

Guelph Farmers' Market: Refreshing Our Local Tradition

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Committee of the Whole
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Purpose of Report

Update Council on the
**Refreshing Our Local
Tradition** initiative

Provide update on the **Call
for Innovative Ideas,
Proposals and Potential
Partners**

Outline potential to
negotiate with 10C to fulfill
new objectives



A Community Cornerstone

The Guelph Farmers' Market has operated for almost 200 years and is seen as an important community asset

More than 2,500 visitors per week and estimated annual sales of \$4.5 million



The process to date

In 2017: City Staff undertook a review of the Market's by-law and operations.

In 2018: Staff initiated a consultative process entitled Refreshing Our Local Tradition.

With the input of vendors and shoppers the Market's Vision and Mission were reviewed, and five goals were developed.

City staff intended to present the updates to Council in 2020; however, due to the impacts COVID-19, this was put on hold.

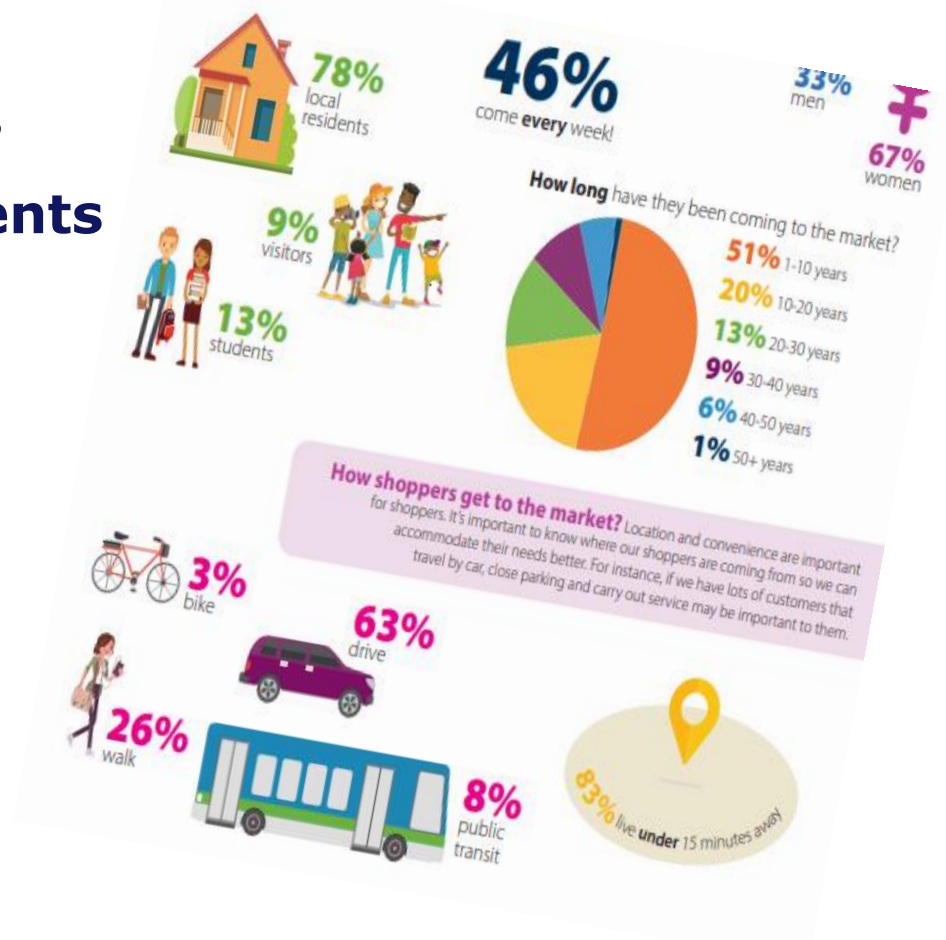
Refreshing Our Local Tradition

Staff engaged in a 3-year comprehensive consultation process with vendors, customers and other stakeholders.

1. Engage vendors, shoppers and other stakeholders to learn what is special about the Market and what needs to be improved.
2. Draft a vision and mission for the Market that will shape its operating goals and objectives.
3. Develop a business plan that includes policies, regulation and budgets based on the operating goals and objectives to ensure the Market's long-term success.

Public & Stakeholder Consultation

Farmers' Market Vendors
Shoppers and City Residents
Community Stakeholders



Results of Consultation

Community and stakeholder consultation identified that Guelph residents want the Market to be **more than a unique once-a-week shopping experience.**



Vision

The Guelph Farmers' Market is a dynamic, year-round public market and community cornerstone – the destination of choice for the best products Guelph-Wellington has to offer.

Mission

The Guelph Farmers' Market offers a diverse range of quality farm-fresh and local foods, unique art and craft and friendly personal service. A community cornerstone in the heart of Guelph since 1827, the Market supports the farmers and the economy of Guelph-Wellington while promoting sustainability and healthy living.



Goals

1. Diverse range of quality local and farm-fresh foods, unique art and craft
2. Friendly, personal service
3. A community cornerstone in the heart of Guelph
4. Support the farmers and the economy of Guelph-Wellington
5. Promote sustainability and healthy living

Challenges

There is insufficient financial and human resources to implement these goals.

