

Greater Sudbury Market Association 2021 Contribution By-law

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Recommended by:	Chief Administrative Officer

Report Summary

This report provides information regarding the By-law authorizing the 2021 Contribution Agreement and Facility Agreement with the Greater Sudbury Market Association for this year's Market season.

Relationship to the Strategic Plan, Health Impact Assessment and Community Energy & Emissions Plan (CEEP)

The City of Greater Sudbury recognizes the value of the Greater Sudbury Market as an incubator for small business and a contributor to a healthy, vibrant community. This is in line with the City's strategic objectives related to Business Attraction, Development and Retention, Community Vibrancy and Creating a Healthy Community.

Financial Implications

The funding for this contribution to the Greater Sudbury Market Association is included in the approved 2021 Operating Budget.

Background

On May 19, 2020, Council directed staff to enter into a formal agreement with the Greater Sudbury Market Association (GSMA) in order to provide a contribution from the City's 2020 operational budget for the operations and management of last year's Market program. This included use of the York Street parking lot as well as the delivery of specific programming and reporting requirements.

In their report dated April 19, 2021 and brought forward as Correspondence at the May 17 meeting of the Community Services Committee, the Greater Sudbury Market Association provided an update on their 2020 results. The City's Economic Development staff have also reviewed the reporting and have confirmed that the deliverables of the 2020 contribution agreement were met.

Based on the success of the GSMA as a "purpose-built" organization and an outcome of the former

Downtown Market Working Group Advisory Panel, staff are recommending the associated Bylaw to provide authorization to enter into two new one-year agreements. These will consist of a Contribution Agreement, for the financial support, and a Facility Agreement, for use of the York Street Parking Lot, both for 2021. The agreements will be based on the same terms, with a contribution of \$20,000 to the group and provision of the York Street site and related equipment and materials without charge for the operation of the Market for the 2021 season.

Together the Contribution Agreement and the Facility Agreement will formalize a partnership with the Association for the operations and management of the 2021 Market program, including specific deliverables and reporting requirements.

Through the Facility Agreement the City will enable use of the Market facilities on Elgin Street and York Street by the GSMA, along with the provision of staff time and resources to provide the various services such as support for advertising, promotion, guidance and other assistance. These are in-kind contributions in addition to the financial support, and are coordinated through the City's Economic Development division.

Adjusting to COVID-19 Challenges

The Greater Sudbury Market Association did an excellent job in adjusting to COVID realities for the 2020 season, and Association staff and Board worked closely with City staff as well as with representatives from Public Health Sudbury & District to ensure all Market operations adhered to necessary health guidelines and protocols.

The Province has deemed Farmers' Markets as "essential", allowing the Market to continue operations within the COVID stay-at-home orders. In fact the community responded very positively to their ongoing activities, and 2020 attendance at the York Street site nearly easily doubled the person-visits recorded from the 2019 season. This is also a reflection of the interest of Greater Sudbury residents in supporting local businesses while shopping in a safe manner in an outdoor space.

The Market will continue to work closely with City staff in Economic Development, Leisure Services and Parks Services to maintain their safe operations and in alignment with provincial guidelines.