

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 22, 2023

Item 11, Report No. 9, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on February 22, 2023.

11. WOODBIDGE VILLAGE FARMERS' MARKET (IN-KIND CITY SUPPORT)

The Committee of the Whole recommends approval of the recommendations contained in the following report of the City Manager, dated February 14, 2023:

Recommendations

1. THAT permission be granted to the Woodbridge Agricultural Society (WAS) to operate the Woodbridge Village Farmers' Market (WVFM) on the City's property (Woodbridge Pool and Memorial Arena parking lot) for the 2023 season at no cost on Saturdays from 9 a.m. to 1 p.m. and that a storage unit be supplied to the Market, on-site at no additional cost;
2. THAT the Office of Communications and Economic Development utilizes corporate communications resources and channels to promote the Market; and,
3. THAT the Woodbridge Village Farmers' Market provide no-cost booth space to the City on an as-requested basis.

Committee of the Whole (2) Report

DATE: Tuesday, February 14, 2023 **WARD(S):** 2

TITLE: WOODBRIDGE VILLAGE FARMERS' MARKET (IN-KIND CITY SUPPORT)

FROM:
Nick Spensieri, City Manager

ACTION: DECISION

Purpose

This report seeks Council approval to continue to grant the Woodbridge Agricultural Society permission to operate the Woodbridge Village Farmers' Market on the City's property at no cost for the venue for the 2023 season. The Market runs from June to early October on Saturdays from 9 a.m. to 1 p.m.

Report Highlights

- The Woodbridge Village Farmers' Market is an important element of the community, having operated for 14 years. In 2022, the market drew approximately 700 people per week while hosting 22 vendors in 2022.
- The Woodbridge Agricultural Society is requesting that they be allowed to continue operating the Woodbridge Village Farmers' Market in the parking lot of the Woodbridge Pool and Memorial Arena at no cost for the 2023 season.
- Supporting the Woodbridge Village Farmers' Market represents roughly \$3,300 per year of in-kind support.

Recommendations

1. THAT permission be granted to the Woodbridge Agricultural Society (WAS) to operate the Woodbridge Village Farmers' Market (WVFM) on the City's property (Woodbridge Pool and Memorial Arena parking lot) for the 2023 season at no cost on Saturdays from 9 a.m. to 1 p.m. and that a storage unit be supplied to the Market, on-site at no additional cost;

2. THAT the Office of Communications and Economic Development utilizes corporate communications resources and channels to promote the Market; and,
3. THAT the Woodbridge Village Farmers' Market provide no-cost booth space to the City on an as-requested basis.

Background

On December 13, 2022, the City received a formal letter of request from the Woodbridge Village Farmers' Market, requesting that the City approve the continued use of the Woodbridge Pool and Memorial Arena's parking lot, water, electricity, washrooms and a storage container for its upcoming market seasons (see Attachment 1).

The Woodbridge Village Farmers' Market is a seasonal event owned and managed by the Woodbridge Agricultural Society. The WAS is a not-for-profit organization in the City of Vaughan.

The farmers' market's guiding principle is to showcase farmers who grow or raise at least 51 percent of the produce sold at their stall.

The mission of the Market is to support and promote local agriculture; locally produced goods and services; and healthy living. Fees collected by the Market are for the sole purpose of advertising, promotion and operation of the Market.

The market has utilized the Woodbridge Pool and Memorial Arena's parking lot as a base of operations for the past 12 years.

Provided by the City as an in-kind contribution, the Market's location provides good visibility, access and ambiance conducive for a farmers' market.

The market serves an average of 22 farmers and vendors per week, and welcomes 600-900 residents.

Since the last report, Item 1, Report No. 6 of the Finance, Administration and Audit Committee: Woodbridge Village Farmers' Market approved by Council on May 1, 2019, the WAS has reported that average weekly attendance has remained strong, ranging from 600-900 visitors per week. In 2022, the Market operated with 22 vendors and averaged 663 visitors per week. An attendance report is provided in Attachment 2. The market is open to the public each Saturday between June and October of each year.

The City of Vaughan supports, promotes and hosts a variety of events across the City, continually enhancing existing events, while expanding over-all offerings to meet community needs and the greater public interest. Support for such events may include event consultation and services in-kind, as established through the appropriate City Policies that dictate costs, service rates and related fees for various organizations, community groups and members of the public.

