



October 21, 2021

RE: Support for 10C Shared Space as the Community Activator of the Guelph Farmers' Market

Dear Mayor Guthrie and members of Council,

Guelph Arts Council welcomes the opportunity to provide a letter of support for the 10C Shared Space (10C) for collaborative stewardship and community activation of the Guelph Farmers' Market. Guelph Arts Council is a long-time collaborator of 10C, with our team operating from our office at 10C Shared Space and frequently working on community arts projects together.

At Guelph Arts Council, we are working to champion and grow opportunities for Guelph's creative community through communications, resources for learning, and cultural programs and partnerships. Our work is fueled by the desire to cultivate a vibrant city that integrates the arts into all community building. Guelph Arts Council is also fortunate to have a strong working relationship with 10C, as well as a track record of successful collaborations, including our recent Indigenous Artist in Residence program. Through community stewardship and activation of the Farmers' Market, 10C will support groups like Guelph Arts Council and our diverse membership of artists and arts organizations to access space for community events and reconnect with audiences lost during the pandemic.

We look forward to the opportunity to help 10C activate the Farmers' Market space by engaging local artists to host exhibitions, events and workshops, and to promote and sell their work and connect with other artists and our local community. To help drive the success of this project, Guelph Arts Council will help advocate for and support cultural initiatives and economic investment in the arts and help to ensure the Farmers' Market serves both our food needs and becomes a community hub for the arts in Guelph.

Given the work 10C already does in the current downtown location, we are confident they will be able to use the space to its full potential while supporting many community groups in Guelph. Guelph Arts Council offers its overwhelming support of this project as an opportunity for the creative community to learn, work and thrive.

Sincerely,

Patti Broughton, Executive Director
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