



EST. 1837
**HAMILTON FARMERS'
MARKET**
OPEN YEAR ROUND

PROUDLY SUPPORTED BY  **ROGERS.**

2023 HFM AGM

October 16, 2023

Bill Slowka
Market Manager

The Hamilton Farmers' Market
CELEBRATING
185 YEARS



HAMILTON FARMERS' MARKET

Celebrating 185 Years in 2022

A City Treasure In Evolution



- Our Indoor Farmer's Market is home to 50 local businesses covering a broad range of categories;

- Artisans, Florists, Coffee & Bakeries
- Cheese, Deli, Meat, Poultry & Eggs
- Grocery & Prepared Foods
- Produce, Seafood & VQA Wine

- ***Renewed interest in coming to Market as cart and stallholders is on the upswing***





HAMILTON FARMERS' MARKET BOARD

- The Hamilton Farmers' Market Board was created in 2015 to govern the Market
- Over the course of 2021 and 2022 the Board continued to turn over its membership and now includes,
 - Councilor Cameron Kroetsch Board Chair
 - Councilor Jeff Beattie Vice Chair
 - Ann Miller Vendor Director
 - Celina Masoudi Vendor Director
 - Shane Coleman Vendor Director
 - John Alexander Vendor Director
 - Vacancies (5) Citizen Directors

