

**THE ECONOMIC IMPACTS OF
READING TERMINAL MARKET
2026**



**READING
TERMINAL
MARKET**

**FEEDING THE CITY
FUELING THE ECONOMY**



READING TERMINAL MARKET

FEEDING PHILADELPHIA'S
HEART AND SOUL

since
1893

OUR MISSION

TO PRESERVE

the architectural and historical character, and function, of the Reading Terminal Market as an urban farmers' market.

TO PROVIDE

a wide variety of produce, meat, fish, bakery and dairy products, and other raw and prepared food, brought to a public market in the center of the city by farmers, growers, producers and chefs.

TO MAINTAIN

an environment that recognizes and celebrates the diversity of our citizens and fosters their interaction.

TO STRENGTHEN

the historic link and mutual dependency of our rural and urban communities.

TO ACHIEVE

this, while preserving the financial viability and achieving self-sufficiency for the Market.

Reading Terminal Market Corporation

1136 Arch Street, #400 | Philadelphia, PA 19107
Readingterminalmarket.org | 215-922-2317

Reading Terminal Market Corporation is a registered 501(c)(3) nonprofit organization.



Dear Friends of The Market,

OUR VISION

Harness the power of food to break down barriers and bring people together, drive economic vitality, and activate the Market District.

We are proud to share *Feeding the City, Fueling the Economy*, Reading Terminal Market's inaugural economic and community impact study. Developed in partnership with the nonprofit Reading Terminal Market Corporation and the Reading Terminal Market Merchants Association, the report confirms what Philadelphians have long understood: **the Market is both a beloved civic institution, and a powerful and vital economic engine for Philadelphia and Pennsylvania.**

For more than a century, the Market has connected residents, visitors, farmers, and entrepreneurs through fresh food, small business opportunity, and community. Today, more than 75 independent merchants—many family-owned for generations—help sustain a vibrant marketplace **that supports regional agriculture, creates jobs, attracts tourism, and strengthens Philadelphia's cultural identity.** Recently named the #1 Public Market in America, Reading Terminal Market continues to gain national recognition at a pivotal moment for Philadelphia as the city prepares to welcome unprecedented global attention in 2026 and beyond.

The report makes clear that **when the Market thrives, the city thrives.** Beyond the economic impact, Reading Terminal Market remains a place where people gather, traditions are shared, and everyday personal connections are made. Continued investment in the Market, its merchants, and its infrastructure will ensure this historic institution serves Philadelphia for generations to come.

I'll meet you at the Market,

Annie Allman
CEO and General Manager
Reading Terminal Market Corporation

“Every dollar spent here is a dollar invested in Philadelphia—in our merchants, our hospitality industry, our neighbors, and our future.”

Annie Allman
CEO and General Manager
Reading Terminal Market Corporation

Reading Terminal Market Corporation

ReadingTerminalMarket.org

215-922-2317

[ReadingTerminalMarket](https://www.facebook.com/ReadingTerminalMarket)

[@rdgterminalmkt](https://www.instagram.com/rdgterminalmkt)

Reading Terminal Market is an economic engine for Philadelphia and the Commonwealth.



THE MIGHT OF THE MARKET

The impact of **\$1.00** spent at Reading Terminal Market stimulates nearly double that amount (**\$1.76**) in economic activity across sectors in the Greater Philadelphia Region and the Commonwealth.

ECONOMIC & FISCAL IMPACTS



ECONOMIC

\$126M
Total

650 Jobs
Supported

\$36.9M
Employee
Compensation

\$146M
Total

740 Jobs
Supported

\$42.2M
Employee
Compensation

FISCAL

\$1.5M
Aggregated
Tax Revenues

\$2.7M
Aggregated
Tax Revenues

& TOURISM IMPACT & PUBLIC VALUE



5.9M
Annual Visits

\$1.2B
Total Spend



10.8 Billion
Media Impressions

\$81M
Publicity Value

“The trend in the convention industry is that event hosts are buying the destination and not just the building. Reading Terminal Market is a key piece in making Philadelphia the destination.”

John J. McNichol
President and CEO
Pennsylvania Convention Center Authority

The Market is a positive agent for the public good.

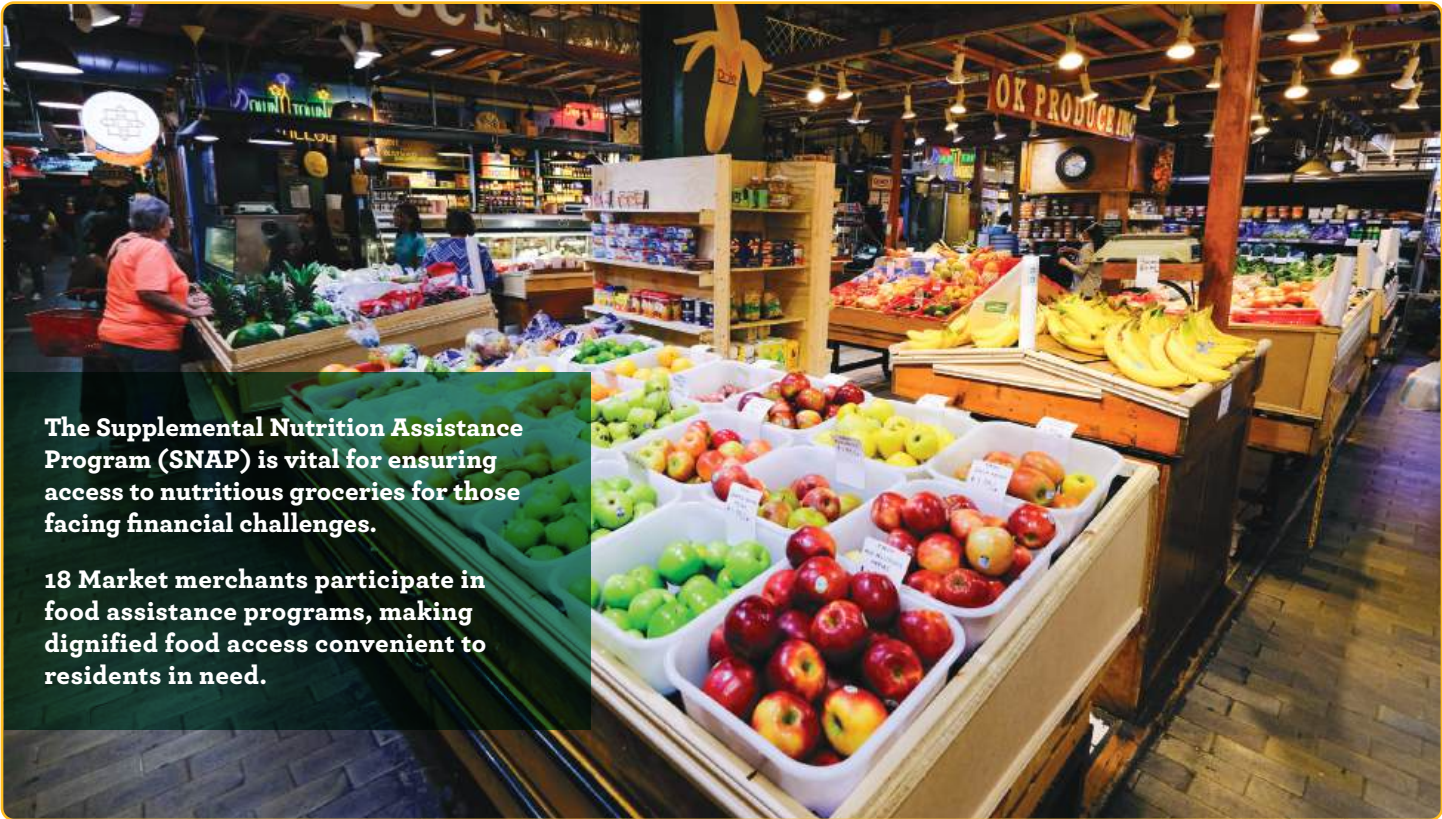


Housing 55% of the merchants who accept food assistance programs in Center City, **Reading Terminal Market is considered to be the largest EBT/SNAP redemption location in Pennsylvania.**



