

HAMILTON FARMERS' MARKET

Circa 1837



The Early Years...



HAMILTON FARMERS' MARKET



A Market Hall was built in 1885, with the market occupying the main floor and the City using the upper floor.

HAMILTON FARMERS' MARKET



The fire of 1917 destroyed the Market Hall and the market was out in the open again. It was considered the largest outdoor market in the country.

HAMILTON FARMERS' MARKET



Permanent structures were again built,
to house the market in 1922.

All the horses were gone and streetcar
tracks ran along York.

HAMILTON FARMERS' MARKET



After years of debate, in 1958, council voted to build a 'Carpark' at York & MacNab.



HAMILTON FARMERS' MARKET



In the late '60's the City began the great urban renewal, resulting in the market moving into today's location in the fall of 1980.

The final market renewal, beginning about 2008 resulted in the market of...

HAMILTON FARMERS' MARKET



Today

AFTER 180+ YEARS



Hamilton Farmers' Market

The Hamilton Farmers' Market has flourished for over 180 years and is continuing to be a “go to” destination in the City.

New and seasoned vendors have come together to offer products and services of interest to our shoppers.

The food service segment has become an asset and we expect to build on our successes and foster continued growth as we embrace the changing landscape of a vibrant city.



Thank-You



CREDIT
UNION
Financial Support

Proudly Supporting the Hamilton Farmers' Market



The Market Board...

The present Hamilton Farmers' Market

Management Board

was established in 2015...

Consists of five (5) Citizen Appointees

Four (4) Vendor Appointees

Plus

Two (2) City Councillors



Proudly supported by Meridian



The Market Board...



Eric Miller

Citizen Board Member

Treasurer

Eric Miller is the Treasurer and has been on the Board since its inception in 2015.

Eric is a 'Consulting Economist' specializing in the economics of environmental issues and wellbeing.



Proudly supported by Meridian



The Market Board...



Elly Bowen

Citizen Board Member

Secretary

*Elly joined the Board in 2017.
She has a strong background in HR
and is a tireless and active Board
member.*



Proudly supported by Meridian



The Market Board...



Seth Waterman

Citizen Board Member

Seth is attending his first Board meeting later to-day.

He is a business director with 10+ years of marketing and professional service experience.

He has a passion for connecting people and ideas.

EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian



The Market Board...




Gordon Albini

Citizen Board Member

Gordon is also attending his first Board meeting later to-day.

He has a long history of volunteering and a very strong business management background.



Proudly supported by 



The Market Board...




Wilfred Arndt

Citizen Board Member

Board Chair

Appointed in early 2017 and became the Chair at the end of December. Retired, I bring a long history in agricultural, marketing and retail management to the Board.



Proudly supported by  Meridian



The Market Board...




Ron Jepson

Vendor Board Member

Ron Jepson joined the Board at its inception and was instrumental in persuading Council to create the arms length management board.

His Jepson's Fresh Meats stall is the third generation in the business, son Raymond is slowly taking over.



Proudly supported by  Meridian



The Market Board...



Vice Chair

Like Ron, Shane was appointed to the Board at its inception and was also involved in persuading council to create the arms length board.

Shane Coleman

Vendor Board Member

His 'Dilly's Farmacy' produce business is one of two stalls that his family owns at the market.

EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian



The Market Board...



Charlie Chiarelli

Vendor Board Member

Charlie Chiarelli was the third vendor involved with and appointed at the Board's inception.

His 'C.C. Produce Market' stall is the dominant produce vendor at the market.

He also provides others at the market with produce.

The fourth (4) Vendor Board position is vacant at this time.



Proudly supported by Meridian



The Market Board...



Esther Pauls

Councillor Ward 7

Councillor Pauls has stepped forward
and joined the Board for this term...

Your input has been invaluable...

Thank-You

We do, however, need a second councillor
to step forward and join our Board.



Proudly supported by Meridian



HAMILTON FARMERS' MARKET



AFTER 180+ YEARS
Still a Hamilton Jewel

What's happening
now...



Hamilton Farmers' Market

"RAISING THE BARN" PUBLIC ART 2017

Public art piece by
Artist Dave Hind...
"Raising the Barn."

Installed outside the
Hamilton Farmers'
Market on York
Boulevard.



EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

- Getting into the movie business

March 2018

Film Company
Movie Shoot

Extra revenue for the
market and several
vendors –
By feeding the large
crew compliment.



EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

2017 & 2018 SuperCrawl...



EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

The Market is working on many more initiatives to update and strengthen the Market and its image.

Earlier this year we created a new market video that has received thousands of views on social media...

<https://www.youtube.com/watch?reload=9&v=HhhD2UIF96I&feature=youtu.be>



Hamilton Farmers' Market

The Market is working on many more initiatives to update and strengthen the Market and its image.

- Redesigned the Market Web Site – It was relaunched in late May and is continuing to be upgraded and populated.
- Conducted a third party customer survey... Using 'on-site interviews' – 'phone interviews' as well as through social media and the new web site.

Total of 701 completed surveys.



Proudly supported by Meridian



Hamilton Farmers' Market

- On-site – by-phone & through social media.