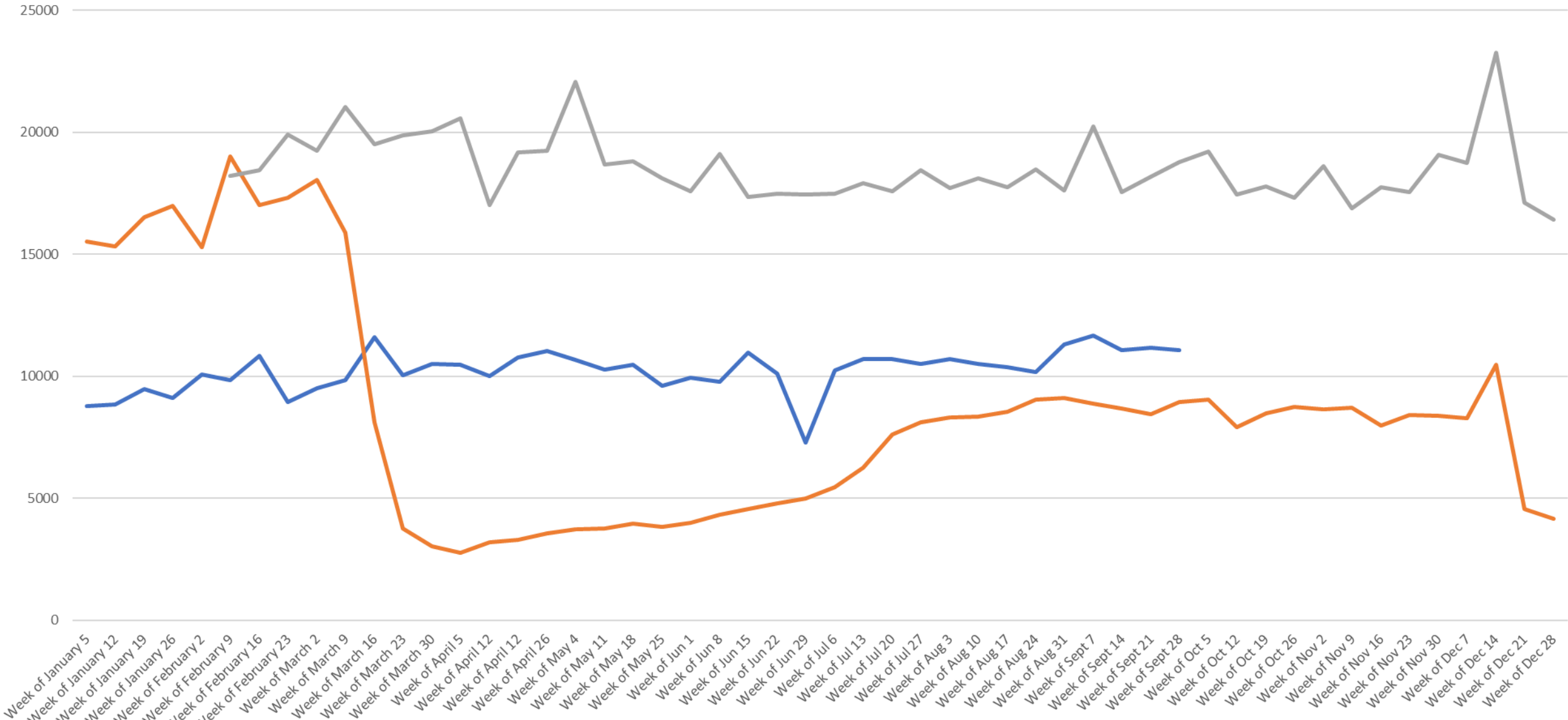


COVID-19 IMPACT ON HFM

- The Hamilton Farmers' Market continues its recovery from the devastating impact on its local businesses.
- March 2020 marked the beginning of a dramatic plunge in traffic counts resulting in an 83% decline within three weeks at its worst.
- Proudly, the HFM never closed its doors to the public throughout the pandemic while providing the safest shopping experience possible as an essential service.
- The impact of COVID-19 continues to be felt as the Market continues its slow recovery currently standing at less than 60% of its pre-pandemic traffic counts.

Weekly customer visits to the Hamilton Farmers' Market

— 2023 Weekly Traffic — 2020 Weekly Traffic — 2019 Weekly Traffic





2022 Audit Report - KPMG

- To the Chairman and Members of the Board of Management of the Hamilton Farmers' Market Corporation and Members of Council of the City of Hamilton.

Opinion

We have audited the financial statements of the Hamilton Farmers' Market Corporation (the Entity), which comprise:

- the statement of financial position as at December 31, 2022
- The statement of operations for the year then ended
- The statement of cash flows for the year then ended
- And notes to the financial statements, including a summary of significant accounting policies

“In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at December 31, 2022, and its results of operations and its cash flows for the year then ended in accordance with Canadian public sector accounting standards”



2022 Audit Report - KPMG

- To the Chairman and Members of the Board of Management of the Hamilton Farmers' Market Corporation and Members of Council of the City of Hamilton.

Notes:

Related Party Transactions:

The City of Hamilton holds a reserve fund on behalf of the Hamilton Farmers' Market Corporation. Use of the funds requires approval of both the Market Corporation's Board as well as Council of the City of Hamilton.

The funds are permitted to be used to ensure the viability of the Market Corporation if other sources of funding are not available.

The balance of the reserve fund as at December 31, 2022 is \$83,524.



A Financial Perspective

- Market Revenue streams include;
 - Vendor Rent (98% of total revenue excluding Sponsorship)
 - Corporate Sponsorship
 - Merchandise Sales
- One increase to Vendor Rent since 2016 (2017 - 2%)
- Operating costs continue to escalate post-pandemic
- 2022 Actual Financials: City Levy \$243,423
- **2023 Approved Budget: City Levy \$250,993**
- 2023 Financial Forecast: City Levy approx. \$275,000



VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

Our Market:

- Provides a wide range of fresh food and grocery options for downtown residents and all Hamiltonians
- Serves as a social and cultural focal point of downtown Hamilton
- Provides economic opportunities, including business incubation, for rural and urban producers and entrepreneurs; and,
- Celebrates the agricultural tradition and strong rural/urban connections of the region.



VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

ANALYSIS & RATIONALE

FOR STAFF RECOMMENDATIONS:

The analysis and engagement identified that the current physical layout and infrastructure of the Hamilton Farmers' Market is not sufficient to realize the proposed vision.

As a result, **staff are recommending that a concept study be undertaken** for the physical design and layout of the current Hamilton Farmers' Market, and the adjacent public realm, to identify opportunities to better utilize the current property and adjacent public realm to achieve the Vision and Guiding Principles.

The HFM Board supports the Staff recommendation.



VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

10 Guiding Principles:

Physical Design/Infrastructure

1. Address the physical limitations of the Market:

- Upgrade the infrastructure (plumbing, electrical, exhaust, storage etc.)
- Explore zoned areas to allow for varied Market hours
- Modify the façade to provide a more seamless indoor/outdoor experience
- Create more inviting entrances
- **Timeline: Long term / Capital Investment**



VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

10 Guiding Principles: Physical Design/Infrastructure

2. Provide more flexible Public Spaces:

- Provide greater opportunities for public seating
- Pop-up vendor areas and community programming

- Timeline: Medium term / Capital Investment

3. Strengthen connections to Outdoor spaces & neighbors:

- Let the Market spill outdoors / Improve Neighborhood safety
- Better connections to its surroundings (Library/City Centre)

