

**City of Greater Sudbury Capital Funding Support  
Greater Sudbury Market Association  
November 6, 2019**

This report is being presented to the City of Greater Sudbury in order to provide an update on the progress made with the new Greater Sudbury Market Association (GSMA) since Spring 2019 in its role as a new, non-profit organization.

**Summary**

After over three years of careful development by volunteers through The Market—as well as through the work of the outstanding volunteers of The Market Working Group—the Greater Sudbury Market Association (GSMA) was incorporated in late 2018.

The GSMA was incorporated for the purposes of:

- (a) promoting and encouraging markets where producers, vendors, and artisans sell their goods;
- (b) promoting the interests and the rights of those engaged in such markets;
- (c) promoting and encouraging fair and courteous dealings with customers;
- (d) promoting and encouraging ethical business practices;

The inaugural Board of Directors is composed of Market vendors, as well as community members and professionals who are all passionate about the success and future of The Market. As soon as the organization was incorporated, all members rolled up their sleeves to take on the management of The Market, thanks to a contract of service with the City of Greater Sudbury.

The first year of The Market as a non-profit organization was very successful with many initiatives, including the vendor flags and the Market Bucks program, being effectively implemented. These new initiatives—as well as the excellent work of the Market Manager who was hired by the GSMA in the spring—resulted in higher attendance rates, higher vendor rates, and an overall sense of great satisfaction by everyone involved in the shared efforts that were undertaken this year.

Thanks to the competent Board of Directors and staff, the GSMA has decided to take on the Winter Market, an initiative that was successfully piloted by volunteers in 2018. The GSMA is taking on this additional Market at its own cost as the inherent value of a continuous year-round Market season has become visibly apparent to the stakeholders.

With a full Market season completed, the GSMA plans to dive into strategic planning for the future of The Market in the Winter of 2019-2020. This will provide direction for future planning and activities, as well as illuminating where external funding could assist with improving The Market for community members, businesses, and the city as a whole.

### **Market Attendance for 2019 Season (May-Oct)**

#### **Thursday Markets at York Street:**

|                | <b>2019</b> | <b>2018</b> |
|----------------|-------------|-------------|
| June           | 1240        | 1117        |
| July           | 2044        | 1939        |
| August         | 3930        | 3191        |
| September      | 1018        | 1882        |
| October        | 880         | 679         |
| <b>Totals:</b> | <b>9112</b> | <b>8808</b> |

#### **Saturday Markets at Elgin Street:**

|                | <b>2019</b>        | <b>2018</b>        |
|----------------|--------------------|--------------------|
| June           | 1811               | 1452               |
| July           | 1900               | 1834               |
| August         | 2697 (5 Saturdays) | 1721               |
| September      | 2095               | 2877 (5 Saturdays) |
| October        | 590                | 934                |
| <b>Totals:</b> | <b>9093</b>        | <b>8818</b>        |

### **Market Highlights:**

- ~The 2019 Market season opened on Saturday June 1<sup>nd</sup> and closed on Saturday October 26<sup>th</sup>
- ~The Thursday Market opened on June 6<sup>th</sup> and closed on October 10<sup>th</sup>
- ~The Market operated a total of 41 days over 22 weeks (40 days in 2018)
- ~The hours of operation were Thursdays 2pm to 6pm and Saturdays from 8am to 2pm
- ~The June 1<sup>st</sup> opening was a very busy and successful day
- ~Seasonal Saturday Vendors: 31 - 2019, 28 - 2018
- ~Seasonal Thursday Vendors: 23 - 2019, 22 - 2018
- ~Total Seasonal Vendors (participating on Saturdays, Thursdays, or both): 36 - 2019, 31- 2018
- ~Total # of Vendors for the season: 76 - 2019, 76 – 2018

### **Implementation of Clear Signage at Vendor Stalls:**

This season, The Market implemented clearly delineated signage that vendors display to reduce any confusion about the source of their wares. There are three levels of signage and they include:

- ~Provider
- ~Grower
- ~Artisan

In cases where a vendor sells goods that fall into more than one category, they then display the appropriate flags so that there is transparency for customers when they choose to purchase goods or produce. The GSMA is following the best practice of farmers' markets across Canada in trying to ensure transparency for its customers and supporters.

### **The Market Bucks Initiative:**

The GSMA Board has instituted a new program that is referred to as "Market Bucks." This allows us to be a cashless farmers' market. There are wooden tokens distributed to customers in exchange for cash. Customers use the tokens to pay for their purchases, and then the vendors are compensated by the Market Manager at the close of the Market Day.

Other farmers' markets across Canada have used this sort of program to their benefit, and it has been successful for us, as well. This season, we have sold over \$18,800 worth of Market Bucks at both the Thursday and Saturday Markets. The Board considers this a success and will continue with this initiative through the new Winter Market, which will run from November 2019 until late May 2020.

### **Business Incubation:**

One aspect of the Market where the Board would like to encourage further growth is in business incubation. The Salty Dog Bagel Company is a success story this year as the vendors of this company will be opening a stand-alone downtown business in November 2019. Another success story is Truly Northern Farms, which has expanded and recently purchased a facility in Kapuskasing to supply greens to grocery stores in that area.

### **Special Events:**

~The Market hosted three cooking demonstrations this season. Sue Peters from The Cedar Nest, Chris Mask from Off the Chip Wagon, and Niko Hebert of Black Juniper Farms all took part this year. Connections have been made to put on more cooking demos next year. Guests at The Market really enjoyed these events.

~The Blueberry Festival was successful, as always. It was a very hot day, but vendors reported great sales.

~In September, The Market had a sunflower competition, SNOLAB put on science-based activities, and Petsave held an Adopt-A-Thon. This drew in a large crowd of people, and we hope to work with Petsave again as it was very successful for them.

~On September 28<sup>th</sup> the McEwen School of Architecture at Laurentian University set up seven installations at The Market. The installations were fantastic and there was a great deal of interest from the public. The event with the School of Architecture was a unique collaborative partnership, and all of the vendors seemed happy that the McEwen School chose The Market space as a source of inspiration for their students' projects.

### **Vendor Recruitment:**

In 2017, The Market had a total of 76 vendors. In 2018, that number increased to 78. This year, with the GSMA in its inaugural year as a non-profit organization, the number of vendors was 76.

### **Revenue:**

The revenue generated through vendor fees was agreed to be used by the GSMA to offset additional expenses for the organization that were not included in the contract with the City. Vendor fees of \$30,000 were collected during the 2019 Market season. A portion, 75% of this amount, will be put into reserve funds to assist with operating capital, and to provide matching money for future funding applications.

### **Strategic Planning for the 2020 Season:**

The GSMA held its first Annual General Meeting on Thursday, October 17<sup>th</sup> at Tom Davies Square, an event that was well attended by vendors. A financial report, a proposed budget for the 2019-20 season, as well as an overview of The Market's new initiatives were presented by Board Chair, Peggy Baillie. Three new directors were appointed to the Board of Directors, to fill the absences left by departing directors. It was decided that a strategic planning session for the 2020 season will take part in the winter months, to reassess the past season's work, as well as to plan for The Market's success in 2020.