



TO: GENERAL COMMITTEE

SUBJECT: BARRIE FARMERS' MARKET – MOBILE/POP-UP MARKETS AND REQUEST FOR ADDITIONAL WINTER VENDOR SPACE

PREPARED BY AND KEY CONTACT: R. PEWS, DIRECTOR OF CORPORATE FACILITIES, EXT. 4710
D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES, EXT. 4421

SUBMITTED BY: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

GENERAL MANAGER APPROVAL: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That Staff Report CCS002-23 concerning the Barrie Farmers' Market Mobile/Pop-Up Markets and Request for Additional Winter Space, be received.
2. That the Barrie Farmers' Market be authorized to apply for grant funding to create additional winter vendor spaces for an outdoor winter market at City Hall in the area surrounding the Circle at the Centre and/or outside the entrance to the Rotunda from the parking lot, in consultation with Corporate Facilities staff.
3. That staff in the Corporate Facilities Department continue to support the Barrie Farmers' Market in the review of potential additional winter vendor spaces.

PURPOSE & BACKGROUND

4. The purpose of this report is two-fold, as follows:
 - a) To provide an update on the discussions between City staff and the Barrie Farmers' Market representatives concerning mobile or pop-up markets for 2023; and
 - b) To seek authorization for the Barrie Farmers' Market to make application for grant opportunities that could allow for the creation of additional winter vendor space outside of City Hall in the area surrounding the Circle at the Centre and/or outside the entrance to the Rotunda from the parking lot.

5. On May 3, 2023, City Council approved a recommendation that was initially presented by the Finance and Responsible Governance Committee on March 29, 2023, as follows:

“23-G-087 REFERRED BY MOTION 23-G-006 - CORRESPONDENCE FROM THE CIRCULATION LIST DATED JANUARY 11, 2023 REGARDING THE BARRIE FARMERS’ MARKET

That further to the correspondence from J. Grant, Marketing and Operations Manager on behalf of the Barrie Farmer’s Market dated January 3, 2023 concerning winter operations and summer mobility, City staff be directed to meet with the Barrie Farmers’ Market staff regarding its summer mobility activities and funding requirements and report back before the summer recess.”

Barrie Farmers’ Market Organization

6. The Barrie Farmers’ Market has been in operation since 1846. As a true farmers’ market, the Barrie Farmers’ Market only allows farmers that actually grow or produce the majority of their items, bakers that bake their baked goods from scratch and artists that create their own handmade pieces.
7. Resellers of products are not permitted. This is different than other general markets and some permanent markets, such as ByWard Market in Ottawa where both local farmers and artisans (direct producers) and other businesses (often re-sellers) have stands.
8. The vendor members of the market pay a stall fee, in addition to a membership fee to be a member. Fees for vendor stalls range from \$560 to \$1400 per season (Winter or Summer), depending on the number of tables or tents occupied. The annual membership fee is \$50. Other incidental fees may apply for hydro, parking, December dates, etc.
9. The Saturday morning market averages 3,050 attendees in a four-hour period with local residents comprising 74% and tourists 26% of the attendees.
10. The Board of Directors of the Barrie Farmers’ Market are dedicated, volunteer representatives from these small businesses that are directly producing their own product for sale.

Background related to 2022 Pop-up/Mobile Markets

11. During Council consideration of motion 22-G-026 concerning the Market Precinct Task Force Recommendations, an amendment was introduced and adopted as follows:
 - “6. That staff in the Recreation and Culture Services Department, in consultation with other City Departments work with the Barrie Farmers’ Market on opportunities to hold pop-up market days at City recreation and community centres, libraries and park locations with funding of up to \$25,000 to be allocated from the Reinvestment Reserve to fund any City related costs and to assist the Barrie Farmers’ Market in marketing the pop-ups if they proceed.”
12. The Barrie Farmers’ Market was not consulted about this matter and was unaware (prior to the adoption of the amendment) that a request for it to develop pop-up markets with City staff was being made. However, the sole (and brand new) employee of the Barrie Farmers’ Market worked diligently with the Recreation and Culture Special Events Team to coordinate these pop-up/mobile markets to ensure it was responding to City Council’s direction.