COMMUNITY BENEFITS

Employment	Nutrition	Procurement	Landmark	Culture	Health
Supports local purchasing and hiring	Improving access to fresh and culturally significant food	Patronage of regional agriculture and small businesses	Continual use of a historically significant Center City building	Hub of Philadelphia culture and character	Increasing public access to health, arts, and culture



The Supplemental Nutrition Assistance Program (SNAP) is vital for ensuring access to nutritious groceries for those facing financial challenges.

18 Market merchants participate in food assistance programs, making dignified food access convenient to residents in need.

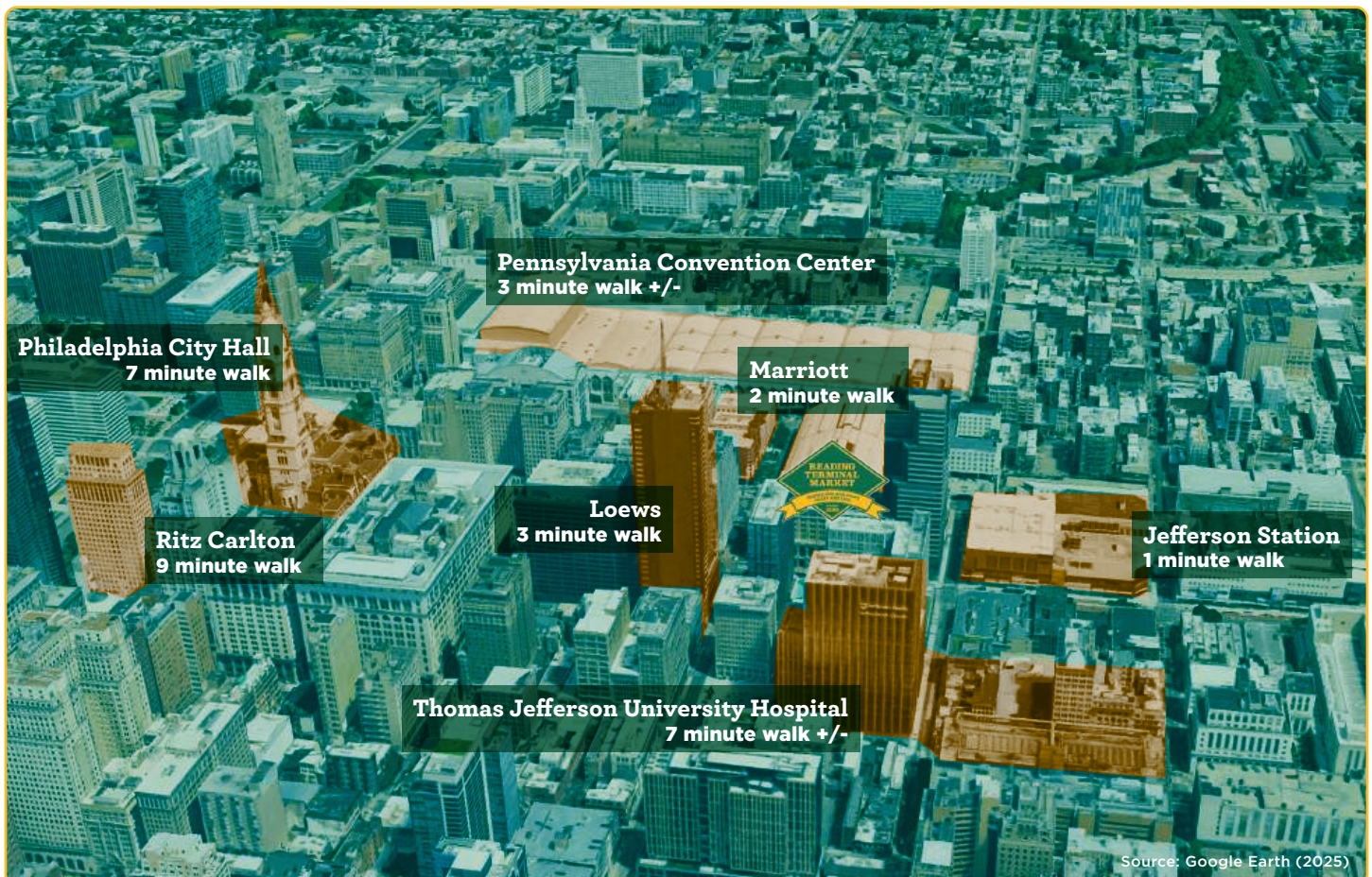
Reading Terminal Market has anchored the neighborhood since 1893.

The Market is a cornerstone of the economic, social, and cultural life of Philadelphia.

Reading Terminal Market is a vibrant hub that connects more than 75 diverse, locally owned merchants with millions of residents and visitors each year.

More than a bustling shopping and dining destination, the Market generates significant economic benefits by supporting hundreds of jobs, fostering entrepreneurship, and drawing substantial visitor spending to Center City. Culturally, it is a manifestation of Philadelphia's character, seamlessly blending historic preservation and cultural heritage with modern culinary innovation, while showcasing the city's deep traditions of commerce and community. Socially, the Market is a gathering place for all, transcending demographics and income levels, providing small business opportunities, shared cultural experiences, and equitable access to fresh food.

READING TERMINAL MARKET IS CONVENIENT TO LOCALS AND VISITORS



The Market is one of America's 'Great Public Spaces.'

- American Planning Association

Public marketplaces are cultural landmarks and drivers of commerce. They enhance the prosperity of the cities in which they are located—Seattle's Pike Place Market and Findlay Market in Cincinnati—are prime examples. These public assets benefit a city and its population in several ways: as venues for programmatic activity; centers for small business development and entrepreneurialism; and, they are landmarks showcasing heritage and civic pride.

Reading Terminal Market is one of the most successful public marketplaces in the U.S.

PUBLIC MARKETPLACES FUNCTION AS DRIVERS OF ECONOMIC DEVELOPMENT AND SUSTAINED GROWTH IN THREE MAIN WAYS.



Capital Investment

spurs economic activity through construction projects, such as expansions, enhancements, and major maintenance.



Operational Footprint

drives daily commercial activity, serving to sustain small businesses.



Shopper Spending

attracts locals and visitors from outside the region triggering additional spending throughout the broader economy.



Reading Terminal Market capital investments generate \$10.5M in economic impact.

