers markets, carts, signage, entries, etc. (2015)

**Riyadh, Saudi Arabia:** Comprehensive Business Plan and chief designer for a 140,000 Square Foot Public Market for the Development Authority of the City of Riyadh. (2015)

**Riviera Beach, FL CRA:** Preparation of a revised Business Plan and tenancing and design consultant for a new Public Market at the Riviera Beach Marina. (2015)

**Tri Cities, WA:** Public Market Strategic Feasibility Study and design consultant for a private developer. (2015)

**Marin County, CA:** Assisted in the finalization of a Business Plan for a new Marin County Public Market. (2015)

**Wisconsin Dells, WI:** Preparation of a Strategic Feasibility Study for this primarily tourist based community. (2014)

**Birmingham, AL:** Feasibility Study and Strategic Plan for a new Public Market for Stonehenge Capital and Bayer Properties. (2014)

## HONORS AND AWARDS

**CO-ORGANIZER:** Ford Foundation Task Force on the use of Public Markets as proven tools for community and economic development. (2004-2005)

**ORGANIZER:** Intergovernmental task force with leadership from E.D.A., U.S.D.A., S.B.A. and the National Trust for Historic Preservation, along with private sector and foundation representatives, to create a national agenda using Public Markets as a proven tool for community economic development and historic preservation in center-city communities. (1994-95)

**FEATURED PRESENTER:** White House Conference on Successful Models of Community Economic Development: One of 4 guest presenters. (1991)

**FIRST PLACE:** Bruner Foundation Award for Excellence in the Urban Environment: The Market Foundation was chosen as the best urban project in the United States from 81 competitors. \$20,000 award. (1987) Served on the Awards Jury for the next awards cycle. (1989)

**FIRST PLACE:** Management Excellence Award for Outstanding Administrative and Fiscal Management, Medina Foundation, Washington: Statewide \$5,000 award — for Market Foundation management. (May 1988)

**FIRST PLACE:** Outstanding Organization, Municipal League of King County: Market Foundation. (June 1987)

**Miami, FL:** Site analysis and Vision Statement for a new Public Market for a private development consortium. (2013)

**Oakland Park, FL:** Feasibility Study for a new Public Market for City's C.R.A. (2013)

**Des Moines, IO:** Feasibility Study and Site Analysis for a new Public Market for the Downtown Partnership. Recommended improvements for an existing Farmers Market (2013)

**Woodland Park, CO:** Feasibility Study for improvements to an existing Farmers Market as well as development of a new Public Market (2013)

**San Francisco, CA:** Finalist (one of three out of much larger pool) in design competition for redevelopment of Fort Mason into the San Francisco Public Market District — teamed with nationally known Bruner Cott/Boston.

**Moscow ID:** Development of a 5 year Strategic Plan for the oldest and best Farmers Market in the State of Idaho.

**Baltimore, MD:** Development of a comprehensive plan for the transformation of the historic Hollins Market into a Public Market District.

**Edmonton, Alberta:** Development of a feasibility study for an Edmonton Public Market District.

**Riviera Beach, FL, C.R.A.:** Development of a site specific comprehensive Business Plan for a new 60,000 SF Public Market.

**Orlando FL:** Central Florida Public Market — Public Market Consultant on the development of a 150,000 SF, privately financed Public Market, 8 miles from Disney World. Developed comprehensive Feasibility Study and Business Plan. (2011-2012)

**Palm Beach County, FL:** Public Market Consultant on the development of a comprehensive feasibility, business and development plan for 2 new Public Markets in this Florida community. Client — Palm Beach County (2007-2012)

**Madison, WI:** Development of a comprehensive feasibility study and business plan for a new Public Market. Client — Commonwealth Development/Blue Planet Partners (2007-2011)

**Savannah, GA:** Consultant to a private developer building a public market-like food complex in Savannah's downtown. (2009)

**Willits, CA:** Development Consultant regarding the highest and best use for a 152,000 Sq. Ft. building in Northern California. Client — PepsiAmerica (2009)

**Columbia S.C.:** Sole Public Market consultant on a project to move an existing state run wholesale farmers market and to add a retail Public Market component. \$23,000,000 state funded project. Teamed with Wilbur Smith & Co. (2005 – 2006)

