

Barrie Farmers Market

This document outlines the Barrie Farmers Market vision and recommendations to the City of Barrie for the “Bayside Market” Project.

VISION

The Barrie Farmers’ Market is the primary venue in Simcoe County to market and promote local farm grown produce, artisan work, food and culinary products while supporting community and culture.

OBJECTIVES

1. Providing a venue for Simcoe County farmers to sell their products.
2. Providing a venue for Simcoe County artisans, bakers, chefs and cooks to sell their products.
3. Promoting the consumption and production of locally grown, raised, harvested, and crafted products.
4. Fostering community engagement through cultural and social activities.

Market Structure

The Barrie Farmers Market is operated by a voted Board of Directors composed of volunteer vendors and the market manager. At the scale of the Bayside Market project the market manager position would be a full time position, with seasonal employees/volunteers to aid the manager in the busier season. With an expanding community of vendors, customers and community partners, we would advise bringing on community members to the Board of Directors at the Barrie Farmers Market.

We operate according to our Constitution, Rules and Regulations that have been used to give the market organizational structure, procedures and accountability to the vendors and management. This is conditioned to change with growth of the market, and a need to add to the constitution and Rules to accommodate new responsibilities with this project.

The Market has operated for over 175 years, and is a staple in the culture of the City of Barrie that has lasted the tests of time. Our organization brings an opportunity for farms & small businesses in the greater Barrie Area, and a venue for authentic community collaboration.

The Market will be composed of two seasonal markets:

1. The summer outdoor/indoor Market from May 1st to October 31st, hereafter called the “**Outdoor Market**”. The core of vendors will still use the indoor facility during this time with seasonal vendors outside in the market area.
2. The winter indoor Market from November 1st to April 30th, hereafter called the “**Indoor Market**”. This will be for indoor markets only with some outdoor engagement such as hot drinks/food, entertainment or activities.

MARKET DAYS & TIMES

Official Market Day is every Saturday from 8:00 a.m to 2:00 p.m or exceptions agreed to by the Board of Directors.

We propose operating at 3 market days in total during the outdoor season, and are listed below.

Outdoor Markets May 1st-Nov 1st

- **Thursday** -Evening Condensed Farmers Market 4:30-8:30pm

This will be a condensed night market, with vendors ranging from farmers, food producers, artisans and community groups. This is a great opportunity for our hot food vendors to provide street food style products to customers during dinner hours.

- **Friday** -Barrie Artisan & Makers Market 4:30-8:30pm

The Barrie Artisan & Makers Market (BAMM) is a project we started to give more opportunity to local artists, artisans and makers to sell their products. With BAMM growing and more interest in public art, this Friday evening market would be composed mainly of artisans with some food options available & limited food product vendors for customers.

- **Saturday**- Full Farmers Market 8am-2pm

This market will be our large farmers market and official market day. The market will run for 6 hours, from 8am to 2pm; extending our hours to reach lunch customers and afternoon tourism. This will be a great extension of Open Air Dunlop, connecting customers and traffic to the west end of Dunlop Street. Vendors from all categories will be present at the market including community groups with the focus on local farms.

Indoor Markets

- Official Market Day every Saturday from 8:00 a.m to 2:00 p.m from Nov1st-Apr30th(Except for week of Christmas)

This Market will be composed of Farmers, Food producers, Artisans and Community Groups. We currently have and are growing a core group of vendors that are present at the market year round known as “annual vendors”. The market will be made up of those annual vendors and casual or weekly vendors based on available space.

- Christmas Markets Mid November - Christmas Break

The Day of week is to be Determined for this market (Friday Evening or Sunday daytime). During the 6 week period prior to Christmas, we tend to get an influx in customers compared to the other months during our Indoor Market. This would be a great opportunity for a second market for that 6 week period for an opportunity for a wider range of vendors to participate in the Market. This is also a great opportunity and more options for customers to shop local food and artisans during the holiday season.

- Mid Season BMM Event

We would propose an event for local artisans during mid-winter time, February / March. This could be a one day event or possibly a one week event highlighting all of the local artisans and local musicians. We want to provide more opportunity in Barrie for local artisans to share their products & talents.

- A second, regular market day may be proposed during winter months based on demand. This can be a second phase once we are established to new customers.

Market Building Requirements for Barrie Farmers Market

Below are the requirements we need for a new building in order to operate a successful and sustainable market. We will do our best to justify our needs and requirements to keep the cost of the project reasonable.

- 10 000 sq ft minimum & up to 15 000 sq ft.

We need a building of this size in order to have economies of scale, vendor diversity and options for customers to make a full market experience. Successful Markets maintain a vendor population over 50, and in order to maintain that number of vendors year round, and room for customer flow , we require this large square footage.

- Multiple automatic, double-door entrances for easy loading.

