

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.)

WOODBIDGE VILLAGE FARMERS' MARKET

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;
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Communications Plan

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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.

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Report prepared by:

Shirley Kam, Senior Manager of Economic Development

Respectfully submitted,

Tim Simmonds
Chief Corporate Initiatives and Intergovernmental Affairs

Sunny Bains
Director of Recreation Services

Attendance at the Market -- 2016

Vendor	June			July				August				September				October	
	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8
No. of Patrons	536	757	854	755	742	706	688	734	712	728	604	615	430	750	722	577	912
Cobs Bakery	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Pampered Chef	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Mr. Tarts	--	--	--	--	X	--	--	X	--	X	--	--	--	--	--	--	--
Yummo Market	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Daniels Farm	2X	2X	2X	3X	3X	3X	2X	2X	2X	2X	2X	2X	2X	2X	2X	2X	2X
Farmer Jim Meats	X	N	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EFT Farms	--	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Mike's Flowers	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Anne's Cookies	X	--	--	--	X	--	--	--	--	X	--	--	--	X	--	--	X
SunRay Orchard	3X	3X	3X	3X	3X	3X	3X	3X	3X	3X	3X	3X	3X	3X	3X	3X	3X
Crave Catering	--	X	X	X	--	X	X	X	--	X	X	X	X	X	X	X	X
Real Freshing	--	X	X	X	X	X	X	--	--	X	--	X	--	X	X	--	--
Dickey B Honey	X	X	X	X	X	X	X	X	X	X	X	X	N	X	X	X	X
Norwex	--	X	--	X	--	--	X	--	--	X	--	--	--	--	--	X	--
Meats & Treats	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Taste Worthy Cuisine																--	X
Garden Soul Farm	--	--	--	--	X	X	X	N	--	N	X	X	X	N	N	--	--
NaturesEmporium	--	X	--	--	X	--	--	--	X	--	--	--	--	2X	--	--	--
Sweets by Zuccaro	--	X	--	X	X	X	--	X	X	--	--	--	--	--	--	--	--
YellowRibbon Design																X	X
Chiropr, Naturo	SC	--	--	--	--	--	--	--	--	--	--	--	--	SC	--	SC	--
Ratio farm/all	5/10	7/14	7/11	7/13	7/15	7/13	7/13	7/13	7/12	7/15	7/11	7/12	7/11	7/14	7/12	7/13	7/12
Special Days	open	Ital	Cana Straw	emerg	chees CM	Ani-mal	librar	Corn	cheese	Honey	Farm apprec	envir-	police	Soup CM	Apple pump	Pump & Pulse	harv
Sports Activities	--	--	--	--	--	S	--	S	--	S	--	--	H	H	H	H	socc er

Legend: x= scheduled; X= actual attendance; N= No Show H=hockey S=Softball SC=Scotts Avg =695 (19.4%Incr) ratio=55.9%

Attendees for Community Booth - 2016

Community Group	June			July			August				September			October			
	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8
Multiple Sclerosis	CT																
St Marg Mary CWL		4C															
York Enviro Services												CT					
Woof-A-Palooza																	
Wood.Village Ratepayers										N	--	--	--	--	--	--	--
CIBC Run for Cure			CT					X									
Rotary Rib Fest														N	--	--	--
Hospice Vaughan																	
Library, Pierre Berton							CT										
Vaughan Animal Sh						CT					CT						
CharityKnittingGroup										CT						CT	--
Wallace House																	
Woodbridge Fair															CT	CT	CT
Wood. Horticultural																	
York Region Police				CT									X				
Alternatives									CT								
Green Belt																	
BoltonCamp TRCA																	
BirthRight														X			
LEAF																CT	
VCHC Riverwalk																CT	
	Open	Ital	Straw & Can	emerg	Chees & CM	Ani-mal	libra	Corn	chees	honey	appr	envir	Pol-ice	Soup & CM	Appl Pum	Pump Pulse Beans	Harv

Legend: 4C means 4 canopies & weights required, T= tables required, X = nothing required, N = NoShow, -- = disqualified