- Timeline: Long term / Capital Investment



VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

10 Guiding Principles: Program / Mix

4. **More Local Farmers, Local Producers, Pop-Up Vendors**
 - Celebrate the Market's strong agricultural traditions
 - Attract new entrepreneurs. Consider flexible/shorter leases
 - Meet the needs of the Market's local and City-wide customers
 - Regular seasonal street closures for additional vendors
 - Timeline: Medium term
5. **More Programs, Events, and Education**
 - The Market should be the center of the local food movement
 - Timeline: Short term / Investment



VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

10 Guiding Principles: Program / Mix

6. Open a Market Café w Alcohol and Later Hours

- Seed more culinary activity at the Market including after hours through offerings such as a Market Café, prepared food vendors and licensed establishments
- Timeline: Medium term / Capital Investment



VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

10 Guiding Principles: Operations

7. Increase Management capacity and funding sources

- Provide senior level staffing resources and operating funding
- Timeline: Short term / Investment

8. Expand Operating Hours

- Provide for expanded and regularized hours that better meet the needs of the Market's customers
- Timeline: Short term / Investment

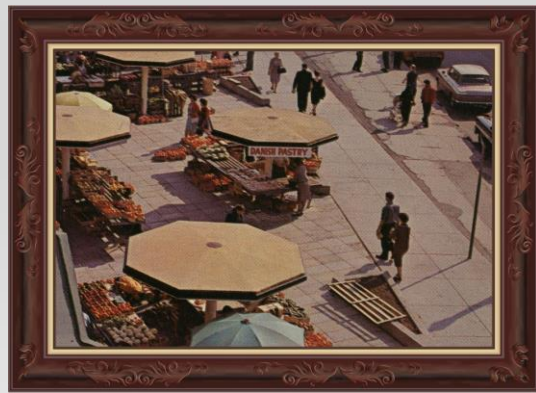


VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

10 Guiding Principles: Operations

9. **Strengthen the marketing, advertising & promotion**
 - Create more “buzz” and get the word out about Market hours, special events and vendors
 - Timeline: Short term / Investment

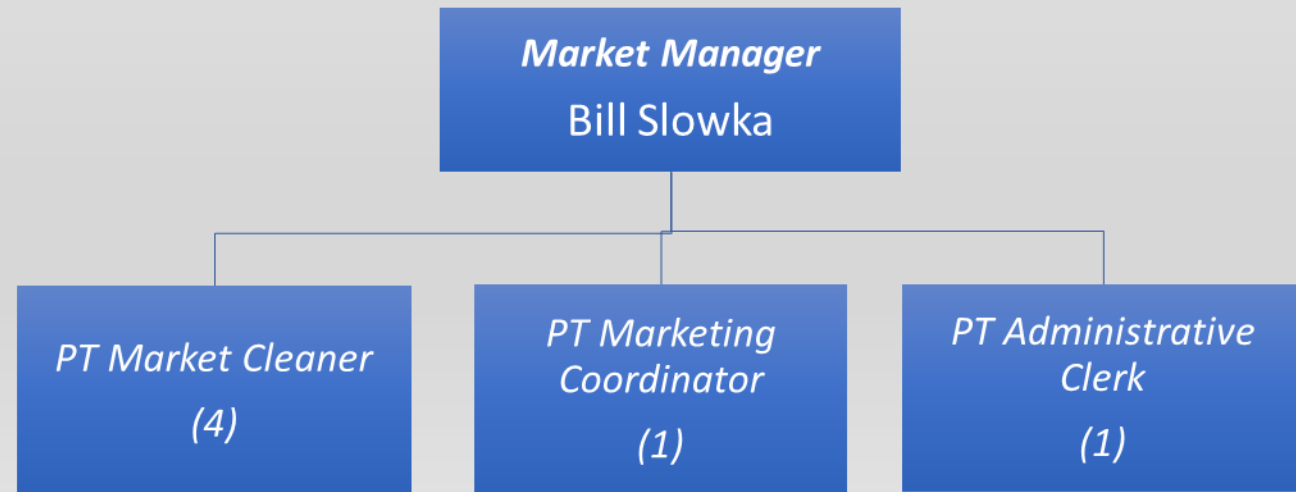
10. **Maintain adequate parking & multi-modal access**
 - Ensure the Market is easily accessible by pedestrians, cyclists, transit users and drivers.
 - Timeline: Medium term / Investment



VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

RECOMMENDATION: Investment in Market Staff

1. Provide funding for additional Market Staff in support of Event planning and execution, the Marketing and Supervisory functions





REQUEST FOR ADDITIONAL RESOURCES

PROJECT MANAGER - MARKET TRANSITION

(ONE TEMPORARY FT POSITION - 24 MOS)

- Lead accountability for developing and managing the transition processes following the recommendations of the Visioning Study provided to Council
- Responsibilities include report writing, task management, issues management, project coordination, communication and duties through indirect reports as assigned.
- The role includes research, stakeholder consultation, working with staff, other Divisions, Departments etc. to deliver the Corporate Strategic Growth Initiatives priorities.