ANNUAL ECONOMIC IMPACTS FROM CAPITAL INVESTMENTS

Economic	Total Impact	Philadelphia	Pennsylvania
	Employment Supported	40 FTE Jobs	50 FTE Jobs
	Employee Compensation	\$2.1M	\$3.1M
Fiscal	Aggregated Tax Revenues	\$0.1M	\$0.2M

A coordinated network of partners sustains the Market and makes its unique day-to-day experience possible. Since 2023, entities that support Reading Terminal Market have invested millions of dollars in capital improvements to maintain and enable growth of daily operations.

In addition to Reading Terminal Market Corporation—the 501(c)(3) organization responsible for stewarding Market operations and the building—individual merchants and the Pennsylvania Convention Center Authority also invest significant resources into capital improvements. Common investments range from mechanical, plumbing and electrical upgrades to space enhancements, and equipment replacements.

One notable example is the 2022 Filbert Street Project—which resulted in an additional 15,000 square feet of multipurpose space outside the market—generating significant economic output, wages, and employment in Philadelphia and Pennsylvania.

ANNUAL INVESTMENT BY ENTITY

\$2.4M	\$1.5M	\$2.2M
Reading Terminal Market Corporation	Reading Terminal Market Merchants	Pennsylvania Convention Center Authority

The values shown above represent 3-year annualized averages (2023-2025).

\$5.5M
leveraged in matching grant funding secured since 2020 through the Commonwealth's Redevelopment Assistance for Capital Program (RACP).

Note: Merchants are individual retailers and members of the broader Reading Terminal Market Merchants Association. In recent years, the Pennsylvania Convention Center Authority (PCCA), has helped support mission critical capital improvements in and around Reading Terminal Market. PCCA owns the historic landmark building, which RTMC occupies and manages through a long-term lease agreement.

Reading Terminal Market Corp. and the Merchants together spend \$84.5 million on average annually through their operations.

Operating costs—from payroll to inventory—are substantial, and both Merchants and the Reading Terminal Market Corporation make significant investments in product quality and livable wages, while supporting the Pennsylvania agricultural supply chain.

These investments help the Market reinvest in the regional economy while enhancing the visitor experience and delivering meaningful community benefits.

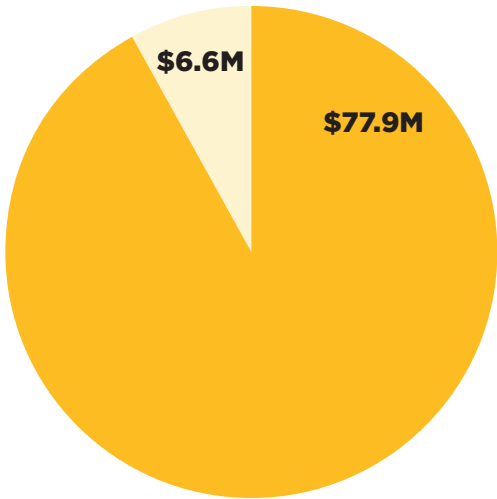
Taken together, the Corporation and Merchants spend an average of \$84.5 million annually on operations. The Reading Terminal Market Corporation, which champions the Market and expands the customer base through hosting annual events—such as the Scrapple and Apple Festival, Married at the Market, and Party at the Market—commits 78 percent (\$6.6 million) on average of its annual spend to make the Market a memorable experience for shoppers and visitors alike.

Merchants spend an estimated \$77.9 million annually on operational expenses, like payroll, inventory, and supplies to run their

businesses. Across its many functions and purposes, Reading Terminal Market sustains approximately 690 direct full-time equivalent jobs, nearly 93 percent of which are members of the merchant community.

ANNUAL ONGOING OPERATIONAL EXPENDITURES

- Merchants
- Reading Terminal Market Corporation



ANNUAL IMPACTS FROM THE OPERATIONAL FOOTPRINT

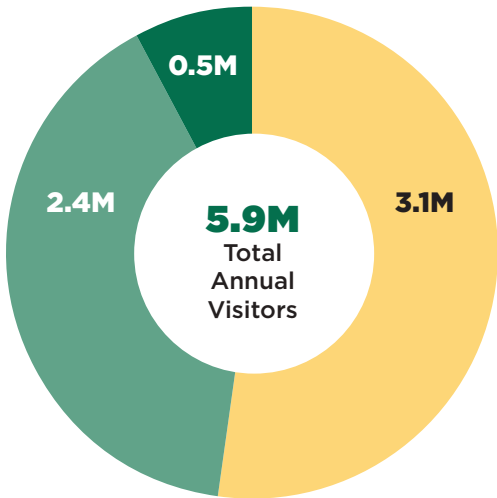
		Philadelphia	Pennsylvania
Economic	Total Impact	\$117.2M	\$135.9M
	Employment Supported	610 FTE Jobs	690 FTE Jobs
	Employee Compensation	\$34.3M	\$39.1M
Fiscal	Aggregated Tax Revenues	\$1.4M	\$2.5M

With 5.9 million visitors annually, Reading Terminal Market is the most visited destination in Greater Philadelphia.

The Market’s blend of local and tourist visitation drives substantial visitor spending. Notably, overnight visitors to Reading Terminal Market generate a significant level of economic impact within Philadelphia.

WHO IS COMING TO THE MARKET?

- Overnight Visitors
- Greater Philadelphia Residents
- Center City Residents



Locals dine and shop at the Market every day, sustaining its role as a fixture of daily life in Philadelphia. At the same time, tourists visit to experience the city through an authentic local lens. Today, Reading Terminal Market draws a nearly even mix of local and regional visitors (48 percent) and overnight tourists (52 percent).

In addition to food and goods at the Market, visitors also spend on local hotels, other attractions, and transportation. To quantify this enormous impact for this analysis, an annual visitor spend figure was calculated for Reading Terminal Market. Industry-standard sources for data were employed including Placer.ai, SMS Storetraffic cameras, and the latest visitor spend profiles from Visit Philly, Philadelphia’s primary domestic tourism marketing organization. In 2025, the 5.94 million visitors to Reading Terminal Market spent an estimated \$1.2 billion during their Philadelphia trips. This visitor spending was largely driven by the 3.1 million overnight visitors who include the Market as part of their Philadelphia itinerary.

ANNUAL VISITOR SPEND REACHES NEARLY \$1.3 BILLION IN GREATER PHILADELPHIA

Visitor Type	Number of Visitors		Visitor Spend	
	Center City Residents		\$13.6M	
	Greater Philadelphia Residents		\$207.5M	
	Overnight Visitors		\$1,026.8M	
Total		5.9M	\$1,247.9M	

Note: Totals and line items in chart and table do not sum due to rounding.

Reading Terminal Market has gained an extensive national and international reach.

