

FOR IMMEDIATE RELEASE



Village Sewing Seeds of Economic Development with New Open-Air Market

PALMETTO BAY, Fla., (Oct. 27, 2008) – Palmetto Bay introduces a fresh idea this weekend with the launch an open-air market in the heart of the Franjo Triangle / Commercial Island (FT&I) district. The market will open for business Sunday, Nov. 2, 9 a.m. - 4 p.m., and then every Sunday thereafter through April of 2009.

Palmetto Bay's unique outdoor market will be located in the broad parking area along SW 174 St. and SW 97 Ave., within the Village's emerging "downtown" area located in the commercial island between the north- and south-bound lanes of US-1.

Professionally managed by The Market Company, this exciting new venture will feature green-market vendors specializing in fresh fruits, vegetables, plants, trees, orchids, cut flowers, and other locally grown produce, in addition to organic items. Vendors of arts, crafts, antiques, and collectibles will also be an added plus for the market.

"Not only will our new market provide regionally grown foods that are good for you," says Palmetto Bay Council Member Shelley Stanczyk (District-3), "but a local fresh market is good for the environment, too." Residents visiting the market will reduce their carbon footprint – and reduced travel time for goods translates into reduced auto emissions. "It's a smart, green alternative right here in your own neighborhood," she added.

Stanczyk also noted that, from a development standpoint, this new market has the potential to jump-start growth in the Village's emerging commercial "downtown" district.

For information about vendor opportunities, contact The Market Company at claire@themarketcompany.org or Jian Santana at the Village of Palmetto Bay's Planning & Zoning department at jsantana@palmettobay-fl.gov.

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*Incorporated in 2002, **The Village of Palmetto Bay** is a vibrant community of 25,000 residents nestled between Biscayne Bay and So. Dixie Highway, about 15 miles south of downtown Miami. The Village is governed by a five-member Council and operates under a Council-Manager form of government. Dubbed "The Village of Parks," Palmetto Bay offers an extensive system of attractive parks, unique recreational opportunities, and bay access. It also is home to several excellent public schools, and a robust commercial corridor along Dixie Highway offering a diverse range of restaurants, markets, and lodging. Specifically, the Village extends from the centerline of SW 136 St., south to the centerline of SW 184 St., expanding west to the centerline of South Dixie Highway (including the center island), and east to Biscayne Bay.*