



October 5, 2023

Dear Mayor and Members of Council,

On August 10th, 2023, the Hamilton Farmers' Market Board responded formally by letter as requested back to the Sole Voting Member of the Hamilton Farmers' Market (the Sole Voting Member) in support of the Report PED23049 which proposed a new vision and guiding principles for the Hamilton Farmers Market (the Market).

In that letter, the Hamilton Farmers' Market Board made several resolutions among which included support of the Vision for the Hamilton Farmers' Market (PED23049) as per the Sole Voting Member's direction. Subsequently, the Board and staff have been working on an implementation strategy to affect the recommended guiding principles flowing from the Vision document. One of the principles is to increase the management capacity and staffing resources to foster a greater sense of community and make the Market a destination. To accomplish this, the Board has identified (moved and approved at its October 2nd, 2023 Board Meeting) the need for two additional resources: a Project Manager, to guide and manage the Market's transition from its current iteration to one adopting the recommendations put forth in the Vision for the Hamilton Farmers' Market; and, a Market Programming Coordinator, to plan and execute community events and create public engagement opportunities.

The Market Board see's tremendous potential in the Hamilton Farmers' Market in its current location. In accordance with the Operating Agreement, the Corporation is formally requesting the City to provide these additional staffing resources, and requisite increased budget allocation, to allow the Market to build on our excellent work to date and set the Market upon a new path to achieve a grander vision as both a community hub and beacon for revitalization in the downtown core.

The Corporation is looking forward to the City's on-going support, and particularly approval for this request for additional interim transition resources.

On behalf of the Board of Directors,



Cameron Kroetsch
Chair, Board of Directors
Hamilton Farmers' Market Corporation