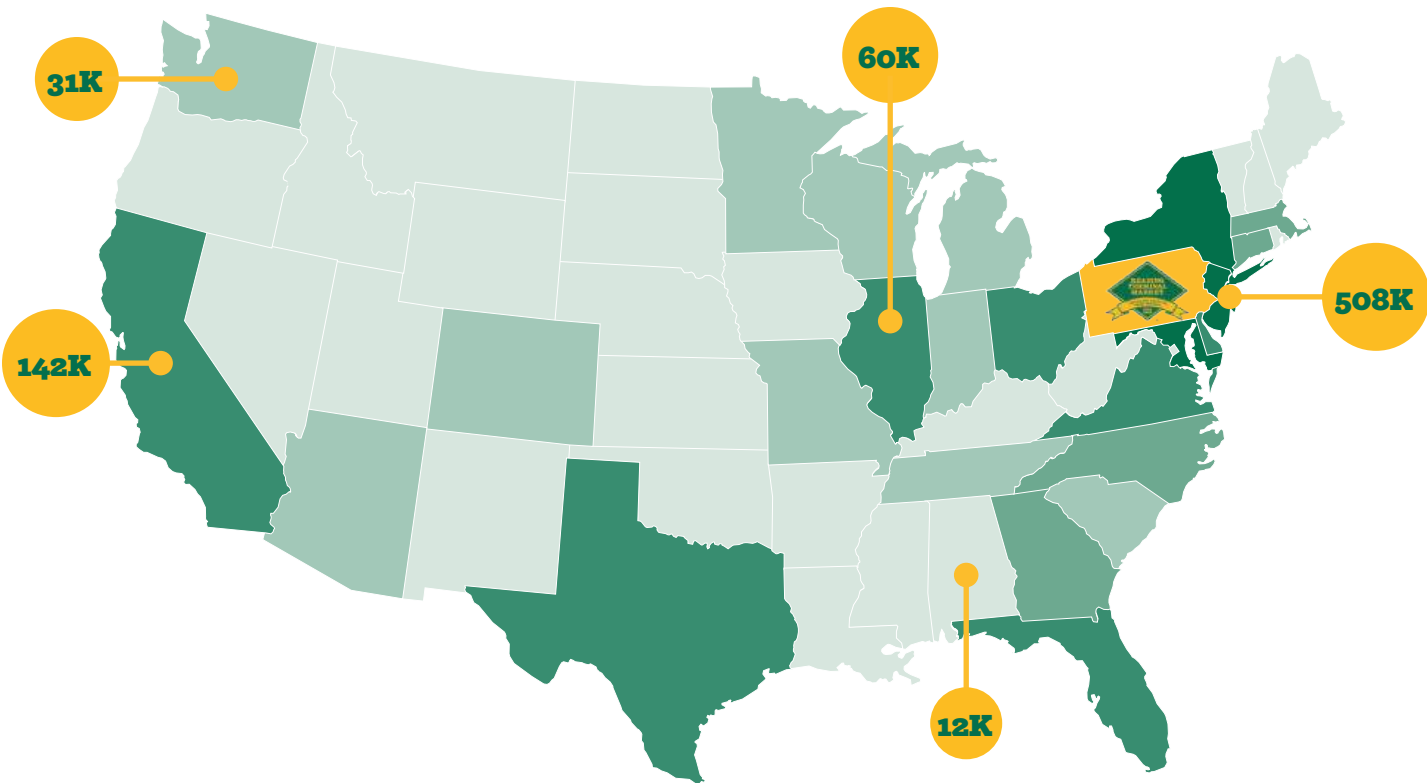
Reading Terminal Market is one of the oldest, continuously operating public markets in the nation; and the offerings are authentic, representing regional and international fare, all under one roof. It is featured in every tourism guide to Philadelphia, reaching regional, national, and international travelers. From Visit Philly and DiscoverPHL’s trip guides, to write-ups in international publications like *Condé Nast Traveler*, *Lonely Planet Travel Spotlights*, and *National Geographic*, the Market piques traveler interest far and wide.

“Reading Terminal Market is the backbone of Philadelphia’s food city identity. Anybody and everybody visits that Market.”

Angela Val
President and CEO
Visit Philly

EACH YEAR, PEOPLE FROM STATES ACROSS THE NATION VISIT READING TERMINAL MARKET.

■ 200,000+ ■ 100,000 - 199,999 ■ 50,000 - 99,999 ■ 20,000 - 49,999 ■ <20,000



The Market showcases Philadelphia and Pennsylvania culture and character.

Under one roof, the Market brings together global cuisines, local traditions, and handmade crafts into a living portrait of Philadelphia diversity.

Visitor experiences, like City Food Tours, showcase the Market as a microcosm of the diversity of cultures that make up Philadelphia, exposing tourists to options ranging from Central American street fare to Thai curries, Middle Eastern spices, and Pennsylvania Dutch breakfasts. This bridges local folk traditions with global cuisines, reflecting both the region's agricultural roots and the international character that defines modern-day Philadelphia.

The Market has cultural expression beyond its food stalls. Merchants including Amazulu, De'Village, and Little Marrakesh Bazaar showcase handcrafted jewelry, crafts, and apparel that are reflective of the owners' multicultural identity. Seasonal vendors like the Immigrant Marché, a participant in the rotating Day Stall program, further expand the Market's mission of spotlighting makers and entrepreneurs whose work preserves cultural traditions. Furthermore, the majority of the small businesses that make up the merchant base are owned or co-owned by women. Together, these merchants and programs form a cultural canopy that uplifts communities and invites everyone to share in the city's story.



Amazulu has operated in Reading Terminal Market since 1989. Opened by silversmith Charita Powell, products showcase unique designs reflecting the African diaspora.



Ice Cream Fest, 2025

In addition to daily commerce, the calendar of events and annual partnerships with cultural institutions at the Market feature local artisans, celebrate community entrepreneurship, and the city's love of food, reflecting the heart, humanity, and civic pride of Philadelphians. Signature gatherings such as Rocky Fest and the Annual Ice Cream Festival on Filbert Street draw more than 25,000 visitors per event.

City Kitchen Deepens the Experience

The City Kitchen demonstration space hosts culinary and nutrition experts, ranging from local chefs to registered dietitians. For example, throughout the school year, merchant chefs lead cooking classes for youth from the Boys & Girls Club, sharing their culinary expertise while providing hands-on instruction with fresh ingredients sourced from the Market. City Kitchen serves as a venue for nutrition education, culinary skill-building, storytelling through food, and shared discovery.

Reading Terminal Market and Pennsylvania Convention Center have developed a synergistic relationship.

“Reading Terminal Market is a huge asset for not only the Pennsylvania Convention Center, but Philadelphia’s tourism industry at-large, providing unparalleled convenience and delicious food to business and leisure travelers alike.”

*Gregg Caren, President and CEO
Philadelphia Convention & Visitors Bureau*



With more than 300 conferences hosted steps away each year, 500,000+ conventioners enjoy Reading Terminal Market annually.

The Market is both one of the region’s most distinctive destinations and directly connected to the Convention Center. The relationship between these destinations generates powerful impacts for the city.

As a key selling point for attracting conventions to Philadelphia, Reading Terminal Market gains customers from among conference attendees. Stewarded by the Pennsylvania Convention Center Authority, the Convention Center is the state’s premier meeting facility with 679,000 square feet of meeting space that hosted 152 events and welcomed 907,000 attendees in 2025. Notable events included the annual Philadelphia Flower Show, the American Bus Association Marketplace, and the Alzheimer’s Association International Conference.

Given the proximity of the Convention Center and Reading Terminal Market, many convention attendees enjoy a visit to the Market during their stay. For example, since 2013, the Convention Center has hosted the Volleyball Northeast Qualifiers Tournament for several tournament weekends in the spring that welcome 35,000-plus visitors per weekend. Virtually all attendees have made a trip over to the Market for a meal. The unparalleled hospitality of the Convention Center—directly supported by Reading Terminal Market—helped secure the tournament in Philadelphia until 2030.

Reading Terminal Market sparks buzz!



