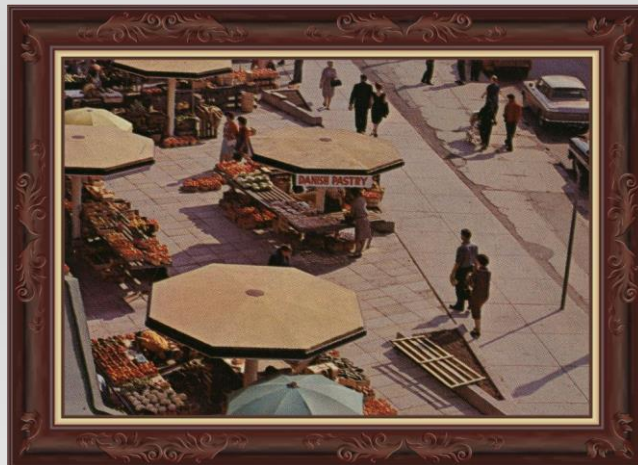




EST. 1837
**HAMILTON FARMERS'
MARKET**
OPEN YEAR ROUND

**HFM GIC BUDGET
SUPPLEMENTAL
MATERIAL**

January 28, 2025



Contents

- **Value of a City Market (Pg 3)**
- **Challenges for the HFM (Pg 4)**
- **HFM Foot Traffic tells the Story (Pg 5)**
- **Foot Traffic Key to Market Success (Pg 6-8)**
- **HFM Budget Highlights (Pg 9)**
- **2025 HFM Budget: Invest in our Future (Pg 10)**
- **Reasons for Optimism in 2025 (Pg 11)**
- **Community Engagement 2024-25 (Pg 12-15)**
- **Thank you & Questions (Pg 16)**



Value of a City 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 acting as a community hub
- Provides economic opportunities, including business incubation, for rural and urban producers and small business entrepreneurs; and,
- Celebrates the agricultural tradition and strong rural/urban connections of the Hamilton region.



Challenges for the HFM

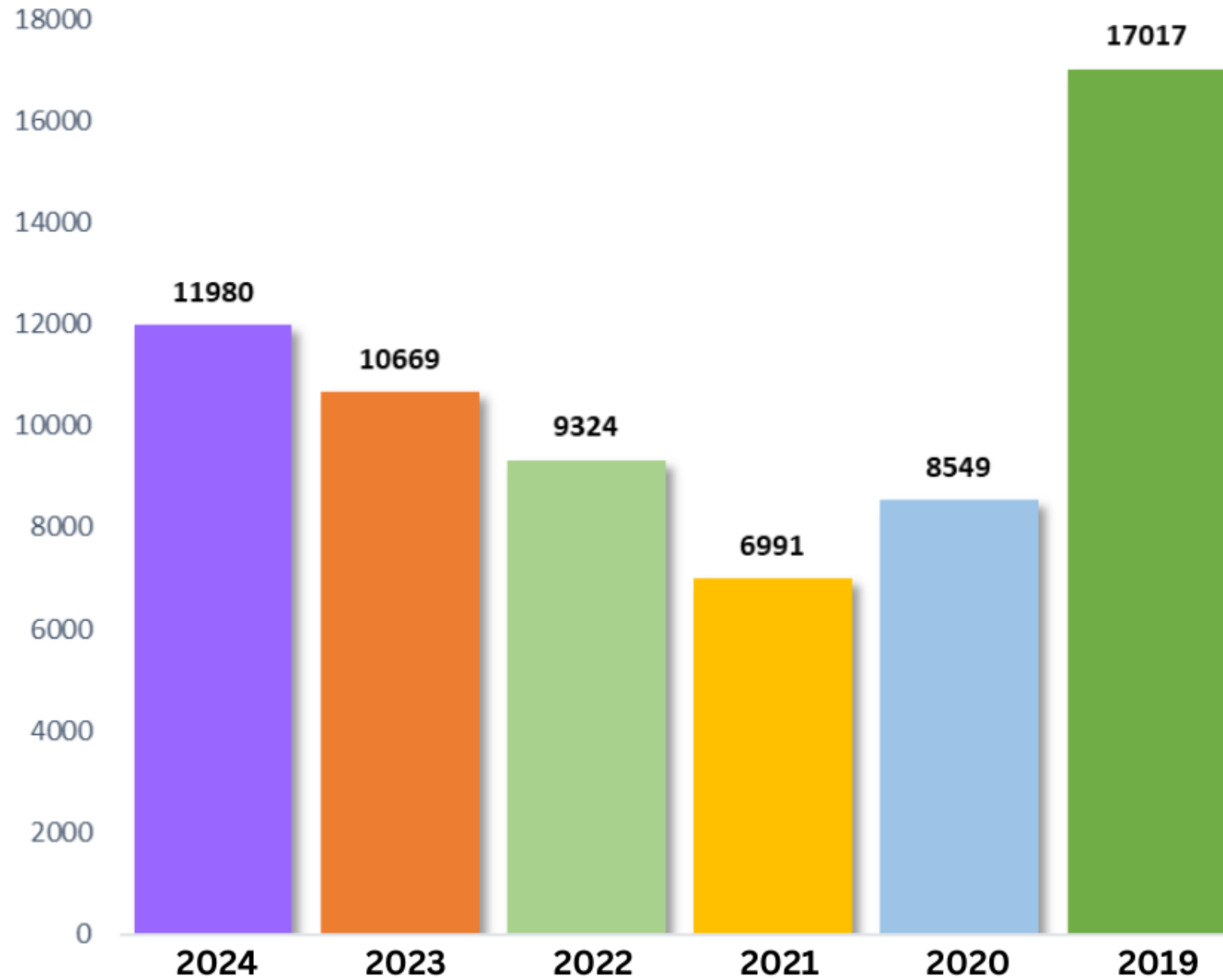
- Economic concerns are imposing hardships on the Market and its small businesses
- Downtown safety continues to be a growing concern among Market shoppers
- Hybrid work schedules continue to quiet the downtown core challenging our efforts to rebuild foot traffic to pre-pandemic levels
- Foot traffic to the Market through Jackson Square has been slow to rebound
- Construction disruptions anticipated
- Future of Market Parking



