

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 5, 2017

Item 2, Report No. 21, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 5, 2017.

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WOODBIDGE VILLAGE FARMERS' MARKET

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Chief Corporate Initiatives and Intergovernmental Relations and the Director of Recreation Services, dated May 23, 2017:

Recommendation

The Chief Corporate Initiatives and Intergovernmental Relations and the Director of Recreation Services recommends:

1. THAT permission be granted to the Woodbridge Agricultural Society (WAS) to operate the Woodbridge Village Farmers' Market on the City's property (Woodbridge Pool and Memorial Arena parking lot) at no cost for its seventh and eighth seasons of operations, that is 2017 and 2018; on Saturdays from 9 a.m. to 1 p.m. and that a storage unit be supplied to the Market, on site at no additional cost;
2. THAT staff continue to work with the Woodbridge Village Farmers' Market and other associated stakeholders to promote, where feasible, the Market through the City's website, social media and other relevant publications and mediums; and
3. THAT the Woodbridge Village Farmers' Market provide to the City on an as-requested basis, booth space at no cost.

Contribution to Sustainability

This report is consistent with Green Directions Vaughan: Community Sustainability and Environmental Master Plan.

Goal 4: To create a vibrant community where citizens, businesses and visitors thrive.

Goal 5: To be leaders in advocacy and education on sustainability issues.

Economic Impact

Staff reviewed the City's rates for public permits and special events. The City has a Parking Lot permit fee (3 to 5 hours) of \$111 (plus HST) for Community Service Organizations. The Woodbridge Village Farmers' Market organization is proposing to use the parking lot at the Woodbridge Pool and Memorial Arena each Saturday from 9 a.m. to 1 p.m. for a period of 18 weeks. If Council adopts Recommendation 2 of this report, it would equate to unrealized revenue totaling approximately \$2,000.00 per year.

Communications Plan

Staff will work, where feasible, to promote the Farmers' Market on the City's website and through its social media channels, relevant publications and other mediums. Staff will continue to make introductions of local food-related businesses to the Farmers' Market, to explore opportunities for collaboration and cross-promotion.

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Purpose

The purpose of this report is to seek Council approval to continue to grant the Woodbridge Agricultural Society permission to operate the Woodbridge Village Farmers' Market on the City's property at no cost for the venue for its seventh and eighth seasons of operation, approximately June to early October 2017 and 2018, on Saturdays from 9 a.m. to 1 p.m.

Background – Analysis and Options

The Woodbridge Village Farmers' Market operates as a real farmers market with a guiding principle of showcasing farm vendors who grow or raise at least 51 percent of the produce sold at the stall. The mission of the Market is to support and promote local agriculture, locally produced goods and services; and healthy living. The Market is a not-for-profit organization, operated by volunteers under the auspices of the Woodbridge Agricultural Society. Fees collected by the Market are for the sole purpose of advertising, promotion and operation of the Market.

The Woodbridge Village Farmers' Market has utilized the Woodbridge Pool and Memorial Arena's parking lot as a base of operations for the past six years. The Market's location provides good visibility, access and ambiance conducive for a farmers' market.

Since the last report, Item 29, Report No. 17 of the Committee of the Whole: Woodbridge Village Farmers' Market approved by Council on April 21, 2015 the WAS has reported that average attendance grew to approximately 700 people per week, from 600 in 2014. In 2016, the Market operated with 21 vendors and in addition offers a community booth at no cost. City staff including Animal Services and the Vaughan Public Libraries made use of the community booth space. During the season, Market organizers employed celebration, appreciation and demonstration events to draw attendance. The weekly Kids Club continues to be a popular activity. An Attendance Report on the Farmers' Market is attached (Attachment 1).

The Market was promoted through the following City channels: E-Business Link electronic newsletter, Business Link newsletter, Events Calendar on the City's website, and City Update e-newsletter. The messaging ranged from advertising the Market's dates and times of operations to calls for vendors. The Vaughan Business Enterprise Centre promoted the Market to small business clients.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

This report is consistent with the Term of Council Service Excellence Strategy Map: Support and promote arts, culture, heritage and sports in the community.

Regional Implications

York Region is home to more than 820 working farms and more than 400 food processing companies. The Region also represents 16 per cent of all farming land in the Golden Horseshoe, and the local agriculture and agri-food sector greatly contributes to success of the Region's economic vitality. In addition to being a venue or distribution channel for locally grown or raised foods, the Woodbridge Village Farmers Market provides opportunities for consumer education as well as promotes community building and placemaking.

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Conclusion

Farmers' markets form a vital part of the local food systems, allowing producers to connect directly with consumers. They provide an economic and social benefit to communities, contributing to placemaking. Beyond being the backbone of the local food movement, markets are gathering places for neighbours; places for community activations and economic generators common to communities with a vibrant social and cultural fabric.

Support of the Woodbridge Village Farmers' Market with the rental fees allows the organizers to repurpose operational dollars towards marketing, programming and attracting quality local vendors necessary to sustaining the market.

Attachments

1. Attendance at the Market - 2016

Report prepared by:

Shirley Kam, Senior Manager of Economic Development

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)