Some early results have shown that 30%
of the respondents
Indicated that they walk to the market...
&
Nineteen (19%) come via public transit



Over 80% of the respondents spoke
highly about the vendor community...
...but...

Some 61% of respondents are unhappy
with the hours of operation...



Proudly supported by Meridian

Hamilton Farmers' Market

...and there is more!

- On June 4th, the Market started a “Happy Hours” initiative.
About 2/3 of the vendors volunteered to be open for the full posted open hours.



EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

...and there is more!


FREE – Shuttle Bus Shopping Service will begin to bring customers to the Market and return them home.

Targeting specific food deserts to bring seniors and others living in high rise buildings to the Market on Fridays and Saturdays.



Proudly supported by 



Proudly supported by 



Hamilton Farmers' Market

...and then!

- We continue our efforts re-evaluating the traffic flow on York Boulevard and the lack of parking/stopping at the Market entrance.
- One of our Board members has taken on the task of working with this council to try and reconfigure the traffic flows to allow for short term parking, or a loading/unloading safety zone at the front doors.

Without the removal of a bike-lane!



EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

The Market has a long history and many vendors have been part of the market for twenty years and more...

These long vendor histories have created vendor loyalty as well as a strong feeling of market ownership by the vendor community...

Vendors have also gone through many changes and adjustments throughout the Market's recent history.

Some of these changes continue to linger as concerns...

*This long vendor history...
has also created an abundance of customer loyalty...*



Hamilton Farmers' Market

One prominent family, has been one of the longest continuous Vendor's at the Market...

SAM'S CHEESE & MEATS

Started by 'Sam Buscarino' and now run by his two daughters, Pierina and Lina along with, a third generation. Sam's Cheese could be considered an anchor vendor at the market.

Sam's Cheese held their 60th Anniversary at the Market in early April, and we made it a GALA event!



**60
Y
E
A
R
S**

**At the Market
Since 1959**

Celebrate with us...
our 60th
ANNIVERSARY
at the
Hamilton Market!

Saturday April 6th
10:30 - 1:00
Join us for specials
and help us celebrate!



SAM'S CHEESE & MEATS

EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

SAM'S CHEESE & MEATS

The Mayor and his family joined us for the cake cutting and he presented the ladies with a special plaque.



A number of Sam's suppliers attended and sampled their products.!

EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

As vendors come and go, space within the market is evaluated and repurposed to maximize and improve the market's sight lines and people flow.

A recent opportunity allowed for the expansion of the Buttrum Farms space... Now the eighth generation at the Market...

- and -

At the same time greatly improve the sight line at the primary entrance to the lower market...



Similar adjustments are being made when opportunities arise...

EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

Others who are long time vendors...

*The Coleman family is a founding family of the Hamilton Farmers' Market , since 1837.

They now operate Dilly's Farmacy as well as Dilly's on the upper floor.



*The Buttrum Family Farm is another founding family at the Market. Their expanded stall is now operated by the eighth generation.



EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

PUDDICOMBE ESTATE

A relatively new vendor to the market is...

Puddicombe Estate joined the Market in late 2018 and has been a great asset in the upper level.

Because of the alcoholic aspect of some of their popular ciders, they are only allowed to operate for three days a week at the market...



EST. 1837
HAMILTON FARMERS'
MARKET
OPEN YEAR ROUND

Proudly supported by Meridian

Hamilton Farmers' Market

Although much positive is happening at the Market...

Not everything is coming up roses...

*The Market continues to struggle with the 'Community Kitchen' space...
as well as*

The prime location facing York Boulevard, at the Market's Entrance...

The business plans of the last occupants of both locations, failed to materialize.

Market staff, with the help of the Board and support from city staff are evaluating the potential of the two spaces and how best to utilize them with a long term, successful tenant.



Proudly supported by Meridian



Hamilton Farmers' Market

On behalf of all the vendors...
Thank-You for your ongoing support of this unique asset
in our City...



HAMILTON
Moving Forward...





2019 AGM

- Presentation by Eric Miller
- Treasurer, Hamilton Farmers' Market
- July 8 2019 in Council Chambers, Hamilton City Hall

Audited Annual Financial Statement

- KPMG appointed by the Board as Independent Auditor.
- 2018 Audited Financial Statement and Report completed:
“In our opinion, the financial statements present fairly, in all material respects, the financial position of the Entity as at December 31, 2018, and its results of operations, and its cash flows for the year then ended, in accordance with Canadian public sector accounting standards.” (KPMG)
- AGM materials include a copy of the audited statements.

Council direction followed, to enhance Market's own revenue relative to expenses

- 2018 was the third fiscal year of the Market being governed by a Board of Directors, with its budget approved by Council.
- 2018 was the third consecutive year with no end-of-year budget deficit (whereas deficits were common in years prior to 2016).
- Expenses managed to within revenue, with market's own-source revenue higher than prior year and expenses below budget.
- Market requests that 2018 end-of-year operating surplus of \$39,419 be allocated to the Market Reserve Account.



Hamilton Farmers' Market Reserve Fund has made these expenditures possible:

- Automated people counter at doors to the Market.
- Website refresh with improved functionality.
- Water fountain and dispenser now available in the Market.
- Market research / customer survey to inform strategy.
- Summer students hired to assist customers and marketing.