A City-wide events strategy is currently underway and is expected to be finalized by year-end 2023.

This strategy will identify opportunities to grow and improve the range and depth of event offerings in Vaughan, leading to a more connected, inclusive, progressive, responsible and sustainable city.

The Office of Communications and Economic Development has historically utilized corporate communications resources and channels to promote the Market.

Previous Reports/Authority

[Item 1, Report No. 6 of the Finance, Administration and Audit Committee: Woodbridge Village Farmers' Market, Council Extract, May 1, 2019](#)

Analysis and Options

Assets like the Woodbridge Village Farmers' Market play an important role in supporting and growing the Agriculture and Agri-Food sector.

Markets contribute to the City of Vaughan's strategic priorities to attract investment and create jobs, and to the Region's agricultural priorities to meet demand for local food production and increase capacity for value-added agrifood processing and support services.

The Market supports the City's and the Region's goals by providing a venue or distribution channel for locally grown or raised foods. As such, it also provides opportunities for consumer education as well as promotes community building and placemaking.

The recommendations in this report allow this important community event to continue. Furthermore, it demonstrates the City's support for this important sector.

With Council support, Staff will work, where feasible, to promote the Farmers' Market. This will help to support communities, agri-food businesses and entrepreneurs across Vaughan.

Financial Impact

Staff reviewed the City's rates for public permits and special events. The City has a Parking Lot permit fee (up to 10 hours) of \$37.59 per hour (plus HST) for Community Service Organizations. The Woodbridge Village Farmers' Market organization is proposing to use the parking lot at the Woodbridge Pool and Memorial Arena each Saturday from 9 a.m. to 1 p.m. for a period of 17 weeks. This represents roughly \$2,500 of in-kind support.

In addition, the City provides a storage container to the Woodbridge Agricultural Society during the 5-month period of operation for the Market. The value of this rental in 2022 is \$169.50 per month. This represents roughly \$850 of in-kind support.

If Council adopts Recommendation 1 of this report, it would equate to roughly \$3,300 of in-kind support to the Woodbridge Agricultural Society per year.

Broader Regional Impacts/Considerations

The Woodbridge Village Farmers' Market is one of only two markets West of Hwy 400 in the Region. The Woodbridge Market's attendance numbers demonstrate its value to the community in Vaughan and York Region.

Support for the Woodbridge Village Farmers' Market would also demonstrate support for [York Region's Agri-food sector](#).

Conclusion

Farmers' markets form a vital part of the local food systems, allowing producers to connect directly with consumers. They provide economic and social benefit to communities, contributing to placemaking. Beyond being the backbone of the local food movement, markets are gathering places for neighbours, supporting social interaction and community engagement; places for community activations and economic generators common to communities with a vibrant social and cultural fabric.

As such and in consultation with Community Services staff, the recommendation within this report demonstrates a reasonable and balanced level of support for the Woodbridge Village Farmers' Market.

For more information, please contact: Don De Los Santos, Manager, Economic Services, ext. 8874, don.delossantos@vaughan.ca

Attachments

1. Report for 2023 WVFM - Letter of Request, December 13, 2022
2. Attendance at the WVFM Market 2022, October 13, 2022

Prepared by

Don De Los Santos, Manager, Economic Services, ext. 8874

Approved by

A handwritten signature in black ink, appearing to read 'Nick Spensieri', with a long horizontal line extending to the right.

Nick Spensieri, City Manager

Woodbridge Village Farmers Market
P.O. Box 56665. RPO Woodbridge
Woodbridge, Ontario
L4L 8V3
December 13, 2022.

City of Vaughan, Mayor and Members of Council
c/o Recreation Services and Economic and Cultural Development
Attn: Don De Los Santos and Raphael Costa

Dear Don and Raphael,

The Woodbridge Village Farmers Market has been operating for 14 years, the last 12 located at the Woodbridge Pool and Memorial Arena. In 2023, the market plans to be operating on Saturday mornings from 9am to 1pm, from June 17 until October 7.

It was started to help support local growers and to bring community spirit to Woodbridge. There will be 15+ vendors most Saturdays plus a community table and a committee table. We are small but we have a big heart. Our Kids Club engages the children in activities. We are a true farmers market, walkable from the neighbourhood and accessible by public transport.