**FIRST PLACE:** Best Civic Idea - Fratelli's Corporation: "To create" Rachel", a half-ton bronze piggybank which collects \$20,000/year for the Market Foundation. \$14,000 award. (June 1986)

**FEATURE COVERAGE:** CBS, "Sunday Morning with Charles Kurault": Feature on the work of the Market Foundation. (1985)

## PUBLICATIONS

**Are you Ready to Take the Next Step** — A Primer for transforming an existing Farmers Market into a year-round, indoor/outdoor, Farmers Market/Public Market — **Farmers Market Today** (National trade publication for Farmers Markets). (2012)

**Funding Guide for the Development of Public Markets** — Ford Foundation sponsored. (2006)

**Ford Foundation Report** — (2005) Public Market Article

**Public Markets and Community Revitalization** — Contributing writer. Book published by U. L. I. (1995)

**Urban Genius** — Contributor to this Neil Pierce book, commissioned by the Bruner Foundation. (1991)

**Urban Excellence** — Contributor to this Philip Langdon study of the Pike Place Market. Von Nostrand Reinhold. (1990)

**Atlanta, GA:** Atlanta Farmers Market — Sole Public Market consultant on the development of a comprehensive redevelopment plan for the largest farmers market in the U.S. The plan includes adding a new retail Public Market to the renovated State wholesale farmers Market. Teamed with EDAW. (2005-2006)

**New York, NY:** Consultant on the redevelopment of a \$25 million, ten block long, historic retail/wholesale Public Market in Manhattan — La Marquette. Client — East Harlem Business Capital Corporation (2004-2005)

**Atlanta, GA:** Atlanta Farmers Market — Feasibility study for a new retail Public Market at the nation's largest wholesale farmers market. Client — City of Forest Park (2004-2005)

**Asheville, NC:** Executive Director Emeritus, Grove Arcade Public Market Foundation. Consultant to the Board of Directors of the Grove Arcade Public Market Foundation in the areas of funding, tenant mix, policy development, etc. Asheville,NC (2004)

**Ford Foundation:** Assisted in creating a multimillion dollar funding initiative, coordinated with a variety of new Federal initiatives, using Public Markets as a vehicle for community economic development in low wealth communities. — Ford Foundation (2003-2005)

**Charlotte, North Carolina:** Initial Feasibility study for a potential new Down- town Public Market. Client — City of Charlotte (2003-2004)

**Minneapolis/Saint Paul, MN:** Public Market consultant for a major new public/private partnership — 'Global Marketplace' located in a 1.1 million square foot historic Sears building. Client — Neighborhood Development Center (2003-2005)

**Myrtle Beach, South Carolina:** New Public Market feasibility study for the City of Myrtle Beach (2002), Comprehensive Development Plan including market and demographic studies, funding and development strategy etc. (2004 – 2005)

## STAFF EXPERIENCE

FOUNDING EXECUTIVE DIRECTOR,  
GROVE ARCADE PUBLIC MARKET FOUNDATION

**Asheville, NC** — Responsible for award winning redevelopment and management of the historic Grove Arcade. Western North Carolina's largest commercial building (269,000 sq. ft.), into a \$13,000,000, Public Market, including 64 locally owned and operated small retail businesses, as part of a mixed use, \$30,000,000 redevelopment (1992 to 2004).

DIRECTOR OF PRESERVATION AND DEVELOPMENT, PIKE PLACE MARKET PRESERVATION AND DEVELOPMENT AUTHORITY

**Seattle, WA** — Part of a 3-6 person executive management team directing a nonprofit public corporation which owns, manages and has redeveloped (\$65,000,000) the nationally acclaimed eleven acre Pike Place Market. The

**Sustaining a Vital Downtown Community** — Conceived and obtained Ford Foundation sponsorship of this book which details the nationally significant work of the Market Foundation. (1987)

**Lifelines** — Founder and regular contributor to Pike Place Market Foundation Newsletter. (1988-1991)

**Down the Pike** — Founder and regular contributor to the *Pike Place Market Farmer Newsletter*. (1978-1984)

Numerous articles published in newspapers and other publications. Quoted in the *NY Times*, *Washington Post*, AP, UPI, *Cleveland Plain Dealer*, *Charlotte Observer*, *Atlanta Constitution*, *Seattle Times*, etc.

