



Subject: Thorold Community Market Update

Report to: Thorold City Council

Recommendations

1. That the City of Thorold Community Market Strategy as detailed in this Report **BE APPROVED.**

Key Facts

- In 2022 Council directed staff to develop a plan to pilot a Community Market in the City of Thorold.
- Staff submitted a budget request of \$11,000 in the 2023 budget to facilitate a six week pilot project in Summer of 2023. Council increased the budget allocation to \$25,000 to provide event enhancements and resources.
- City Staff have consulted members of Council, local stakeholders and the Special Events Advisory Committee to develop a strategy for the 2023 Community Market pilot project.

Budgetary Status

Council approved \$25,000 in budget for Staff to plan, organize and execute a Farmer's Market.

Analysis

The City of Thorold's Community Market will foster community spirit and engagement. The goal of the market is to bring families and friends together to promote local farmers and businesses in and around the Thorold Community.

Staff identified Wednesday evenings and Saturday afternoons as two potential days to host the Thorold Community Market. Staff reviewed recommendations from members of Council, community stakeholders and members of the Community Events Advisory Committee to develop a strategy for the Thorold Market Pilot Project. In consideration of

municipal resources, regional competition and success indicators Staff have selected Wednesday evening as the preferred day to host the Thorold Community Market.

The grand opening of the Market is scheduled for Wednesday June 7th, pending Council approval. Staff will invite a variety of vendors including local farmers, artisans, bakeries and prepared food services. To gain additional momentum, City staff will incorporate local musical entertainment, family activities and community partner activations each week. Community partner activations will consist of activities hosted by local community groups when available.

Staff have reviewed feedback from Council and community stakeholders to develop the approach outlined in this Report. The City will continue to seek advice from Small Scale Farms, members of the Community Events Advisory Committee and Council to finalize Market plans. A breakdown of the budget will be provided at a future meeting.

Alternatives Reviewed.

Staff considered hosting the Thorold Community Market on Saturday's from 10:00 AM to 2:00 PM. Staff predict Wednesday will achieve greater success due to regional trends and available resources.

Three well-established Community Markets currently operate on Saturday in neighbouring municipalities. Increased competition will limit the number of vendors who participate at the Thorold Community Market.

The Thorold Reed Band offers performances at the Battle of Beaverdams Park on Wednesdays between June and August. The anticipated attendance for the Thorold Community Market and Thorold Reed Band will serve to enhance both events.

Scheduling efficiencies reduce overtime costs on Wednesday nights as opposed to Saturday afternoons.

Staff do not recommend hosting the Thorold Community Market on Saturday.

Relationship to Strategic Plan

The recommendation is consistent with Council's Strategic Priorities;

- Vibrant, Inclusive Communities

- Businesses and Economic Growth
- Service Modernization

Other Pertinent Reports

Not Applicable

Prepared by:

Stephanie Jarvis
Program Supervisor, Community
Services
Public Works & Community Services

Recommended by:

Geoff Holman
Director of Public Works and Community
Services
Public Works and Community Service



Approved and Submitted by:

Manoj Dilwaria
Chief Administrative Officer

This report was prepared in consultation with Stephanie Jarvis, Program Supervisor of Community Services and reviewed by Geoff Holman

Appendices

Not Applicable.