



A People Place, A Change of Pace
SHELBURNE
ONTARIO, CANADA

Meeting Date:	Monday, March 14, 2022
To:	Mayor Mills and Members of Council
From:	Denyse Morrissey, Chief Administrative Officer
Report:	CAO 2022-04
Subject:	Shelburne Farmers' Market 2022 – Direct Administration and Management by the Town of Shelburne

Recommendation

Be it Resolved that Council:

1. Receives report CAO 2022-04 Shelburne Farmers' Market 2022 – Direct Administration and Management by the Town of Shelburne ~~Dufferin~~; and that
2. The Town of Shelburne providing the direct administration and management of the Shelburne Farmers' Market in 2022 be approved; and that
3. The \$23,400 budget for Farmers' Market in 2022 and the allocation of \$2,000 from the 2022 grants, \$5,000 from the EDC budget, and \$9,500 from the estimated 2021 operating budget surplus by the Town of Shelburne be approved.

Background

On January 24, 2022 Town staff received an email from Shelburne Farmers' Market volunteer team. It was explained that the continued delivery of the 2022 Farmers' Market using only volunteers was not sustainable and volunteers could not deliver it in 2022. Staff were advised they were looking for guidance regarding the 2022 Shelburne Farmers Market,

including for the Town to consider directly administering and managing in 2022.

The email also noted:

The Farmers Market is a very important piece of Shelburne, people love it and it allows local farmers to sell their products to the people of Dufferin. Furthermore the bigger concept is that by keeping it downtown it will encourage more people to support the small businesses on the Main Street who at this time are hurting desperately with the most recent lock down.

In response to their January 24, 2022 request, staff have been working with the volunteer team. We also had meetings to explore potential next steps regarding the continuation of the Farmers' Market in 2022. This included that any Town role and any financial commitments would require Council's approval. Meetings were held on January 28, 2022 and March 4, 2022.

It is also common in other Town's where the market is held downtown for a farmers' market to be service/function of a BIA or offered in partnership with the BIA. It is noted the BIA did not provide funding for the Farmers' Market in 2021 due to other COVID related financial pressures, and that the total budget of the BIA in 2021 was about \$10,500. The BIA is being asked to contribute \$3,000 to the Farmers Market in 2022.

The Town of Shelburne has provided financial support via grants in the past years for the farmers' market. In 2019 it was a \$1,000 grant, in 2020 it was \$1,000 and 2021 it was \$2,000. The Town also provided in kind support including the use of a road for the market, road closures and barricades, garbage cans, recycle bins, and shared marketing and promotional material on our social media.

Studies have confirmed that Farmers' Markets have an economic impact for the community, bring people to a downtown, and positively impact the area business'. The Shelburne Farmers' Market is a member of Farmers' Markets Ontario. They outline that "In Ontario alone, sales at farmers' market total almost 600 million, leading to an economic impact of an astounding \$1.8 billion". The community benefits of a Farmers' Market are provided in Appendix 1.

Analysis

Overall, it was outlined by the volunteer team the full potential of the Shelburne's Farmers Market has not yet been met and more time is needed, including to develop more partnerships. It was conveyed that generally the downtown business' support the Market

The Shelburne Farmers' Market over the past many years has been delivered by volunteers, a volunteer committee, including a market vendor serving as the volunteer market manager. That model was determined to not be sustainable. It has also included creating a paid position, which was a cost shared partnership with three organizations. COVID had a tremendous impact on the Shelburne Farmers' Market in 2020. That new paid position could not be continued or afforded by the partner organizations.

In 2021 the Shelburne's Farmers' Market, which was being cancelled due to COVID restrictions, was reinstated by a three member team of volunteers. The 2021 market was offered every 2 to 3 weeks and not weekly as it was in prior years. There was between 15-25 vendors in 2021. Not all vendors attended every market. 80% of vendors were located within Dufferin County. 60% were agricultural and 40% Non-Agricultural (ie; Artisans or Bakeries). Based on the 2021 survey of vendors, 90% indicated they would return in 2022.

It was estimated the time required for volunteers in 2022 (based on the 2021 Farmers' Market) to promote, manage, administer and be on site at each market was a minimum of 15 to 20 hours per week.

As the recent Service Delivery Review recommended there was a need to add new positions in response to staff work loads. A number of staff re-alignments have also been implemented in response to work loads. Based on the 2022 Farmers' Market being weekly and running from June 16, 2022 to October 6, 2022, a new seasonal contract position would be needed. It is not possible within an existing 35 hours per week staff position to incorporate a minimum of 15 to 20 hours per week to any position to manage the Shelburne Farmers' Market. The Town does not have the capacity to add this responsibility to an existing position.

Policies & Implications

Not applicable

Consultation and Communications

Not applicable

Financial

A budget for a Farmers' Market was not included in the approved 2022 budget and no 2022 grant request was made.

The estimated budget for the Town to directly delivery and administer the 2022 Shelburne Farmers' Market, including hiring or contracting a market manager is only possibly by re-aligning other budget items, and allocating

funds from the 2022 grants fund and the estimated 2021 operating budget surplus.

Budget**

Revenues

Town of Shelburne Grant	\$2,000
Town of Shelburne ECD budget re-alignment	\$5,000
Shelburne BIA	\$3,000
Shelburne Farmers' Market 2021 fund balance	\$ 400
Vendor Fees	\$3,500
Allocation from 2021 operating budget surplus	\$9,500
Total	\$23,400

Expenses

Market Manager (mid April to end of October)	\$20,000
Marketing and Promotions	\$1,500
Trinity United Church – rent, electricity, washroom access	\$1,000
Farmers' Market Ontario 2022 membership	\$ 900
Total	\$23,400

****Budget Notes:**

- The balance in 2022 grants fund is \$2,500. Allocating \$2,000 reduces the unallocated amount to \$500.
- \$5,000 was included in the 2022 EDC budget as contribution towards for the BIA \$25,000 expansion study cost; the BIA has confirmed they can fund the project.
- \$3,000 was being requested from the BIA and is not confirmed
- Market Manager position total of \$20,000 is based on wage of about \$19/hour and includes employer payroll contributions/costs.
- Staff applied for a \$15,000 grant with My Main Street Community Activator fund of the Federal Economic Development Agency at the end of January 2022 and to fund costs associated with a contact position to manage the market. If successful, this would reduce the total direct funding needed by the Town of Shelburne.

Council Strategic Priorities

Council's Strategic Priorities has three Goals - Sustainable, Engaged and livable. There are a total of 12 targets with the three Goals.

This report aligns with the Engaged Goals within the Target:

Target T7 Promote partnerships and collaboration

Supporting Documentation

Appendix 1: Farmers' Markets Ontario - The community benefits of a Farmers' Market.

Respectfully submitted:

Denyse Morrissey, CAO