13. The Barrie Farmers' Market hosted four mobile markets on Thursdays at two locations (Centennial Park and Heritage Park). The mobile markets averaged 1,258 persons per event, with a much higher percentage of tourists attending the pop-ups (54% tourists/46% local residents) compared to the Saturday market. 84% of those attending the mobile markets indicated that they were unaware of the Barrie Farmers' Market Saturday markets.
14. The expenses associated with hosting and marketing the mobile or pop-up markets in 2022 were \$23,981.83 with the following breakdown:
 - \$21,312.55 spent on advertising and marketing for graphic design, radio advertisements, mobile signs, banners, directional signage, etc.; and
 - \$2,669.28 in supplies and equipment
15. An additional \$506.86 was incurred by the City associated with special event permit fees and security, utilizing the funding from the Reinvestment Reserve to host the pop-up/mobile markets.
16. The Barrie Farmers' Market invested, where feasible, in signs and banners that could be re-used year after year.

Additional Winter Vendor Space

17. As part of the January 3, 2023 correspondence, the Barrie Farmers' Market also requested to work with City staff on plans that would allow for an expansion of the number of winter vendors/address the winter space constraints in the Rotunda.
18. While the Market has been able to offer 84 vendor spaces in the summer, the space within the Rotunda at City Hall is considerably smaller than the space available outdoors (even without a road closure on Mulcaster Street between Collier Street and Worsley Streets). As a result, the Barrie Farmers' Market does not have sufficient space within the City Hall building for all of the possible vendors.
19. The Barrie Farmers' Market representative has indicated that the Market is seeking an additional 20 vendor spaces with close proximity to the Rotunda at City Hall as they are looking to enhance the existing vendor selection and provide an interesting winter/holiday market environment.

ANALYSIS

Mobile/Pop-Up Markets in 2023

20. City staff have had discussions with representatives of the Barrie Farmers' Market since the Finance and Responsible Governance meeting on March 29, 2023 when the initial recommendation was passed.
21. As identified in the Barrie Farmers' Market correspondence, the pop-up/mobile markets were beneficial in promoting the regular Saturday market from 8 am to noon at City Hall to many new customers, improving the awareness of the market as well as individual local farmers, artisans, their associated local businesses and various community groups. During the main part of the summer, the Saturday morning market attendance expanded with over 70,000 people visiting.
22. However, as a not-for-profit organization with a volunteer board and a single employee, the planning and coordination required to host the mobile markets was very time consuming and beyond the level that the Board is able to sustain.

23. The fees charged for vendor stalls are insufficient to address the resources required to plan and coordinate pop up locations without supplemental funding. In addition, to hold a pop-up market, the Barrie Farmers' Market Board/Marketing and Operations Manager needed to seek out new vendors to fill the additional day as many of the farmers were unable to leave their farms for another date. Taking an additional day away from their time actually growing or creating their product was a significant challenge for the existing vendors.
24. After further discussions, the Barrie Farmers' Market Board has determined that while it appreciated the opportunity to bring awareness to the Saturday morning market through the mobile markets, it does not have sufficient own-source funds to host the pop ups again.
25. The Board also indicated that the resource commitment exceeded what it had available to deliver the mobile markets in 2023.
26. As a result, the Board is not seeking to offer mobile markets for this summer.
27. The Board would of course welcome support should the City of Barrie be willing and/or interested in providing some funding to support radio, social media or other advertising/awareness campaigns for the existing market. Examples of possible support include funding for a radio campaign of a similar scope to last summers with a value of \$3,390 or mobile signs with a value of \$1,120.

Additional Winter Vendor Space

28. City staff have met with Barrie Farmers' Market representatives to discuss possible changes to the area adjacent to the Rotunda for additional vendor space during winter months. The existing indoor space at City Hall is limited by the building's configuration on the first floor.
29. City Hall has been identified for a large-scale renovation in the future. As this is a number of years away and the Barrie Farmers' Market has an immediate interest in expanding, outdoor opportunities adjacent to the Rotunda have been explored.
30. The Barrie Farmers' Market is interested in a structure(s) such as small decorative shed type buildings that would provide a European-style holiday market ambience and aesthetic.
31. Key to any design will be a secure structure that can be heated for the vendors during the colder season and is able to be secured when not in use by the Barrie Farmers' Market. Any new structure(s) would also need to balance the needs of the Barrie Farmers' Market with the use of the Circle at the Centre as a rink/pond and gathering space for events, as well as minimize additional security requirements. Similar considerations would exist for any vendor space in the area between the parking lot and Rotunda doors.
32. The retaining wall abutting 56 Mulcaster is past its lifespan and in need of replacement as it is beyond repair. There are funds in the existing City Hall renovations capital project that would be used to replace the retaining wall.
33. An option to provide additional vendor space that is integrated into a replacement retaining wall is being explored by staff and the Barrie Farmers' Market. As this space is not sufficient for 20 vendors, additional locations are also being considered, as follows:
 - a) along the east side of City Hall between the overhang and the doors next to the retaining wall
 - b) replacing the overhang given its age, deterioration and aesthetics. There may be a design that could provide the functionality of the overhang as well as vendor space and update the aesthetics of City Hall; and

