

For Information Only

2020 Greater Sudbury Market Association Grant Contribution Bylaw

April 15, 2020

Background

On March 26, 2019, the Finance & Administration Committee of 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 2019 operational budget for the operations and management of last year's Market program, including use of the Market facilities on York and Elgin Streets as well as the delivery of specific programming and reporting requirements.

In March 2020, the Greater Sudbury Market Association provided an update to Council through the Community Service Committee on their 2019 results. The City's Economic Development staff have also reviewed the reporting and have confirmed that the deliverables of the 2019 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 – a Contribution Agreement, for the financial support, and a Facility Agreement, for use of the York Street and Elgin Street facilities – for each of 2020 and 2021, on the same terms, with a contribution of \$20,000 to the group and provision of the York and CP sites and related equipment and materials without charge for the operation of the Market for the 2020 season.

Together the Contribution Agreement and the Facility Agreement will formalize a partnership with the Association for the operations and management of the 2020 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

At this time, the GSMA Board is paying close attention to the current status of the state of emergency at both the provincial and municipal levels. They are seeking to strike a balance between preparing for the regular Market season and exploring alternatives for the Market program in the case that social and physical distancing requirements continue. Alternatives may include online options and other collaborations to support Market vendors and connect them with consumers in the community. The Board is meeting regularly to discuss and are providing ongoing updates to Economic Development staff as the start of the season approaches.

Staff will provide updates to Council as they are available.