#1 Public Market in America

2026, 2022, 2021 | USA Today 10best

The 76 Most Vital Philly Restaurants

2025 | The Philadelphia Inquirer

#1 Place to Take Visitors

2026, 2024 | Philly Favorites

No. 62, former center for the Philadelphia Eagles, Jason Kelce proudly reps the Market on his podcast, *New Heights!*



“In an era of Uber Delivery robots and corporate food halls, Reading Terminal goes against the grain. Instead of championing automation and convenience, it is a space that fosters community and in-person connections. The market is a nonprofit space and includes over 80 small family-owned businesses.”

Billy Penn at WHYY, Reading Terminal crowned America's Best Public Market, per USA Today, April 22, 2026

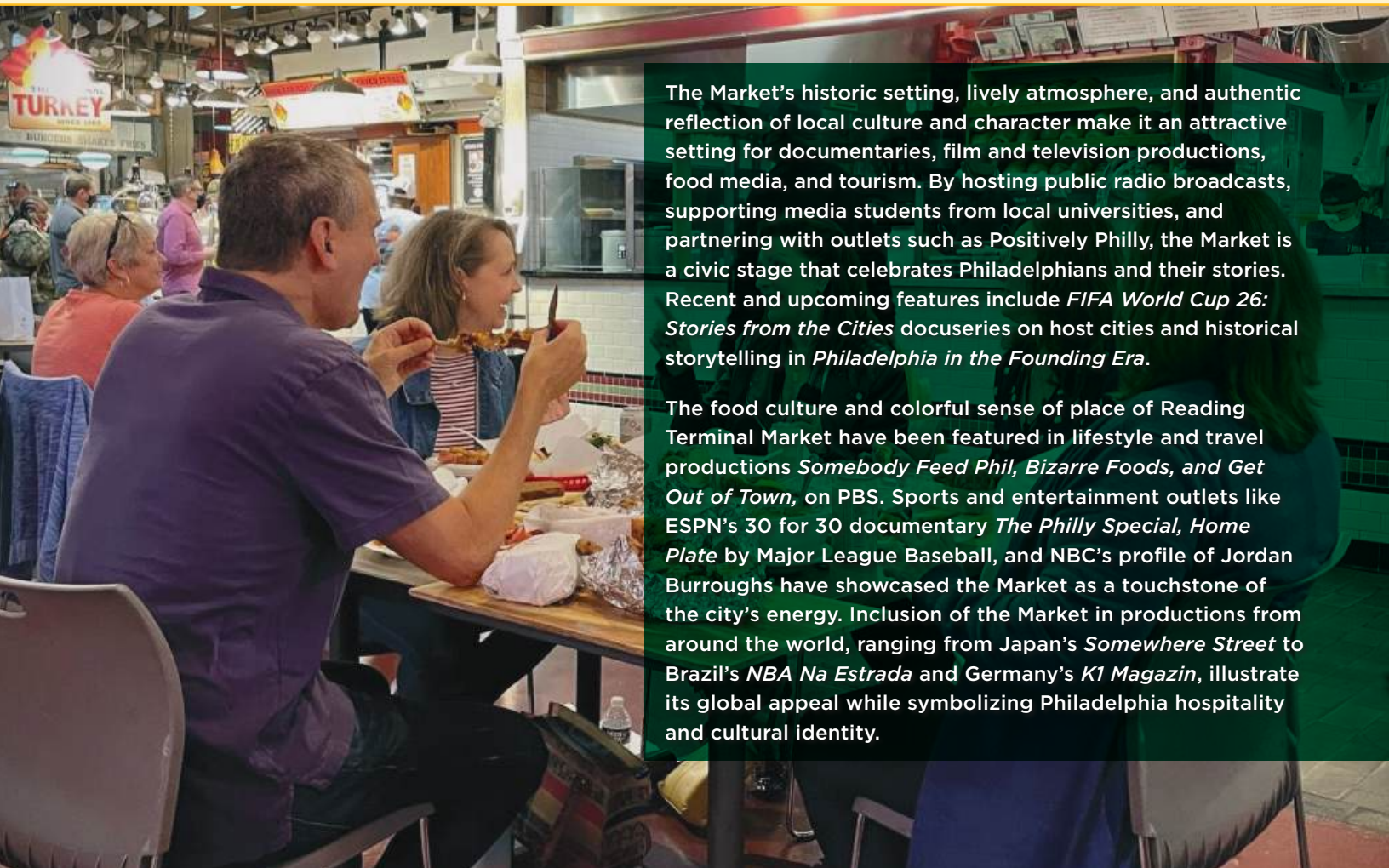


The virtual value of Reading Terminal Market generates good will for Philadelphia.

The Market is visited virtually too, expanding the value of Reading Terminal Market beyond the market floor to a worldwide audience. It is frequently mentioned in news articles, TV guest spots, and radio shows. In 2025, Reading Terminal Market reached 10.8 billion people through media mentions, translating to a total of \$81 million in publicity value for Market merchants and Philadelphia. This positive virtual trending engenders favorable impressions of the City of Philadelphia.

10.8 billion media impressions has a publicity value of \$81 million.

THE MARKET CAPTURES WIDESPREAD ATTENTION



The Market's historic setting, lively atmosphere, and authentic reflection of local culture and character make it an attractive setting for documentaries, film and television productions, food media, and tourism. By hosting public radio broadcasts, supporting media students from local universities, and partnering with outlets such as Positively Philly, the Market is a civic stage that celebrates Philadelphians and their stories. Recent and upcoming features include *FIFA World Cup 26: Stories from the Cities* docuseries on host cities and historical storytelling in *Philadelphia in the Founding Era*.

The food culture and colorful sense of place of Reading Terminal Market have been featured in lifestyle and travel productions *Somebody Feed Phil*, *Bizarre Foods*, and *Get Out of Town*, on PBS. Sports and entertainment outlets like ESPN's 30 for 30 documentary *The Philly Special*, *Home Plate* by Major League Baseball, and NBC's profile of Jordan Burroughs have showcased the Market as a touchstone of the city's energy. Inclusion of the Market in productions from around the world, ranging from Japan's *Somewhere Street* to Brazil's *NBA Na Estrada* and Germany's *K1 Magazin*, illustrate its global appeal while symbolizing Philadelphia hospitality and cultural identity.

