

Guelph Farmers' Market: *Refreshing Our Local Tradition*

Negotiation Update with 10Carden Shared Space

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Purpose of Report

To report back to Council, as directed July 19, 2021 on the outcome of negotiation with 10 Carden Shared Space (10C) including:

- Background Context
- Result of negotiation
- 10C's proposed programming
- Financial implications
- Recommendations



Background Context:

In 2017: City Staff undertook a review of the Market's by-law and operations.

In 2018: Staff initiated a consultative process entitled *Refreshing Our Local Tradition* which identified:

- the Saturday Farmers' Market is an important community asset with a 200-year tradition
- the community wants the Market be more than a 5 hour/week activity on 52 days of the year

With the input of vendors and shoppers the Market's Vision and Mission were reviewed, and five goals were developed.

Background Context cont'd:

- April 2021: City Staff issue an Expression of Interest and 10 Carden Shared Space (10C) submitted a proposal.
- July 2021: Refreshing Our Local Tradition report approved by City Council and staff directed to negotiate an agreement with 10C.

Successful Negotiation

- The negotiation between City and 10C staff has resulted in a comprehensive draft agreement.
- 10C is undertaking to ensure the ongoing success of the Saturday Farmers' Market
- 10C is creating a multi- purpose, indoor-outdoor community market that is thriving with active uses 7 days a week.



10C Shared Space

10C is a social change organization, activating projects through shared community infrastructure, including SPACE, FOOD and methods to increase SOCIAL connection.

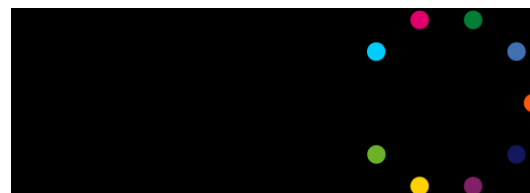
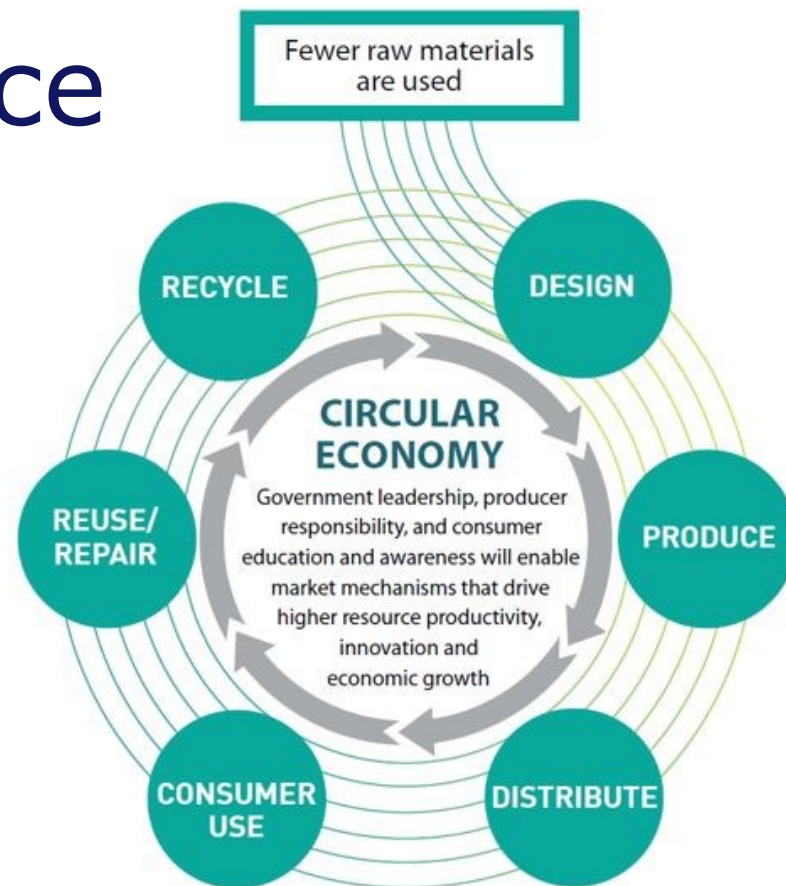
We look forward to increasing the activities at the Market.



