



Lloyd Longfield

Member of Parliament for Guelph



October 25, 2021

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

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

Dear Mayor Guthrie and members of Council:

I am pleased to offer this letter regarding 10C Shared Space (10C), a local not-for-profit innovator, in support of their vision of managing and activating the Guelph Farmers' Market, including additional hours and community uses. This project offers important benefits to local not-for-profit organizations, citizens, businesses, volunteers and visitors in both the City of Guelph and surrounding food ecosystem in Wellington County.

As the future "Activator" of the Guelph Farmers' Market, 10C's offering to the City of Guelph is valuable environmental, social and economic activation of this facility. With its deep grassroots level community ties, and its daring track record of taking on the activation of 42 Carden Street, and its growing sharing platforms, I can see how 10C will successfully bring its brand of strong community engagement and action to this underutilized property.

As you are aware, centrally located in Downtown Guelph's "Market Square", the Farmers' Market has been operating in Guelph since 1827 as a gathering place for local farmers to sell their goods, and the people of Guelph and our surrounding area to gather. The Farmer's Market currently operates only on Saturday mornings, and is in need of new solutions and investment to bring it beyond its current use of only 5 hours of the week. As strong local food systems are an essential resource for all of our constituents at all levels of government, better integration of the management into community fits with movement to citizen-led placemaking.

Downtown Markets are key economic drivers in other centres across Canada, with outstanding examples such as the Granville Market in Vancouver, The Forks in Winnipeg and The Byward Market in Ottawa. 10C is already in conversation with market managers in other centres that have had similar transitions from municipal management to not for profit management. 10C would add features such as United Nations Sustainability Goals addressed by each vendor, circular economy connections, as well as climate change impacts of operations and goods being sold.

Increased facility uses under 10C management will create opportunities for several not-for-profit community collaborators to provide programming related to business development, food security, arts and culture. This is an exciting project led by 10C, an organization with social capital, varied programs, a growing team, and proven successes in community building.

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10C is a proven leader in social change and has already provided multiple positive impacts on a wide range of people and organizations in Guelph and other communities around Canada. Their work is recognized locally, regionally, and now nationally, through their ability to collaborate with other organizations and show leadership in topics of accessibility and inclusion, social finance, social entrepreneurship, food systems and the UN Sustainable Development Goals.

As a participant in several of 10C's events, I can attest to 10C's ability to manage complex projects through uncertain situations, by centering and building community connection throughout all of its work.

Based on what we've seen 10C achieve in our community over the past decade, including adding shared kitchen infrastructure, which warranted both provincial and federal capital funding, their recent collaboration with Pillar Non Profit Network, and their leadership specifically during the pandemic, I have confidence in their ability to deliver strong social outcomes in very practical and community oriented ways.

As Canada shifts out of the Covid-19 pandemic and begins to Build Back Better, each of these projects will help engage citizens in events and activities that are important to the social and economic resilience of our community. I look forward to attending new community events at the newly revitalized Farmers' Market project in the near future.

Sincerely,

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