

CASE STUDIES IN REUSE

COMMUNITY GARAGE SALES

ROCHESTER PUBLIC MARKET

COMMUNITY GARAGE SALE

JAMES FARR, DIRECTOR

LOCATION: 280 N. Union St., Rochester, NY 14609

DAYS/HOURS: Sundays from 7am-1pm, bi-weekly, seasonal

<https://www.cityofrochester.gov/garagesales/>

CNY REGIONAL MARKET

SUNDAY FLEA MARKET

AMANDA VITALE, EXECUTIVE DIRECTOR

LOCATION: 2100 Park St., Syracuse, NY 13208

DAYS/HOURS: Sundays from 7am-2pm, year-round

<https://www.cityofrochester.gov/garagesales/>

The Basics

- Both of these Markets run community garage sale programs that operate as a temporary, easy, affordable way for community members to sell their unwanted, usable household goods
- The Rochester Public Market reports about 800-1000 people on average attend the Community Garage Sale each week



Funding

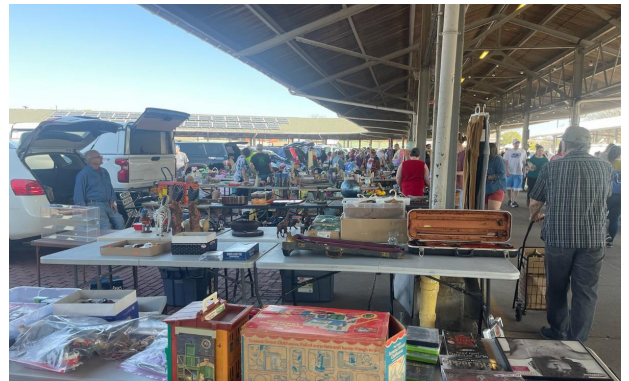
- Both of these programs are primarily funded through revenue generated from the Markets, fees to rent a stall for the day, public funds, and enterprise funds (Rochester Public Market only)
- People who are interested in selling their items at the community garage sales pay a fee (\$35 for Rochester Public Market; \$75 for CNY Regional Market) to rent a stall or space for the day
- Other funds come from community events such as concerts, art shows, etc.
- Funding shouldn't be a hindrance, as communities could raise funds through community donations, fundraising such as raffles and bake sales, community events like concerts and art sales, and municipal funds

Challenges

- Marketing and communication: having a centralized hub for communication would be very valuable, but for now there is much trial and error to see what social media platforms and communication strategies work vs. what does not.
- Every community is different, and communication strategies are always changing -- it is important to keep up!

Advice for Starting a Community Garage Sale

- Build off an existing community infrastructure (e.g., farmer's market) if possible!
- Learn what the community already has and what people want
- Find the communication platform(s) that works best for your community, and be creative with getting the word out about your program
- Keep your goals aligned with what the community values
- After operating for a while, go back and take a FRESH look at everything: What is working well and can be built upon to expand success?



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Syracuse University
Center for Sustainable Community Solutions

Questions?
Contact: Morgan Ingraham
CSCS Program Coordinator
meingrah@syr.edu