



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Connie Goodall
DATE: 01/03/2017
SUBJECT: Wingham Farmers' Market 2017
ATTACHMENTS: Wingham Farmers' Market Association Rules and Regulations 2017

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby approve the Land Use Agreement for the Wingham Farmers' Market 2017 – 2019

AND FURTHER THAT the Clerk is instructed to prepare an authorizing by-law for the March 22, 2017 Council meeting.

AND 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 – 2019 seasons at the Community Rate.

EXECUTIVE SUMMARY

In 2017, the Wingham Farmers' Market will enter their third year. The market was established 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 customer base
- Attract shoppers to the downtown core by providing another valuable and desirable reason to shop in Wingham (the project continues to be supported by the Wingham BIA)
- To create a community event/gathering place that will encourage residents to mingle and interact with their neighbours

The planning committee consists of local producers and community members, along with representation from the Wingham BIA and Wingham Horticultural Society. The Wingham Farmers' Market Rules and Regulations were updated by the committee for the 2017 season with input from North Huron Economic Development, Recreation and Facilities and Building Department staff.

DISCUSSION

The Wingham Farmers' Market attendance continues to grow and the committee is seeing an increasing number of shoppers that attend weekly.

According to Farmers' Market Ontario (FMO), an average shopper spends \$30/week at a Farmers' Market. FMO studies also show that for every dollar spent at the Farmers' Market an additional \$3 is spent at neighbouring 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. The 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. In 2016, Council chose to consider the Farmers’ Market Committee, a not-for-profit group to be eligible for the Community Rate.

FUTURE CONSIDERATIONS

That the land use agreement be valid for the 2017, 2018 and 2019 market seasons. Through a motion of Council, this agreement may be extended to future years, until termination by either party under the terms of the Termination Clause, or by mutual agreement. The agreement may be updated to reflect additional terms through mutual agreement by both parties.

RELATIONSHIP TO STRATEGIC PLAN

Our Community is attractive to new businesses and residents.

Outcome: Our downtowns are attractive retail and commercial destination.

Connie Goodall – EDO

Enter your name, enter your role

A handwritten signature in black ink, appearing to read "Sharon Chambers", is written over a light gray rectangular background.

Sharon Chambers, CAO