

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