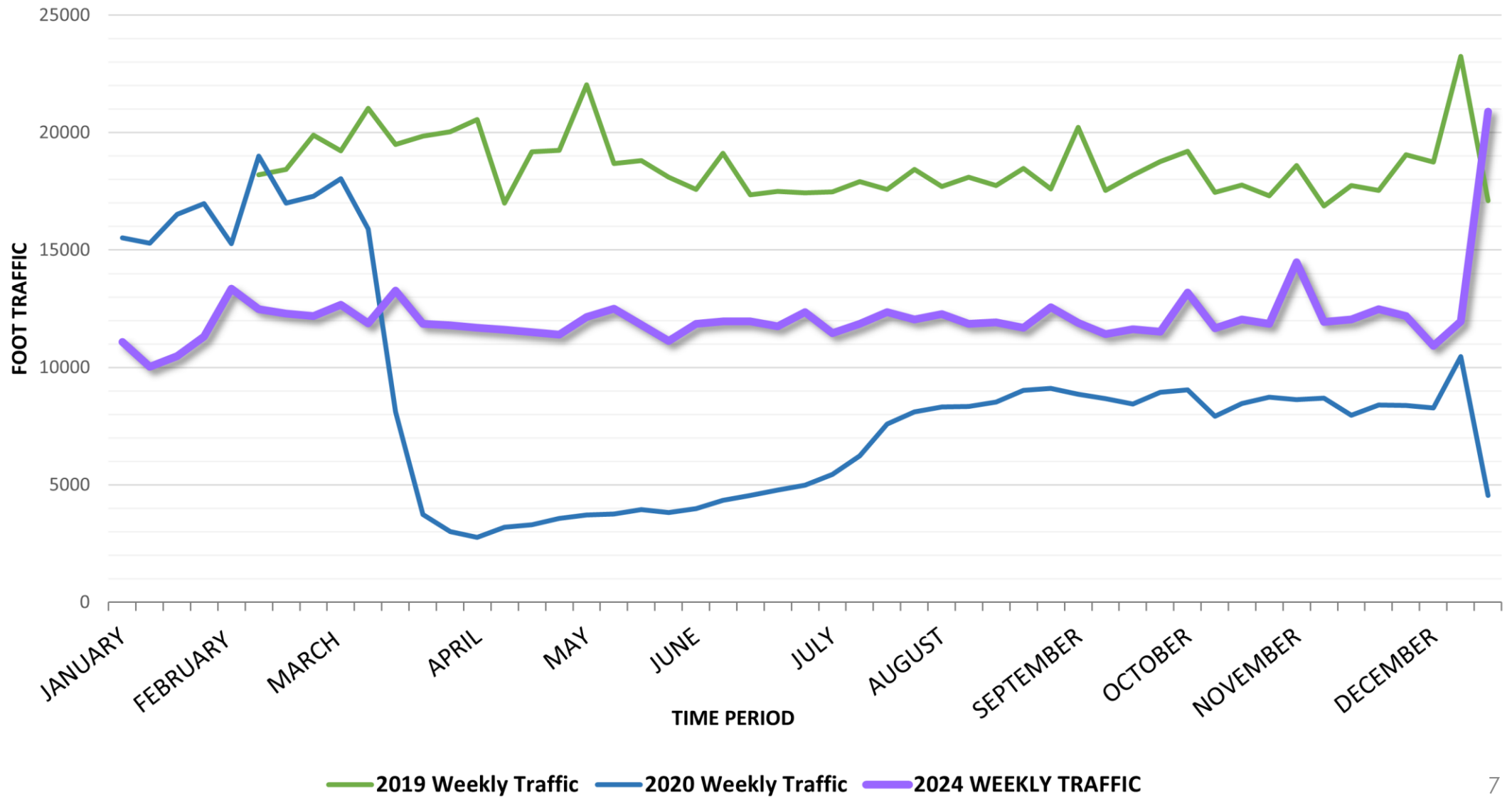
HFM Foot Traffic Tells the Story

- Weekly Pre-COVID Foot Traffic was 17K - 20K
- March 2020, Weekly Foot Traffic dropped 83% to less than 4K with the onset of COVID
- Each year since has presented continuous improvement to weekly foot traffic counts
- 2024 vs 2023 HFM foot traffic counts showed a 12.6% year-over-year improvement
- 2024 Total Annual Foot Traffic represents 71.7% of the Market's pre-COVID annual count (624,856 vs 871,599)
- Moving in the right direction, more work to do