## PUBLIC SPEAKING

INVITED GUEST PRESENTER  
AT MANY NATIONAL CONFERENCES  
INCLUDING:

**National Trust for Historic Preservation** — Salisbury, NC  
2014

**National Main Street Conference** — Naples, Florida. 2005;  
Punta Gorda, Florida 2010; Vilano  
Beach, Florida. 2013

**International Public Market Conference**, Biannual 1995-2007

**Organizer, National Public Market Conference**, Philadelphia, Pennsylvania, 1995; Seattle, Washington. 1998

historic Market has grown to almost a million sq. ft. of commercial and residential space, including 300 permanent merchants, 250 craftspeople, 100 local farmers, 800 units of low and moderate-income housing, and a comprehensive network of public and human services. More than 14 million customers visit the Market annually. (1977-1991)

FOUNDING EXECUTIVE DIRECTOR, THE MARKET FOUNDATION

**Seattle, WA** — Conceived, organized, and directed a nationally award-winning Foundation which raises and has disbursed millions of dollars in support of a comprehensive network of human services and low-income housing. (1982-1991)

## PAST EXPERIENCE: PUBLIC MARKET DEVELOPMENT

**Covington, GA** — Comprehensive feasibility study for a new Public Market in the historic 'Square'. Client — Arnold Fund. (2002-2004)

**Los Angeles, CA** — Ford Foundation funded, comprehensive, assessment of an existing Latino Public Market, El Mercado La Paloma. Client — Ford Foundation. (2002)

**Waterloo, IO** — Development study for a Heritage Tourism funded Public Market. (1997)

**Miami, FL** — Lead development consultant for a private developer planning a Public Market in the historic Pan Am seaplane hanger in Coconut Grove. Client — Lima Development. (1996-1998)

**Cincinnati, OH** — Redevelopment master plan and lead consultant for the City of Cincinnati, for a 17 million dollar renovation of the historic Findlay Market into a Public Market District and recommendations regarding the surrounding "Over the Rhine" neighborhood. Client — City of Cincinnati. (1994-97)

**Baltimore, MD** — Initial feasibility analysis for the 'Avenue Market,' an African-American Market (previously Lafayette Market) in West Baltimore. Client — James Rouse. (1996)

**Penn Center, SC** — Public Market development and master/business plan for revitalization of Afro-American sea island community commercial center. Penn Center was the first school (established 1862) for freed slaves. (1995)

**La Marqueta, NY** — Assisted in redevelopment planning for historic Hispanic New York City Public Market. Assisted in RFQ and RFP development. Client was New York City Department of Economic Development. (1993)

**Chattanooga, TN** — Conceived and developed plan and feasibility study for Public Market in downtown Chattanooga. Client — River City Corporation. (1993)

**International Planners Association National Conference**, Myrtle Beach, South Carolina. 1994

**Environmental Forum**, Chattanooga, Tennessee. 1993

**White House Conference on Successful Models of Community Economic Development**. 1991

**Neighborhoods, U.S.A.** 1989

**International Downtown Association**. 1989

**Direct Marketing Conference and Farm Conference**, Oakland, California. 1989

**Public Markets — Tradition and Promise** — Assisted in organizing national conference, Seattle. 1987

**Institute for Urban Design**, Denver, Colorado. 1987

**National Conference of State Legislators**, Seattle, Washington. 1986

**Annual Local Presentations** include scores of presentations to social, political, religious, and business organizations such as: Leadership Tomorrow, Rotary, Kiwanis, Lions, City Council, County Commission, City Club, Junior League, Downtown Association, Chamber of Commerce, Downtown League of Women Voters, Municipal League, American Institute of Architects, Association of TV and Radio Broadcasters, etc.

