



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Connie Goodall
DATE: 13/04/2016
SUBJECT: Wingham Farmers' Market 2016
ATTACHMENTS: Land Use Agreement for the Purpose of a Wingham Farmers' Market,
~~Wingham Farmers' Market Association Rules and Regulations 2016 – Market~~
Season

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby direct staff to prepare a Land Use Agreement for the Purpose of a Wingham Farmers' Market as an authorizing by-law. Further, that the Council of the Township of North Huron consider the Farmers' Market Group a Community Group and allow them to rent Cruikshank Park for the duration of the 2016 season at the community rate.

EXECUTIVE SUMMARY

In 2015 the Wingham Farmers' Market kicked off its inaugural year to fulfill the following:

- Make fresh, locally grown produce and products available to North Huron and Area shoppers
- Support the local agricultural community by providing a venue to sell their product and the opportunity to expand their consumer base
- Encourage shoppers to the Wingham downtown core by providing another valuable and desirable reason to shop in Wingham (the project was supported by the Wingham BIA)

The planning committee consisting of local producers, Wingham BIA representation, Wingham Horticultural representation and working with Joan Brady of Sustainable Futures completed an environmental scan and surveyed local producers. The committee went on to develop the Rules and Regulations for the Wingham Farmers' Market based on Farmers' Market Ontario Guidelines of which they are a member.

DISCUSSION

The Wingham Farmers' Market was well received by the local community in 2015. For the 2016 season, the committee is hoping to secure a more visible location to grow the number of vendors and visitors to the downtown.

According to Farmers' Market Ontario, an average shopper spends \$30/week at a farmers' market. FMO studies also show that for every dollar that is spent at the FM an additional \$3 is spent at neighboring businesses.

In the North Huron Economic Development Strategic Plan, agriculture was identified as a key industry in North Huron. Under the goal of Business Attraction and Retention – creating a culture that supports local first was identified as a strategic direction with an action item of supporting

opportunities for local producers. Farmers' Market was identified as a resource to achieve this goal.

FINANCIAL IMPACT

The fee waiving policy allows Council to contribute to an event or activity by reducing the rental rate and charging the community rate. This is Council's contribution to the community group or activity. The rental rate for the park is \$43.05 per ½ day, and the community rate is \$30.14 per ½ day. This group is not specifically listed as a group eligible for the community rate, however the Wingham Farmer's Market is a not for profit group and Council may choose to include them under that definition. The policy states that no fees are waived in North Huron, and only Council has authority to deviate from policy. In order to waive the fees completely a motion of Council would be required.

FUTURE CONSIDERATIONS

Discuss future impacts of project or activity, if any

RELATIONSHIP TO STRATEGIC PLAN

Our community is attractive to new businesses and residents.

Outcome: Our downtowns are attractive retail and commercial destinations

RELATIONSHIP TO ECONOMIC DEVELOPMENT STRATEGIC PLAN

Strategic Direction - Create a culture that supports local first - Support opportunities for local producers

Connie Goodall - Economic Development Officer

Enter your name, enter your role

Sharon Chambers, CAO