

EDGEBROOK, EDISON PARK, SAUGANASH

## Edgebrook Moms Team Up To Bring Back Farmers Market And Attract More Business To Downtown Area

There are new and expanded offerings at the market that kicks off Saturday, including double the number of vendors plus a kids' corner and live music.



By Ariel Parrella-Aureli

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The new volunteer team with Everyday Edgebrook meet to prepare for the 2023 farmers market season. Credit: Provided

**EDGEBROOK** — A group of local moms have teamed up to save the Edgebrook Farmers Market from being canceled for its upcoming season.

When the market manager announced the cancellation last year because she was no longer able to

run it, Meghan Dwyer, Lisa Hinrichs, Jennifer Bassik, Kathy Fern and others from the neighborhood stepped in.

“I moved from Logan Square and wanted to walk to a farmers market, so it was devastating when we found that would not happen,” Dwyer said.

The moms joined Everyday Edgebrook, a volunteer-run community group that organizes the market, to not only pick up where the manager left off but also revamp and expand its offerings.

The market series, which kicks off Saturday, will have twice as many vendors as last year, a kids’ corner and live music, said Hinrichs, one of the new market managers.

It’s open 9 a.m.-1 p.m. every other Saturday at Hiawatha and Central Avenues in the parking lot of Edgebrook School. It will run through Sept. 23.

“We not only want to keep it going but we want to bring some fresh energy and motivation for folks to want to come out and for vendors to want to participate and for entertainment,” Hinrichs said. “We want this to be a fresh, fun, local, family-friendly event.”

The mom collective also worked with the Edgebrook-Sauganash Chamber of Commerce, which is sponsoring the market. Fern, the chamber’s new executive director, said Everyday Edgebrook received dozens of messages from neighbors asking to keep the market going when they heard about its cancellation.

Fern said the new market team sees an opportunity to attract more businesses to downtown Edgebrook. Fern is creating a list of storefronts for rent to connect market patrons who are business owners to storefronts if they’re looking for a spot, she said.

“That’s an ongoing task for the chamber and it’s great I can deliver that information and have everybody be able to plug in,” Fern said. “They may not be aware that we have this great little downtown area. It’s a win win for all of us.”

The group also plans to cross-promote local business events at the market, she said.



Mona Claudia Flores is the founder and co-owner of Mona's Sweet Shop in Edgebrook. Her cupcakes will be sold at the farmers market. Credit: Facebook

The market managers are hopeful the weekly market will raise Edgebrook's profile and bring new energy to the community as more people move to the area, Dwyer said.

"We have amazing real estate with families that want to spend money and we can't get those [storefronts] filled," Dwyer said. "We want to get the word out, like, if you want to open up a coffee shop or a place of business, come to Edgebrook. We need a vibe."

With over 20 vendors, including new local businesses, selling fruit, jams, meats, tacos and coffee, the mom collective is excited to show off the market to the community, organizers said.

"We're trying to get more growers and producers to commit to us," Dwyer said. "We want to prove

ourselves so they come along next year.”

The kids’ corner will feature “scavenger hunts” with prizes from Happy Foods, and Villari’s Martial Arts will hold free demos. New Book Joy bookstore and the Edgebrook Public Library will host three story times — at 9:30, 10:30 and 11:30 a.m. — at each market, organizers said.

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 A Flourish chart

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