



October 28, 2021

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

Dear Mayor Guthrie and members of Council,

The SEED, a project of the Guelph Community Health Centre, is grateful for the opportunity to provide a letter of support for the 10C Shared Space (10C) as the Community Activator of the Guelph Farmers' Market. 10C has been a valuable partner and collaborator of The SEED, especially during COVID-19, and we look forward to the opportunity to utilize the Farmers' Market space for future equity-driven food programming supported by 10C's collaborative and innovative methods.

The SEED is a proud member of 10C. As an active community organization in downtown Guelph, we have seen first-hand the success of 10C as a community place maker, event host and supportive collaborator. In 10C's current location, they host a community hub serving 200+ members working across sectors towards meaningful change. This centrally located, downtown community focused space also hosts over 25,000 guests and 1,600 events in a typical year. As two organizations that define "social enterprise", The SEED and 10C already align well on various food projects, including the Emergency Food Home Delivery, Youth Skills programming, and Urban Agriculture. We look forward to co-creating more food-based projects with 10C and other partners, as further opportunities are made possible by activation of the Farmers' Market site.

At The SEED, our mission is to create a connected community where everyone has access to healthy food in Guelph-Wellington. Our work is fueled by community and filled with dignity. We believe that the leadership that 10C can bring to the Farmers' Market will be central to this work and will support the growth of The SEED's programs including Groceries from the SEED, Sliding Scale Markets, Fresh FOOD Rx, and others. The SEED creates a sense of community through all of our good food work, and we appreciate how 10C does the same, inviting people in, maximizing space and transforming them into meaningful places geared to create meaningful human connections. The Farmers' Market is easily accessible to many of the clients served by The SEED and the opportunity to expand community programming at this location gives the chance for communities, businesses and not-for-profits to work together to achieve our common goal of healthy food for all.

Currently, the Farmers' Market space is only used for 5 hours a week. With 10C as Community Activator of the Farmers' Market, this opens opportunities for community organizations, like the SEED, to deepen and expand existing programming and community offerings. As a 10C



A project of the
Guelph Community
Health Centre



WWW.THESEEDGUELPH.CA

176 WYNDHAM ST N, GUELPH, ON, N1H 8N9
519-821-3328 X317

THESEED@GUELPHCHC.CA
@SEEDGUELPH

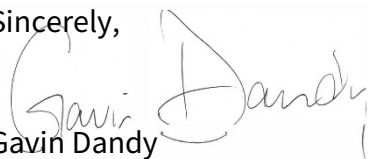




member and collaborator, we are confident in 10C's ability to take on complex projects, navigate uncertainty and respond to community needs.

As a dynamic organization, 10C is well-positioned to take on this ambitious project. During COVID-19, 10C adapted their operations to utilize their kitchen space to cook thousands of nutritious meals for The SEED's community of emergency food recipients. This was in addition to several other dots they connected to enable The SEED's Emergency Food Home Delivery program to launch. With the collaborative support of The SEED and other active community partners, we believe 10C will be able to adapt the Market operations to meet the changing needs of the community and support the sustainable economic growth and positive social outcomes in Guelph-Wellington. The SEED offers its full support for 10C to take on the role of Community Activator of the Farmers' Market.

Sincerely,



Gavin Dandy
Project Manager, The SEED



A project of the
Guelph Community
Health Centre



WWW.THESEEDGUELPH.CA

176 WYNDHAM ST N, GUELPH, ON, N1H 8N9
519-821-3328 X317

THESEED@GUELPHCHC.CA
@SEEDGUELPH  