



WOOD DEVELOPMENT GROUP
Creating Space for Life

October 21, 2021

City of Guelph
1 Carden Street,
Guelph, ON N1H 3A1

Dear Mayor Guthrie and Guelph City Council,

In reference to the opportunity for the City of Guelph to realize expanded activation of the Guelph Farmers' Market, I offer this letter reflecting my support of the innovation, new practices and expanded range of uses that 10C could bring to the City of Guelph and to our community as a whole.

The current structure which sees the Farmers' Market facility being used for only 5 hours per week is certainly not the "highest and best use" of this real estate asset. Taxpayers should be demanding more. It makes perfect sense that the City is seeking 3rd party support with this activation. The existing market is a challenging site, with legacy systems that will require ingenuity, patience and new structures to truly bring this facility to life.

Our social organizations comprise the fabric of our community. Over the years, I have watched 10C grow and come into its own. Their courageous redevelopment of the Ackers' Furniture building, which - not dissimilar to the market had not seen any change in 50+ years - is remarkable. 10C's activation of 42 Carden Street has provided both social and economic benefit to the City of Guelph. 10C has added employees, volunteers, visitors and additional foot traffic to our downtown core. Their work contributes to entrepreneurialism, and sees a physical resource being densely shared by many social purpose organizations, and is now utilized almost 24/7. 10C has woven caring through food, arts and social connection into all of its activity, and has weathered a global pandemic.

While in the pandemic, 10C sought to reach out even further into our community, making rapid connections during the terrifying March through June 2020 period. They engaged myself and the Wood Development Group with a connection to The SEED, and we quickly embarked on supporting this shared need and vision for a community food hub. In relation to this, 10C instigated a number of other connections that helped The SEED operationalize quickly. I was

pleased to have been asked to support in this way, contributing to emergency food support for our community, and being a part of the ongoing enterprising good food work of The SEED.

Frankly, in taking on this project, 10C would be doing the City of Guelph an immense favour. I have been witness to 10C's ability to hold a community vision over the long term, to bring multiple partners together, and activate a place that is full of spirit and connection. I wish them success in this project, and in possibly illustrating a need for an even further expanded Public Market to meet the needs of our growing city. I hope that City Council will support this endeavor and in doing so ensure "highest and best use" for this facility.

Sincerely,



Susan Frasson
President