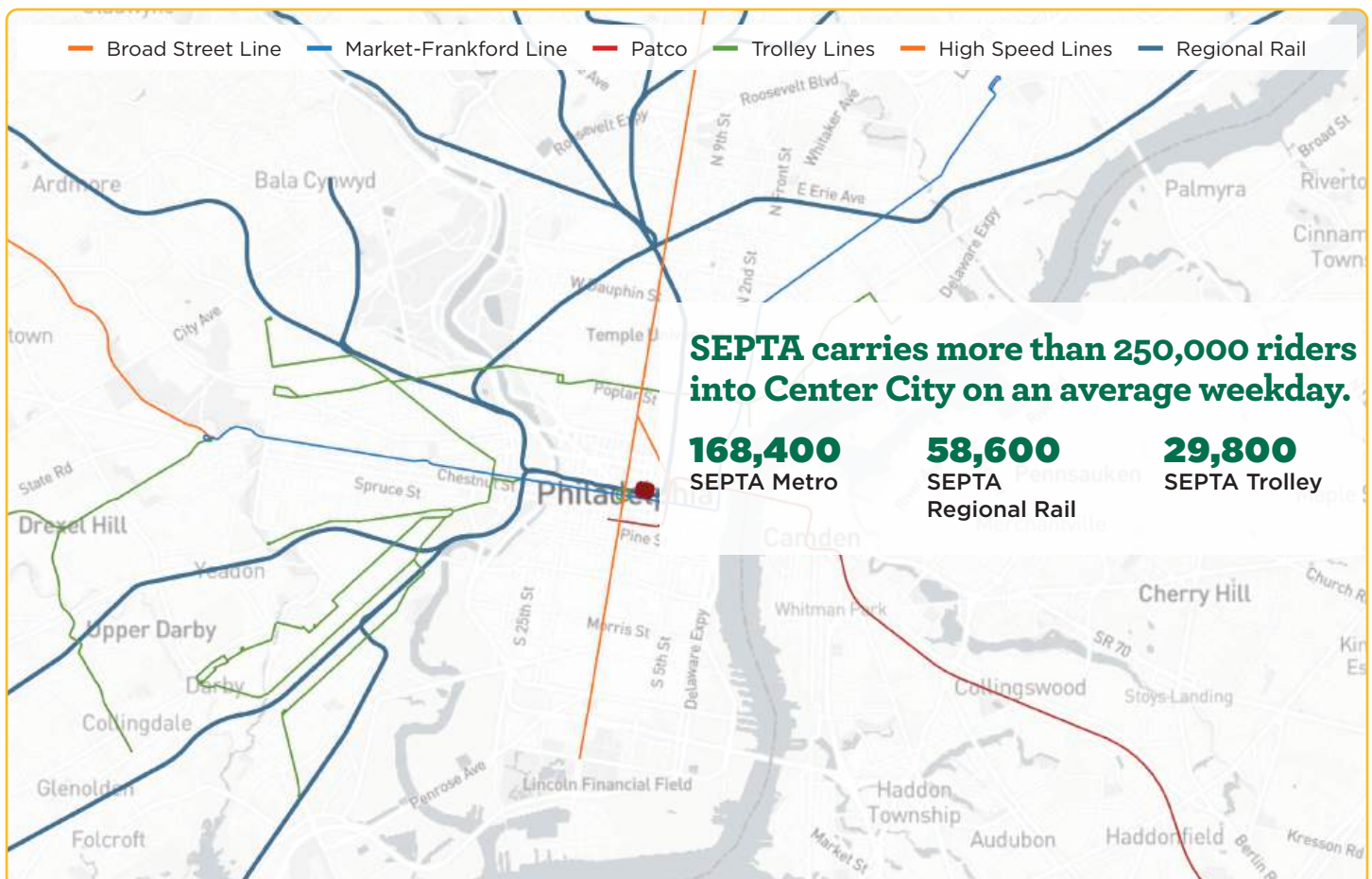
From the production of the Netflix series, *Somebody Feed Phil*.

The Center City location of the Market means fresh and culturally significant food is available to a dense population.

Given its central location within the dense Market East commercial corridor, Reading Terminal Market is a vital source of fresh food for City residents. Located within immediate proximity of surrounding residential buildings, hotels, and office buildings, the Market has a sizable regular customer base. Being halfway between the east bank of the Schuylkill River and the west bank of the Delaware River, the Market is easily reached on foot by city residents who live in the two-mile stretch of Philadelphia. Furthermore, the Market is reachable by all modes of transportation, with

nearby on-street parking and garage parking for motorists. There are several options for public transit riders too. The Market is located within a few blocks of Suburban and Jefferson Stations, two of the city's main transit hubs. The New Jersey suburbs are connected via PATCO public transit. From beyond the city limits, the Market has high volumes of shoppers from North and West Philadelphia, and the regional counties of Bucks, Chester, Delaware, and Montgomery, demonstrating its accessibility and draw.

THE MARKET IS ACCESSIBLE TO AN EXTENSIVE POPULATION VIA THE REGIONAL TRANSIT NETWORK.



Reading Terminal Market provides multiple vital community benefits.

With a merchant mix that ranges from fresh produce and meats to high quality provisions, the Market serves as a pathway to food access.

Rooted in over a century of Philadelphia history, the Market continues to thrive as both a commercial and public space. Managed as a nonprofit public trust and recognized by the American Planning Association as one of America's "Great Public Spaces," the Market embodies the city's values of inclusion, entrepreneurship, and access. Its diverse mix of locally owned and independent merchants reflects Philadelphia's cultural richness while sustaining its small-business ecosystem that supports local talent. Together, its programs, merchants, and mission make Reading Terminal Market not just a destination for food lovers, but a living example of how civic spaces can promote culture and shared prosperity.

 **In 2025 alone, 51 merchant participants combined to donate more than 5,700 pounds of products to the Sharing Excess food rescue program.**

In periods of crisis and uncertainty, the Market is a reliable mainstay at the ready to serve the city and its residents. During the COVID-19 pandemic, Reading Terminal Market was classified as an 'essential business,' ensuring continuous operations and supporting merchants within a safe environment, while also maintaining the availability of its building facilities for at-risk populations, such as unhoused individuals.

Similar to its service-providing role during the pandemic, the Market also bridges gaps in community need on a regular basis, actively responding during typical disruptions, like the winter storm of 2026.

18 merchants participate in SNAP and EBT food assistance programs.

55 percent of local area establishments accepting these benefits are located in Reading Terminal Market.

Chef Beth's Kitchen
Downtown Cheese
General's Jerky
Giunta's Prime Shop
Godshall's Poultry
Golden Fish Market
Halteman Family Meats
Hatville Deli
Iovine Brothers Produce
John Yi Fish Market
Kensington Food Company
Lancaster County Dairy
Lancaster Produce Co.
Martin's Quality Meats
OK Produce
Sweet T's Bakery
The Head Nut
The Riehl Deli & Cheese Shop



In addition to the programs that Reading Terminal Market actively participates in, it also actively supports and promotes other programs, including Food Bucks Rx, FMNP, 2Good2Go, and select vendors offer discount programs for seniors, college students, and police and military service members.

Reading Terminal Market makes health, arts, and culture accessible to everyone.

The Market strives to serve as a platform for programs and initiatives that expand access to public benefits and supportive resources.

Reading Terminal Market is more than a marketplace. Through free and low-cost programs such as tabling, tastings, tours, festivals, and cooking demonstrations, the Market creates opportunities for learning, resource sharing, connection, and cultural exchange. These events turn everyday visits into experiences that combine Philadelphia's diverse food culture with education and public well-being.

In addition to offering basic services to at-risk individuals residing in the Center City area, Reading Terminal functions as a steward of the public good through partnerships with health and medical service providers. For example, dietitians from neighboring Jefferson Health created shopping guides tailored to healthy choices, while City Kitchen hosts nutrition classes for patients in the Jefferson Health network.

Another prime example of this mission is Community Health Awareness Matters to Philadelphians, known as CHAMP, a public health initiative launched as part of Reading Terminal Market's renewed community vision. In partnership with Healthy Minds Philly and Greater Philadelphia Health Action, CHAMP brings free health services directly to the Market floor. Held on the first Friday of each month, these tabling sessions offer confidential screenings, health education, and resources. Each month spotlights a new theme, from Depression and Breast Cancer



Community Health Awareness Matters
to Philadelphians
Reading Terminal Market

Since launching in 2024, CHAMP has served upwards of 250 attendees and more than 100 individuals participating in on-site screenings for behavioral health, diabetes, and blood pressure. In addition to these on-site health services, program volunteers distribute informative resources to Market patrons.