REQUEST FOR ADDITIONAL RESOURCES

MARKET PROGRAMMING COORDINATOR

(ONE PT POSITION – 0 - 24 HRS/WK)

- Role plans, coordinates and implements cultural activities, special events, and performance space activities.
- Works closely with community groups and individuals to ensure the delivery of safe, high-quality events and programs promoting the goals of the Hamilton Farmers' Market
- Researches, develops, coordinates, organizes, publicizes, implements and evaluates programs presented by the Hamilton Farmers' Market
- Includes curriculum-relevant educational programs, workshops, seminars, lectures, and group tours



Vision and Guiding Principles

Timelines

10 VISION AND GUIDING PRINCIPLES		
SHORT TERM (<1 YEAR)	MEDIUM TERM (1-2 YEARS)	LONG TERM (2+ YEARS)
5. More Programs/Events	2. Flexible Public Spaces	1. Address physical limitations
7. Increase Management & Funding	4. Attract Local Farmers	3. Connection to Outdoor Spaces
8. Expand Market Hours	6. Licensed Market Café	
9. Strengthen Marketing	10. Maintain adequate parking	



VISION AND GUIDING PRINCIPLES FOR THE FUTURE OF THE HFM

Short Term Goals: Moving Forward

Increase Management & Staff Funding:

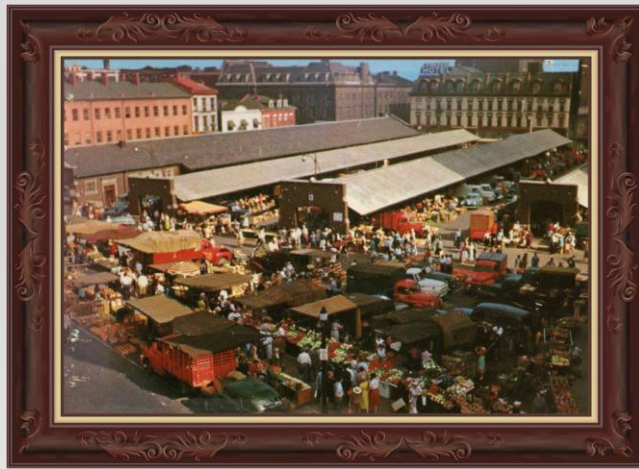
- Proposed Project Manager / Market Programming Coordinator

Strengthen Marketing:

- Increased engagement on-line by creating reels for Instagram Facebook with a spotlight on our vendor community

Expanded Market Hours:

- Increased hours to 5 pm on Weekdays & 7 pm on Fridays
- Increased hours to 5 pm on Saturdays
- Open on Wednesdays / Closed on Tuesdays
- Open 4 consecutive days Wednesday - Saturday



VISION AND GUIDING PRINCIPLES

FOR THE FUTURE OF THE HFM

Short Term Goals: Moving Forward

More Programs & Events:

- Sokoni Pop-up Market & HFM Curated Corner
- Magic Show/Bracelet Making (Mothers Day)
- Reptilia Reptile Show (Fathers Day)
- Celebrate Summer Event / Jurassic World Live Tour Day
- Thanksgiving / Remembrance Day / Halloween
- Santa Claus/Grey Cup Parade
- Christmas Market & Festivities

Public Engagement:

- Market participation with Pop-up opportunities;
 - Supercrawl 2023 / 2023 Mum Show at Gage Park

Expanded Market Hours: Effective September 6th, 2023



HAMILTON FARMERS' MARKET

Celebrating 185 Years in 2022

A City Treasure In Evolution

- *Renewed vendor interest in our Market is on the upswing*
- *Customer counts are gradually moving up with the new Market hours recently introduced*
- *Our Market needs additional resources to set upon a new path to achieve a grander vision and reach its potential as both a community hub and beacon for revitalization in the downtown core*
- *The Hamilton Farmers' Market is a City treasure and deserves to be regarded alongside other City cultural properties*



THANK YOU