



October 27, 2021

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

Dear Mayor Guthrie and Guelph City Council,

I recently had a chance to visit the City of Guelph and tour the farmers' market. As a content expert on the role of public markets in city building, I was invited to participate in the Market Design Studio project orchestrated by Brendan Stewart at the University of Guelph. My role was to share regional and global best practices and inspire students on the potential of public markets. And the opportunity to bring much-needed love and attention to the Guelph Farmers' Market and, more importantly, revitalize that civic asset to serve the needs of a growing urban and rural community.

By way of introduction, currently, as part of sûrkl inc, an organization focused on projects that advance urban innovation in the areas of place-making, public markets, and food systems. Over almost twenty-year my work has focused on the design, delivery of food and public market programs and research the role of public markets in city building both locally and globally. Currently, I'm a member of the Toronto Food Policy Council (TFPC), chair of the TFPC Public Food Market Working Group, content expert for the City of Toronto Public Food Market Committee, and member of St. Lawrence Market Precinct Advisory Committee as well as board member of Karma Co-op, the oldest food coop in the City of Toronto. As you can see my livelihood and my passion is anchored in food, community, and markets.

I worked for 10 years at Evergreen Canada. In my past role as Senior Officer at Evergreen Canada, I was pleased to interview 10C's lead, Julia Grady, about their process in developing 10C's first community bond its related social financing campaign. This report helped shape early research into the social finance sector in Canada and supported a body of work that I continued regarding the types of placemaking projects possible at the grassroots level. I'm also fortunate that the Market Design Studio project allowed me to reconnect with 10C and see how they have grown to be an incredible community hub. While our cities are still working under COVID restrictions, I could sense that 10C's location on Carden Street is a 'place full of life and built for connection.' In addition, as I toured the Guelph Farmers' Market, I could see the site's potential and how a creative, community-embedded organization such as 10C would provide tangible value to the City of Guelph.

In decades of researching and participating in markets, I have collected evidence that public markets can build cities, regions and revitalize communities. They exist in our civic commons, a network of public places and facilities that enable communities to learn, celebrate, express collective actions, collaborate and flourish together. As gathering spaces, public markets engage residents' civic life. They are community destinations that serve civic, social and physical needs. Markets support urban food entrepreneurs and create shorter supply chains. They can also play an essential role in community food education and are great places to build hands-on food skills. Very practically, public markets help eaters understand how food is raised, how to eat locally and seasonally. At their best, they perform a transformative role in society, celebrating traditions and powerfully expressing the meaning that place holds for people. Markets, fundamentally, are a core part of inclusive, resilient, and healthy cities.

While many Guelph residents and entrepreneurs love the farmers' market, there is an opportunity to build on its current strengths and maximize the value of that civic asset. With new energy and 10C experience, skills, and community connections, I am confident that space will become a welcoming and inclusive place for residents and tourists alike. In meeting 10C's expanded team and hearing the ideas bubbling to the surface, I am confident that 10C will bring all they have to this work.

Sincerely,

A handwritten signature in black ink, appearing to read "Marina Queirolo", with a horizontal line underneath.

Marina Queirolo