Awareness in October to Heart Health Awareness and CPR training in February, ensuring that CHAMP remains responsive to the community's health needs year-round. Professionals from local health organizations provide services and answer questions, while participants receive nutritional advice, informational handouts, and small giveaways. All activities are open to walk-ins and require no pre-registration, helping remove common barriers to care. This program's popularity and success exemplifies that the Market is an important public space within the Philadelphia community, with its impact extending beyond commercial activity.

By cultivating new ventures, Reading Terminal Market increases the market share of local entrepreneurs.

Home to over 75 merchants, many of which are small, local, family-owned businesses that have operated for generations, the Market is also an incubator for new entrepreneurial ventures. Its nonprofit model is supportive of independent ownership, ensuring that economic activity directly benefits business owners and local neighborhoods.

The Market's enduring success lies in its commitment to expanding local opportunity and nurturing the small-business economy of Philadelphia. As part of its five-year strategic plan, the Market introduced low-barrier pathways for local entrepreneurs through new initiatives and short-term leasing opportunities. The reintroduction and expansion of the Day Stall program in 2024 provides an entry-point for entrepreneurs to give their business model a trial run in a supportive setting. This program allows emerging food makers and artisans to test their products and build a customer base without the financial hurdles of a full-time stall.



Down Home Diner, a small, local, legacy business at the Market, has served home-style favorites made from scratch since opening in 1987.



For many entrepreneurs, a Day Stall is a springboard to full merchant status. For the Market, it fosters a steady pipeline of locally owned, independent businesses that sustain neighborhood employment and circulate dollars within the regional economy. Examples of graduates that have transitioned to permanent residency on the Market floor include Sweet Nina's, LUHV Vegan Deli, Really Reel Ginger, Little Marrakesh, and Phillyscapes by Russ Brown.

Created by husband and wife Iliyaas and Hadia Muhammad, Really Reel Ginger is recognized by the City of Philadelphia as the city's first ginger-focused store and will mark its ninth anniversary in 2026.

The Market supports local purchasing, hiring, patronizing regional agriculture, and cultivating small businesses.

Nonprofit Impact

Reading Terminal Market Corporation's nonprofit status and values have enabled family businesses to open and sustain operations in Center City. Reading Terminal Market's rent structure prioritizes keeping fresh food downtown, retaining more butchers, fishmongers, produce, and other purveyors than any other urban public market in the U.S.

Beyond its ability to foster entrepreneurship, as a nonprofit the organization invests in community capacity and workforce development. Its new volunteer program creates on-ramps for residents to engage in operations, hospitality, and event support—initiatives that aim to enhance the visitor experience while deepening local participation in the daily life of the Market. By lowering barriers to entry, prioritizing local purchasing, and cultivating inclusive hiring and training pathways, the Market strengthens the network of small businesses in Philadelphia and ensures that the benefits of its success extend beyond the Market's walls.



Operated by Eric Bassett, The Market Bakery stocks their shelves with goods from beloved local bakeries, including Le Bus and Davidovich Bakery.



Lancaster Produce Co., a recent addition to the Market, focuses on strengthening relationships with PA farmers by offering high-quality seasonal produce from Lancaster and surrounding counties.

The Market is an urban link to the rural agricultural communities of the wider region. Central to this role is its longstanding commitment to supporting and sustaining Amish culture and traditions of commerce. Today, nearly 1 in 5 of the Market's businesses are Pennsylvania Dutch-owned.

Market merchant Javan Esh—owner of Dutch Eating Place and Lancaster County Dairy—strengthens ties to Amish and Mennonite farmers by providing a marketplace for high-quality seasonal produce, canned goods, and dairy products brought directly from farms in Pennsylvania and New Jersey to Center City customers.

In addition to fostering small business development and sustaining a diverse mix of for-profit enterprises, the Market leverages its visibility and rapport as a platform to support other non-profits and causes throughout Philadelphia. The Market's administrative team supports a vast network of like-minded organizations, both through advocacy and in their commitment to partnerships.

BASSETTS ICE CREAM

Bassetts stands as a legacy member of the Reading Terminal Market merchant community. Founded in 1861 then signing a lease at the Market in 1892, this six-generation, family-owned enterprise has operated continuously for over 130 years.

The company's intergenerational leadership reflects Philadelphia's spirit of continuity and reinvention, as well as its tradition of entrepreneurial innovation. The company's milk and cream are sourced from a cooperative of dairy farmers in western Pennsylvania, a commitment to local agriculture that demonstrates deep connection to the regional food economy.

At present, the company ships its product line to customers nationwide and overseas, exhibiting that this founding member of the merchant community continues to serve as an ambassador of the Market's brand and tradition. At home in Philadelphia, Bassetts is a gathering place where locals and visitors alike share in a taste of the city's history, its small-business backbone, and its enduring love for good food and community.



Six-generation legacy Reading Terminal Market merchant, Bassetts Ice Cream has served up sweet treats since the Market's early days.



By filling a niche, the Lucci family's the offerings at LUHV Vegan Deli means that there is something for everyone at Reading Terminal Market.

LUHV VEGAN DELI

Three years after joining the Market's merchant community, the owners established a 6,000 square foot production and distribution site. This capital project has resulted in exponential business growth.

LUHV Vegan Deli is a testament to the resilience of personal journeys, entrepreneurship, and innovation. Founded by the Lucci family, LUHV began as a small vegan restaurant in Newtown, PA before scaling production in Hatboro, PA and later opening the first fully vegan deli in the Market in 2018. As an immigrant, family-run business, LUHV offers vegan, gluten-free, and certified Kosher provisions ranging from deli sandwiches to fresh, frozen, and microwavable meals. The company now supplies 200 retail locations and its 2024 expansion tripled its footprint within the Market, enabling it to serve a wider community with plant-based foods tailored to address common health concerns. The business has been recognized by Philadelphia Magazine as "Best of Philly" for Best Vegan Lunch, "Best Vegan Burger" by The Vegan Society, "Business of the Year" by The Philadelphia Hispanic Chamber of Commerce, Top Entrepreneur by AL DIA, and received the "Minority Business Leader Award" from the Philadelphia Business Journal.

SWEET T'S BAKERY

Since beginning its operations in a South Philadelphia neighborhood storefront in 2014, Sweet T's leveraged success, growing through the Day Stall program to a full-time merchant on the Market floor.

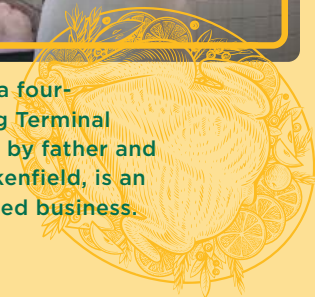
Sweet T's signature flavor is rooted in a cherished family recipe passed down from Tia El's grandmother, Delores Truitt. Tia introduced her own twist, a graham cracker crust, well before it became widely popular. This black-owned enterprise has charted steady growth over the past decade. Persistence and creativity moved the business from the small storefront to a food truck before participating in the Market's Day Stall program—their *sweet potato pies* regularly sold out! Upon retirement from careers as School District of Philadelphia police officers, in 2021 Tia and Mark El opened Sweet T's Bakery at Reading Terminal Market, offering baked goods that celebrate Southern Black culinary heritage, and are expressions of their business mission of community connection and cultural pride. With accessible pricing, everyone can share in the soul and sweetness that the Els have brought to the Market's vibrant cultural canopy.