**Fort Worth, TX** — Conceived and developed plan for Public Market in down- town Fort Worth. Client — Sundance Square Management Corporation (Bass Family). (1993)

**Greenville, SC** — Assisted City of Greenville Economic Development Division in developing a new Public Market in the West End neighborhood of downtown Greenville. Client — City of Greenville. (1993)

**Public Web Market** — Lead Public Market consultant on the development of this virtual Public Market web site — one of the earliest commercial e-commerce sites. Project was funded by USDA. (1992)

**Baltimore, MD** — Developed plan, which was implemented, to transform Baltimore's 8 neighborhood markets from City to nonprofit management. Client — Baltimore's Goldsecker and Able Foundation. (1991)

**Granville Island Public Market, Vancouver, Canada** — while a Director at Seattle's Pike Place Market, advised the Federal development team that transformed Granville Island from a decaying industrial site and brownfield into North America's preeminent Public Market. (late 1970's)

## OTHER EARLIER WORK EXPERIENCE

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### EXECUTIVE DIRECTOR - MILITARY LAW OFFICE

**San Francisco, CA** — Directed a legal program sponsored by a national bar association, providing civilian legal defense for American military personnel. Responsible for management, publicity, legal coordination, and fund-raising. (1973-1977)

### PRINTER, R.P.M., INC.

**Madison, WI** — Assisted in running a print shop. (1971 - 1972)

### ACTING DIRECTOR, YOUTH PROJECT COORDINATOR, DAYTON HOUSE

**Madison, WI** — Assisted in organizing and managing one of the first court-sponsored shelters for runaway street youth. Responsibilities included administration, youth and family counseling, public speaking and fund-raising. (1969-1971)

### DEVELOPER, BLUE BUS MEDICAL CLINIC

**Madison, WI** — Assisted in organizing and managing one of the first nonprof- it "community health clinics" in the country. Received paraprofessional medical training, assisted in health education, planning, and fund-raising. Helped to develop suicide prevention and drug abuse counseling program. (1969-1971)

### ORGANIZER, MIFFLIN STREET COOP

One of many organizers of an early college grocery coop. (1968-1969)

### VOLUNTEER ORGANIZER, FUND-RAISER, STUDENT NON-VIOLENT COORDINATING COMMITTEE — SNCC

**New York, NY** — Participant in numerous civil rights support activities. (1963-1967)

## EDUCATION

**B.A. University of Wisconsin — Anthropology.** Vilas Scholar. Significant graduate level course work. (1966 -1971)

**Extensive Professional Continuing Education** — including seminars in non profit management, business planning, direct mail, corporate and foundation funding, board management, special events funding, program planning and proposal writing, nonprofit business ventures, deferred giving, charitable estate planning, web site development, and team building.

**Leadership Seattle**

**Leadership Asheville**

## PERSONAL

Date of Birth: 7/6/49

Extensive travel in western and eastern Europe; north, central and east Africa; Latin America, Caribbean, Canadian arctic. Wilderness hiking and canoeing, birding. Visits to about 350 international Public Markets.

Speak (rusty) French, Spanish, Swahili, German, and Russian.

Substantial personal involvement as a general contractor and carpenter in building 3 personal residences.

Alpaca farmer.

## REFERENCES

Please see “references” tab at professional website: [www.public-marketdevelopment.com](http://www.public-marketdevelopment.com)

## PROFESSIONAL AFFILIATIONS

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American Society of Association Executives (ASAE)\*  
National Development Officers Association (NDOA)\*  
National Society of Fund-raising Executive (NSFRE)\*

## BOARD AFFILIATIONS

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North Buncombe Association of Concerned Citizens — President. Grove  
Arcade Preservation Inc — President.\*  
Grove Arcade Restoration Inc — President.\*  
Citizens Alliance to Keep the Market Public — Founding member.\* King  
County Low Income Housing Development Consortium.\*  
King County Committee to Save Our Local Farmlands — appointed by County Executive to organization which wrote and campaigned for successful \$50,000,000 initiative for purchase of farmland development rights.\*  
Washington State Farmers Market Association — Founding member.\*  
Tolt Community Club — Founding member, officer.\*  
King County Rural Development Committee.\*  
Sno-Valley Multi-Age Center — Officer.\*  
Pike Market Medical Clinic — Founding member, officer, incorporator.\*  
Pike Market Childcare Center — Founding member, officer, incorporator.\*  
Pike Market Senior Center — Founding member, officer, incorporator.\*  
Downtown Food Bank.\*  
Blue Bus Medical Clinic — Founding member, officer.\*

\* = Past Affiliation