With a larger facility and more vendors participating, we would need to be efficient with loading and unloading into the facility. With large, double door entrances, we could use skids to aid loading with a pallet jack or a forklift. It would be helpful if these entrances were sheltered from wind.

- Water & power available to each booth location

Power outlets available to each booth with the potential for water at every booth for handwashing and some for cooking. The water could be done inline with vendor booths down each side of the building with power, and just power down the middle section of vendors.

- Storage area for BFM

An area is needed in the building to store our operating needs, marketing etc. We also have some equipment like dollies and carts to help vendors load/unload.

- Vendor & public washrooms

A staff washroom would be recommended with separate availability from the public. We also need public washrooms, for both genders and families available to the public.

- Embedded stereo system

A system for announcements and ability for entertainment to plug in and project to the whole building. This would also be useful for a potential concert venue or large musical act.

- Stage area for music/entertainment
- Larger electrical draw for some vendors.

Some vendors will require larger electrical draw for things such as refrigerators, freezers, cooking and lighting displays.

- Commercial Kitchen & Product assembly area

A commercial kitchen would be an important part to the building as it would benefit the vendors and other local businesses as they scale their business. In order to grow past the level of just doing the farmers markets, you need an inspected commercial kitchen to sell your products. This would help grow businesses from making their products in their homes, to being able to use a community based commercial kitchen and sell their products in larger or wholesale markets. The commercial kitchen can also be used for food production at events, community or private dinners, catering companies at events, community learning events / cooking classes.

- 100-125 parking spaces in proximity for vendors & staff

We would require 100 and up to 125 parking spaces within close proximity of the market area for vendors and staff of the market. The spaces need to be within a close walking distance so vendors can unload and park with ease. We also want to minimize the time vendors are away from their goods for security.

- 10-20 Accessibility parking spaces, close to the building for any patrons that need it. We have had many requests by our customers to have wheelchair accessible parking.

- Cleaning and Maintenance

It would be appropriate for the City of Barrie to use its staff to keep the building maintained and cleaned during and after events.

- 14-20ft foot high ceilings for large, open, and well lit market area.

We will work with any architect or building team for the Farmers Market building, to work out any design details and functionality

Market Building Location Recommendations

After discussions with the Market Precinct Task force and as a sub-committee, we decided on a primary and a secondary option for the building location.

The primary option for the buildings' location would be on the adjacent side of Mary street where there is currently a city parking lot and other residential units. It is our recommendation to purchase the joining properties to the city parking lot on Mary Street to construct the Farmers Market Building. This was a part of our discussions with the task force and a good idea that would allow the centre "Triangle area" of the market area to remain open for sightlines, community engagement and area for outdoor vendors & entertainment on select events. With this recommendation, we thought it might also be a good option to have a part of Mary street close on our Saturday Market Day. This would allow for more room for our vendors during the summer time and a connecting path for pedestrians to walk and shop as part of their downtown experience.

Our Secondary recommendation for market building location would be building an extension from the existing bus terminal building. This might be a more cost effective building option as there would be existing utilities and washrooms.

Market Building Additional Uses

Since the Barrie Farmers Market would not operate 7 days a week in the Farmers Market Building, there is opportunity for other groups to use the large space. One of our objectives is to foster community engagement through cultural and social activities, and we believe this building can definitely do that.

This is a great opportunity for a small-medium event centre in downtown barrie. Many different City run events can be organized there, concerts, community group events, tradeshow etc. There are many possibilities for events. We thought that it would work great for our local artisans as a pop up gallery for artists, art shows and engaging art activities as a community. The space can act as a hub for other non-profits and small business groups in Barrie, like entrepreneurial showcase or networking events. If there is a commercial kitchen in the space, it could be used for private, public or community based dinners

We would be open to collaborating with other community groups and businesses to make sure the building is being used, and is a valuable investment for the City.

The Permanent Market

BFM could be a tenant in the permanent market where we can sell our goods during the week as a cooperative market store with participating vendors/members. This could also be a meeting spot / pickup spot for vendors and customers.

We could start as early as fall 2022 with a cooperative store model that we can start promoting the space and the move of the Market to the area of downtown.

General Recommendations for the Bayside Market Project

- Keep available parking spots in the area for customers and vendors of the Farmers Market and Permanent Market.
- Involve individuals from the community / project to join on our board of directors to help with growth and knowledge of project scope.
- One or More individuals from the Farmers Market to sit on the Bayside Market Project steering committee to provide input and value from the Farmers Market.
- See available funding that the Farmers Market can access for this.

Conclusion

The Barrie Farmers Market is ready for change and growth into this project. We do not ask for a lot as the Farmers Market, but we want the project to be as successful as possible for us and other community partners. We are ready to work with the City of Barrie and all other parties involved to make this happen. Although our proposed building is large in size, it will allow us to have a successful Farmers Market for a long time and a building we can be proud of downtown. With many other potential uses for the building, it will be a good investment for the City.