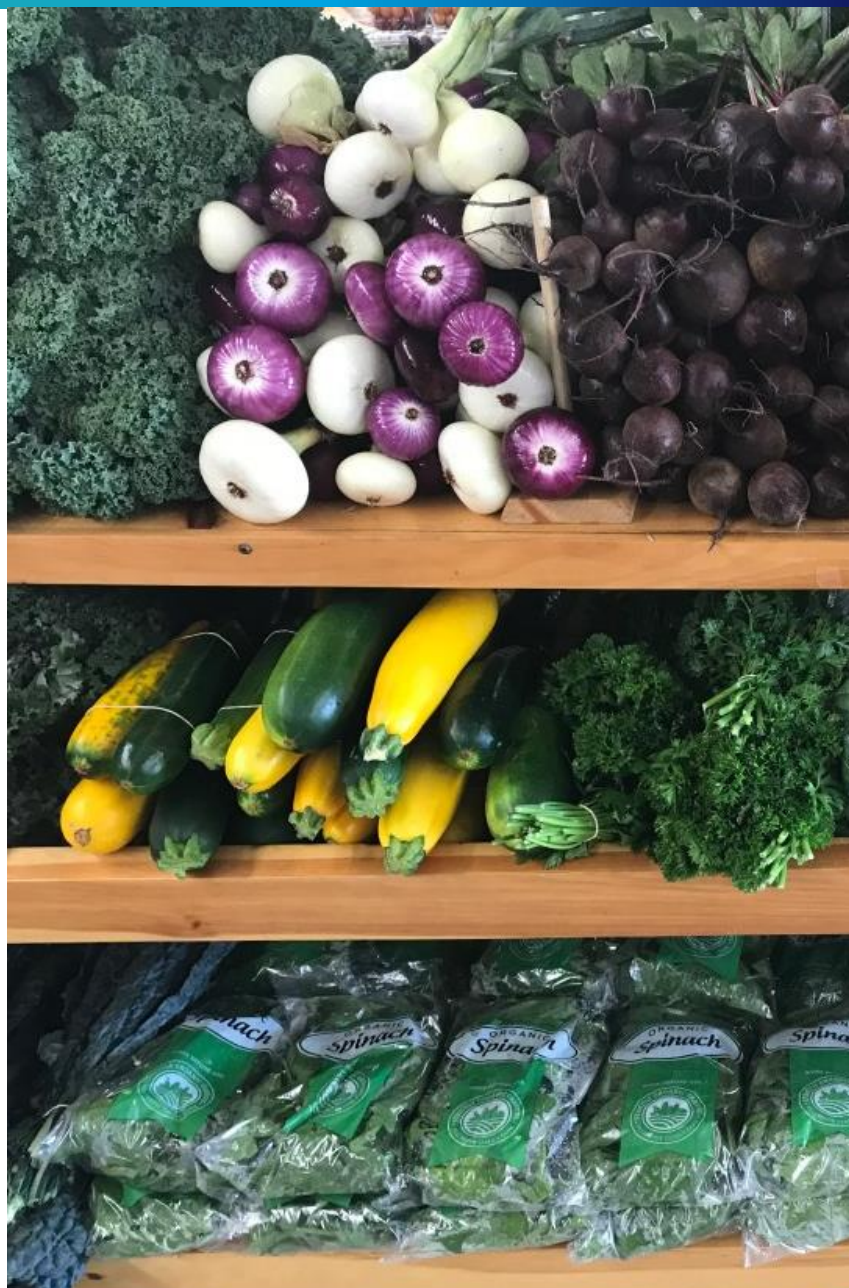
The Market currently operates for only 5 hours a week, 52 days of the year.

The market building remains vacant to the public the remaining 313 days of the year.

Consultant's Report

The consultant identified that the Market is **not operationally or financially viable**.

The consultant recommend that the City **explore opportunities with Our Food Future collaborators** to identify an existing or new non-profit corporation to operate the Market and program the Building and grounds on other days of the week.



Call for Innovative Ideas

The Guelph-based non-profit social enterprise **10C** **submitted a creative proposal** “to co-create a multi-purpose, indoor-outdoor community market that is thriving with active uses 7 days per week.”



Call for Innovative Ideas cont'd

A partnership with 10C could fulfill the updated goals and objectives and be a **win-win** for the City of Guelph, the Guelph Farmers' Market, and the economy of Guelph-Wellington.



Financial Implications

Additional staff resources are required to fulfill this direction and to maintain the current level of service.

A \$68,500 budget increase is required to the Market's \$51,500 staffing, salaries, and wages (\$120,000 total).

There are no financial implications to entering into negotiations with 10C.

The City's Capital Budget identifies a total of \$700,000 for improvements to the Market building and surrounding grounds over the next 10 years.

Recommendation 1

That the Market's refreshed Vision, Mission, Goals, and Objectives, as outlined in the Guelph Farmers' Market: Refreshing Our Local Tradition report, dated July 5, 2021, be approved.

Recommendation 2

That staff, be directed to negotiate an agreement with 10 Carden Shared Space to manage and operate the Guelph Farmer's Market on Saturdays and program the building and grounds on other days of the week, as outlined in the Guelph Farmers' Market: Refreshing Our Local Tradition report, dated July 5, 2021.

Recommendation 3

That staff report back to Council in Q4, 2021 with results of the negotiation with 10 Carden Shared Space and present options for City Council's approval.

Ensuring our success for the next 200-years

Thank you.