

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF APRIL 21, 2015

Item 29, Report No. 17, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on April 21, 2015.

29

WOODBIDGE VILLAGE FARMERS' MARKET

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Director of Economic Development, dated April 14, 2015:

Recommendation

The Director of Economic Development in consultation with the Director of Recreation and Culture 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 fifth and sixth seasons of operations, that is 2015 and 2016; 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 Woodbridge Village Farmers' 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 \$106.88 (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 \$1,923 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.

Purpose

The purpose of this report is to seek Council approval to grant the Woodbridge Agricultural Society permission to operate the Woodbridge Village Farmers' Market on the City's property at no cost for its fifth and sixth seasons of operation, approximately June to early October 2015 and 2016, on Saturdays from 9 a.m. to 1 p.m.

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Background – Analysis and Options

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

Since the last report, Item 29, Report No. 4 of the Committee of the Whole: Woodbridge Village Farmers' Market: Season Two Update tabled April 9, 2013, the WAS has reported that average attendance grew to 600 people per week, from 450. In 2014, WAS also hired a market manager and implemented a Kids Activity Tent, staffed by a volunteer which increased the duration of stay for shoppers. However, operational costs were over-budget due to the need to replace some tents and tables. A report on the Farmers' Report is attached (Attachment 1).

With the assistance of City staff, the Market was promoted through the following City channels:

- E-Business Link electronic newsletter with more than 9,000 subscribers.
- Business Link newsletter (three editions) which has a circulation of 9,000 per edition.
- Events Calendar on the City's website, which had more than 8,000 visits from June to October.
- City Update e-newsletter which has more than 7,400 residential subscribers.
- City Page Online, June to October issue, more than 730 visits.

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.

2015 & 2016 Market Operations

It is WAS' intention to once again, operate the Market in the parking lot of the Woodbridge Pool and Memorial Arena in 2015 and 2016. In the past four years, WAS has requested that the City waive the parking lot rental fees and provide marketing and promotional support for the 2015 and 2016 seasons.

Relationship to Vaughan Vision 20|20

This report is consistent with the Vaughan Vision 20|20 Goal 1: Plan and Manage Growth and Economic Vitality.

Regional Implications

Not applicable

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. 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.

Attachments

1. Farmers Market Committee Report 2014

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF APRIL 21, 2015

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Report prepared by:

Jennifer Ladouceur, Director 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.)

COMMITTEE OF THE WHOLE – APRIL 14, 2015

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Report prepared by:

Jennifer Ladouceur, Director of Economic Development

Respectfully submitted,

Jennifer Ladouceur
Director of Economic Development

Mary Reali
Director of Recreation & Culture

Farmers Market Committee Report 2014

The 2014 Farmers Market was a success by several measures. We continued our growth, with an average weekly attendance of just over 600 people per week. This continues our pattern of roughly 20% growth year over year.

We also had general success with our array of vendors. We have three excellent farm vendors, who are able to cover most of the farm produce available in Ontario. We had three excellent bakery vendors as well. Our honey vendor did well, with a good mix of products. At the end of the year, we had an excellent mushroom vendor who is interested in coming more frequently in 2015. Some negatives were our inability to get a consistent organic farmer, and the lack of a meat vendor.

A huge success for us was the addition of the Kids Activity Tent. Alicia Moore joined us as a volunteer who organized crafts and activities each week. This brought a new dimension to the market. Families stayed longer, and everyone seemed to have a better time at the market.

We hired a market manager this year, after a few years without one. We have discovered a couple of things; we need to have a manager that will be able to take over more of the volunteer jobs outside of the market hours, and we don't yet have revenue sufficient to cover the cost of a manager.

We spent more money than budgeted, as we had to replace a couple of tents, and we added an extra tent and tables. The City of Vaughan once again paid for the storage bin, and gave us the parking lot for free.

Another positive for the market was the wonderful support of our committee members. As Chair, our committee of dedicated, passionate and fun volunteers make my job a pleasure. Thank you to every one! Special thanks this year to Brian McCran for taking on a whole range of organizational tasks.

Jamie Maynard