Food & Resilience

10C's activation of the Market will link to work already underway in the Circular Food Economy, Sustainable Development Goals and Connected Communities.

The Market Renewal will help collaborators to bring this work to life, inspiring citizens to "Reduce Waste", "Reimagine Food" and "Leave No One behind" as we increase access to affordable nutritious food for all.



Benefits of Thriving Markets

"Public Markets when done properly they are the ultimate community development tool as they bring together social, economic and environmental impacts."

Marina Queirolo, sùrkl inc
and Toronto Food Policy Council -
Chair Public Market project



Eight benefits of public markets sourced from Project for Public Spaces and URBACT Public Markets various publications.

10C Stakeholder Consultation

10C has support from:

- The Guelph Chamber of Commerce
- The Seed
- Guelph Tool Library
- Guelph Neighbourhood Support Coalition
- Innovation Guelph
- Guelph Arts Council
- Sustainable Urban Delta Foundation and PRIVA systems
- University of Guelph, Landscape Architecture program, collaborating on a 3rd year Design Studio

10C and the City have also had an opportunity to host an in-person Q&A session with the Market vendors.



Community ideas include:

- Agri-food business education, incubation and support services
- Culinary events, tourism and educational events
- Trade shows to highlight circular food economy
- Connecting to shared kitchen services
- Food security, food literacy and education
- Multi-cultural celebrations and observance themed community dinners
- Food hub/centralized food distribution
- Weekly makers market to expand arts and craft participation
- Single and Multi-day arts festivals
- Care and Repair cafes
- Venue for farmer training, education and networking
- Community food programming for youth, seniors, newcomers etc.
- Community rental space



Financial Implications

The Saturday Farmers' Market only operates for 5 hours on 52 days of year and requires a dedicated building.

The Market's operating deficit was \$170,000 in 2020 and is projected to be almost \$130,000 this year.

Agreement proposes that 10C:

- assumes management and operation of the Market and expands programming. City to receive rent based on percentage of total annual vendor fees and revenues.
- receives operational funding totaling \$500,000 over the 1st, 6yr term of the lease to address COVID-19 impacts and program start-up costs.

Recommendation 1

That City Council delegate authority to the Deputy Chief Administrative Officer of Infrastructure, Development and Enterprise Services to enter into an agreement with 10 Carden Shared Space for the property municipally known as 2 Gordon Street, to manage and operate the Saturday Farmers' Market and program the building and grounds on other days of the week in accordance with the Market's Council-approved vision and mission and 10 Carden Shared Space's proposal, entitled Engage Possibility, subject to the satisfaction of the City Solicitor.

Recommendation 2

That 10 Carden Shared Space assume all operating costs and expenses related to the Market building's maintenance, repair, administration, management, and operation while having the opportunity to establish and collect all fees, charges, rent and recoveries.

Recommendation 3

That 10 Carden Shared Space pay rent based on a percentage of revenue generated formula.

Recommendation 4

That the City provide to 10 Carden Shared Space transitional funding totaling \$500,000 over six years (2022 to 2027), recognizing the loss of revenue incurred by the Saturday Farmers' Market due to COVID-19, the costs associated with developing and implementing new programming, and the Market's 200th anniversary in 2027, and that this be included in the 2022/23 multi-year budget.

Recommendation 5

That staff ensure a smooth transition from City of Guelph operation and management of the Guelph Farmers' Market to 10 Carden Shared Space with existing regulation remaining in place during 2022, and that By-law Number (2009) – 18874, known as a By-law to regulate the operations of the Guelph Farmers' Market, be repealed on December 31, 2022 and replaced with 10 Carden Shared Space's Market Operating Policies and Procedures.

Ensuring our Market tradition for the next 200- years

Thank you