The success of Day Stall program graduates Tia and Mark El, owners of Sweet T's, is in tribute to a grandmother's culinary craftsmanship and the enduring legacy of family.



Godshall's Quality Meats, a four-generation legacy Reading Terminal Market merchant, now run by father and son Steve and Bryce Frankenfield, is an innovative, employee-owned business.



GODSHALL'S QUALITY MEATS

This legacy proprietor provides career opportunities for regional talent in the food science and nutrition sectors. In 2017, the same year that Godshall's officially became an employee-owned company, it opened its USDA-certified innovation center as a research and development facility.

Few businesses embody the legacy of Reading Terminal Market quite like Godshall's Quality Meats, a family-run operation that has served Philadelphians with locally sourced poultry since 1916. For generations of shoppers, Godshall's represents both quality and continuity, maintaining direct ties to Pennsylvania's agricultural roots while offering the kind of personalized service that defines the Market experience. Founded by Charles Godshall, now run by fourth-generation father and son Steve and Bryce Frankenfield, the shop is a cornerstone of the Market's meat and poultry tradition. They sell locally raised, free-range chicken and turkey delivered fresh daily as well as specialty products including goose, duck, quail, and pheasant.

EL MERKURY

El Merkury followed a different course to the Market than many other merchants. In 2021, owner Sofia Deleon leveraged the success earned in one of the city's wealthiest neighborhoods to introduce her cuisine to a wider audience at Reading Terminal Market.

Like a few Market merchants, El Merkury has locations in other neighborhoods. Having gained popularity in the food scene by participating in pop ups and using a virtual kitchen format, in 2018 Deleon opened a brick-and-mortar storefront on Chestnut Street in the Rittenhouse neighborhood, securing a prominent location in the heart of bustling Center City Philadelphia.

Sofia Deleon, a Guatemalan national who came to the United States for college then worked in the corporate food management industry upon graduation, was drawn to a different side of the food and hospitality business after her early professional experience. Inspired to bring her culinary traditions to a broader customer base, Deleon opened a stall at the Market in 2021.



Further expanding the world of culinary traditions, Sofia Deleon, owner of El Merkury, brings Guatemalan flavors to Reading Terminal Market.



With passion, wisdom, and a winning family recipe for banana pudding, Day Stall graduate Nina Bryan, owner of Sweet Nina's, is creating opportunities while serving up heritage.



SWEET NINA'S

When passion meets opportunity—go for it! That is exactly what Nina Bryan did in 2010 after leaving corporate America to embrace a second career as entrepreneur, owner, and founder of Sweet Nina's. Her dessert shop has become a celebrated favorite, earning local accolades, multiple Best of Philly awards, and national media attention, including an appearance on Good Morning America in 2023.

Sweet Nina's Banana Pudding embodies the spirit of entrepreneurship and the marketability of a mother's traditional recipe. Inspired by her parents, who owned and operated a Southern restaurant in Georgia before relocating their family to New Jersey, Bryan continues their legacy, now firmly rooted in Philadelphia. The business is an exemplar of consistent growth, rising from Reading Terminal Market's Day Stall program to a thriving permanent storefront. To refine her business model and scale production, Bryan participated in business programs offered by The Enterprise Center and the University of Pennsylvania. She mentors her young employees, sharing her years of experience and wisdom from a career in corporate training. With an expansion strategy for new storefronts, e-commerce, and a vending machine at a Philadelphia hotel, Bryan's ambition to increase production and hire more full-time staff reflects her commitments to local job creation and celebration of Black culinary heritage.

Thank you

The Market community is deeply appreciative of the many individuals and groups whose dedication, talent, and vision shaped the delivery of this Economic and Community Impact Study, *Feeding the City, Fueling the Economy*, a resource to advance the mission and relay the many benefits of our beloved iconic landmark forward for years to come. We are especially grateful for the key contributors and pivotal players mentioned on this page.



Methodology

Economic impact estimates are generated by utilizing input-output models to translate an initial amount of direct economic activity into the total amount of economic activity that it supports, which includes multiple waves of spillover impacts generated by spending on goods and services (indirect spending) and by spending of labor income by employees (induced spending). In an interconnected economy, every direct dollar spent generates two spillover impacts:

First, some amount of the proportion of direct expenditure that goes to the purchase of goods and services gets circulated back into an economy when those goods and services are purchased from local vendors. This represents what is called the “*indirect effect*,” and reflects the fact that local purchases of goods and services support local vendors, who in turn require additional purchasing with their own set of vendors.

Second, some amount of the proportion of direct expenditure that goes to labor income gets circulated back into an economy when those employees spend some of their earnings on various goods and services. This represents what is called the “*induced effect*,” and reflects the fact that some of those goods and services will be purchased from local vendors, further stimulating a local economy.

About Econsult Solutions, Inc.

This report was produced by Econsult Solutions, Inc. (ESI), which provides businesses and public policy makers with consulting services in urban economics, real estate, transportation, public infrastructure, economic development, public policy and finance, strategic planning, as well as expert witness services for litigation support.

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Reading Terminal Market Merchants

Amazulu	Little Marrakesh Bazaar
Bao & Bun Studio	Little Thai Market
Bassetts Ice Cream	Luhv Vegan Deli
Beck's Cajun Café	Ma Lessie's Chicken & Waffles
Bee Natural	Main Squeeze Acai Bowls & Salads
Beiler's Bakery	Market Bakery
Beiler's Doughnuts and Pickle Patch	Market Blooms
By George Pizza, Pasta & Cheesesteaks	Martin's Quality Meats & Sausage
Careda's Caribbean Cuisine	Miller's Twist
Chef Beth's Kitchen	Molly Malloy's Kitchen + Bar
Contessa's French Linens	Mueller Chocolate Co.
De'Village	Nanee's Kitchen
Dienner's Bar-B-Q Chicken	O.K. Produce
DiNic's	Old City Coffee
Down Home Diner	Olympia Gyro
Downtown Cheese	Pearl's Oyster Bar
Dutch Eating Place	Pennsylvania General Store
El Merkury at The Market	Pennsylvania Libations
Famous 4th Street Cookie Company	Phillyscapes by Russ Brown
Flying Monkey Bakery	Profi's Creperie
Four Seasons Juice Bar	Really Reel Ginger
Fox & Son	Saami Somi
Franks A Lot	Sang Kee Peking Duck
General's Jerky	Sekela Kitchen
Giunta's Prime Shop	Shanghai Gourmet Restaurant
Glick's Rib Shack	Sparrow's Gourmet Snacks
Godshall's Poultry	Sweet as Fudge Candy Shoppe
Golden Fish Market	Sweet Nina's
Halteman Family Meats	Sweet T's Bakery
Hatville Deli	Tambayan
Herbiary	Tea Leaf
Hershel's East Side Deli	Termini Brothers Bakery
Hunger Burger	The Head Nut
Iovine Brothers Produce	The Original Turkey
John Yi Fish Market	The Riehl Deli & Cheese Shop
Kamal's Middle Eastern Specialties	Umi Seafood & Sushi Bar
Kensington Food Company	Uncle Gus' Steaks
Lancaster County Dairy	Wilt's Chocolate Smothered Berries
Lancaster Produce Co.	

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