- c) between the parking lot and Rotunda entrance doors.
34. Attached as Appendix "A" are images that represent the concept that the Barrie Farmers' Market is hoping to achieve at the Circle at the Centre/outside the Rotunda area.
35. The Ontario Trillium Foundation recently announced a grant opportunity for not-for-profit and charitable organizations seeking to broaden access to and enhance community spaces and programs, that help to build engagement of community members and support the social, cultural and recreational needs of communities. The grant is not available to municipalities the size of Barrie.
36. The types of projects that can be supported through this grant include ones that:
- Improve access to community spaces, facilities, programs, activities and services, and facilitate community members' full participation in the life of the community
 - Improve and build community spaces
 - Make programs and services better and more efficient
 - Make better use of technology
37. The capital grant is available as of May 17 and the deadline for applications is June 14, 2023. The amount available to be awarded to eligible organizations is a minimum of \$10,000 to a maximum of \$150,000.
38. The Barrie Farmers' Market is seeking permission to place a vendor structure/structures outside of City Hall in the area surrounding the Circle at the Centre or the Rotunda doors, prior to making application for the grant.
39. In the past, there was a situation where an organization made application to construct on City property without the City's authorization. The grant was awarded to the organization. However, the City ultimately did not provide the authorization for the use of its property and the grant was not able to be used. The Market is seeking to obtain permission prior to submitting an application to avoid this type of situation.
40. The wording of paragraph 2 is not specific to the Ontario Trillium Foundation grant to allow the Barrie Farmers' Market to apply for other opportunities that may arise.
41. Should the Barrie Farmers' Market be successful in their grant applications, staff would report back with additional details prior to implementation.

ENVIRONMENTAL AND CLIMATE CHANGE MATTERS

42. There are no environmental or climate change matters directly related to the recommendation.

ALTERNATIVES

43. The following alternatives are available for consideration by General Committee:

Alternative #1 General Committee could choose to provide the Barrie Farmers' Market with funding to support radio, social media or other advertising/awareness campaigns for the existing market, with the Reinvestment Reserve identified as the funding source for 2023.

This alternative is available. This alternative has not been recommended as this would essentially be the provision of a grant, outside of any specific grant program, and there are a number of worthy organizations that would benefit from these types of grants. In addition, if the intent was to provide this funding on an ongoing basis, utilizing a reserve as the funding source is not in keeping with the City's financial policies framework or fiscally-prudent.

Alternative #2 General Committee could choose to not to authorize the Barrie Farmers' Market to submit applications for additional vendor space using the area from the parking lot to the Rotunda and/or adjacent to the Circle at the Centre.

This alternative is available. It is not recommended as the Barrie Farmers' Market has identified an interest in expanding the number of vendors at the Saturday morning market in winter months, which can't be accomplished within City Hall due to space constraints. A temporary structure(s) integrated into the area of the Circle at the Centre or parking lot would provide space for additional vendors, until such time as the larger renovation of the City Hall property occurs.

FINANCIAL

- 44. There are no direct financial implications associated with the recommendation to receive the staff report and authorize the Barrie Farmers' Market to make application for grants to create additional outdoor vendor space.
- 45. There is an approved capital project for City Hall renovations that has been identified to address the failing retaining wall that could be integrated into a concept that would provide additional winter vendor space. The retaining wall will need to be addressed whether or not the additional winter vendor space proceeds.
- 46. If successful, the grant could also be used to enhance the existing area with additional lighting and/or complete additional repair work outside of the City Hall building where there is a benefit the Market and the broader community.

APPENDIX "A"

OUTDOOR WINTER BARRIE FARMERS' MARKET CONCEPT IMAGES