We appreciate the support that the city has provided, allowing the market to succeed. It is a not-for-profit market run by a committee of volunteers under the umbrella of the Woodbridge Agricultural Society. We ask for the city to continue their support, which consists of the free use of the parking lot, electricity, water, washrooms and a storage container for our tables and canopies. We also ask that the city continue to promote the market on their electronic signs, through social media and through any Vaughan Tourism and Cultural activities. Considering our successful history, we are requesting that the city commit to providing the facilities for multiple years up to 2026.

We also provide a space for non-profit local community organizations to attend the market. Typical users are charitable, civic or church groups. In the past, we have provided spaces to the Wallace House, the Rotary Ribfest, Woodbridge Fair, Run for the Cure, the Vaughan Public Libraries and Animal Shelter, Habitat for Humanity, Wheelchair Basketball, York Farm Fresh and TRCA.

We are considering ways that we can improve and build the 2023 market. If we can increase attendance, some vendors and farmers may be inclined to attend more continuously. Also, we may be able to attract new farmers and quality vendors. For example, this year, our fruit and berry farmer had to choose which of her markets to attend after Labour Day because of staffing. It would be very helpful if the City could facilitate us occasionally using the new electronic sign on the railway overpass on Highway 7. Other towns and cities have welcoming sign for their communities where they may state "Welcome to XXXX, home of the XXX Farmers Market or home of the XXX Fall Fair." The City had been considering something like this in the past. We are open to ideas that the city may have for promoting such local volunteer run events.

Thanks for your considerations and support.

Best regards,

A handwritten signature in cursive script, appearing to read "Brian McCran".

Brian McCran
Committee
Woodbridge Village Farmers Market

Market Attendance -- 2022

Vendor	June			July				August					September				October	
	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8
No. of Patrons	771	554	610	523	829	542	570	709	738	905	730	744	719	505	658	601	601	626
Yummo Market	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Schiafore Garden	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
EFT Farms	X	X	X	X	X	X	2X	2X	2X	2X	2X	2X	2X	2X	2X	2X	2X	2X
Jopiary Honey	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Meats & Treats	2X	2X	2X	2X	-	2X	2X	2X	2X	2X	2X	2X	2X	2X	-	2X	2X	2X
Garlic Brothers	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X	X	X	X
Happy Plants	-	-	X	-	-	-	X	-	N	-	-	-	-	-	-	-	-	-
Weetas Empanadas	X	X	X	X	X	2X	2X	2X	X	2X	2X	X	X	X	X	X	X	X
Nicky's SqFtGarden	X	X	-	-	X	-	X	X	-	X	-	-	-	X	X	X	X	-
LaDeeDa Creations	X	X	X	-	-	X	X	-	-	C	-	X	-	X	X	N	-	-
Ahomeka Essentials	X	-	X	-	X	-	X	-	X	-	X	-	X	-	X	-	X	-
Tini's Treats	X	X	X	X	X	X	X	-	X	X	X	X	X	X	X	X	X	X
Thames River M	2X	2X	2X	2X	2X	2X	2X	2X	2X	2X	2X	2X	2X	-	-	-	-	-
Greens2u	X	X	X	X	X	X	X	X	X	X	-	X	X	X	X	-	X	X
Joanne TastyHot	-	-	-	X	-	-	-	-	-	N	-	-	-	-	-	-	-	-
Mounib Foods	X	X	X	N	X	X	X	-	X	X	-	-	X	-	X	-	-	X
Studio 77(flowers)	-	-	-	X	-	X	N	X	X	-	-	-	-	-	X	-	-	-
MossyGroveTea	-	-	-	-	X	-	-	X	-	-	-	X	-	X	-	X	-	X
Early Harvest								-	X	-	-	X	-	X	X	N	N	-
Mumma Kwong Hot Sauce																-	-	X
Coffee Carltons	-	-	X	N	-	-												
BowWow Dog	X	N	-	-	-	-												
weather	S	wind	S30	S27	S27	S28	S32	S28	S32	S26	S30	S24	S30	S26	S24	S19	S19	S16
Other Activities	--	Ital	stra	CAN	CM	--	--	--	honey	CM	cheese	--	--	-	CM	H	H	CM

Legend: x=scheduled; X= attended; S=sunny C=cloudy D=drizzle R=rain H=hockey Total= 11935 Avg =663