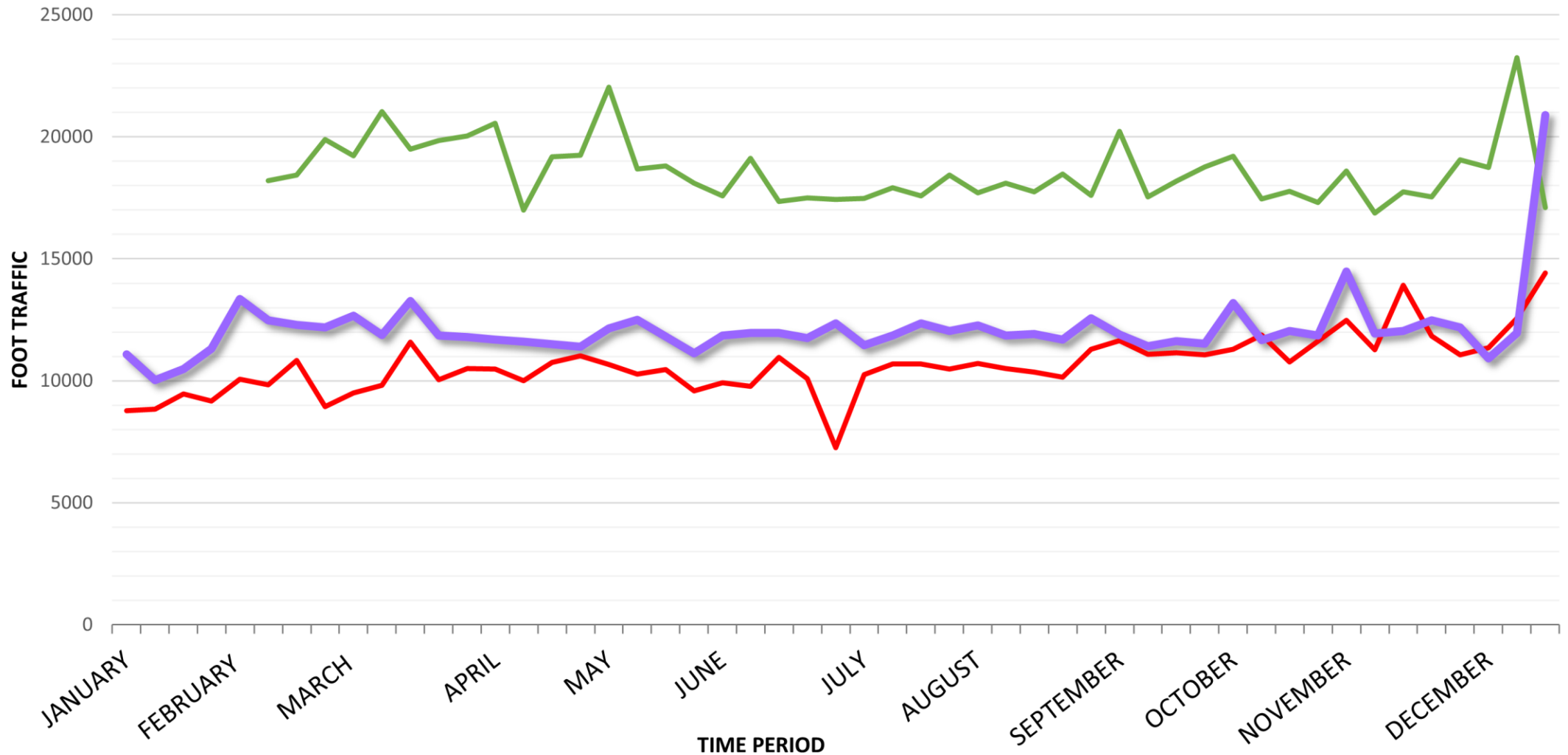
ANNUAL WEEKLY AVERAGE FOOT TRAFFIC



Weekly Traffic Count - Hamilton Farmers' Market



Weekly Traffic Count - Hamilton Farmers' Market



— 2019 Weekly Traffic — 2023 Weekly Traffic — 2024 WEEKLY TRAFFIC



2025 Market Budget Highlights

- Total revenues are projected to increase 5% with growth in rental fees and merchandise sales
- Addition of the Market Programming Coordinator position is contributing to this growth in revenue
- Our focus on the York Blvd space as a revenue generator is quickly being rewarded and has demonstrated great potential
- The impact to Market traffic through increased activation and public engagement opportunities says we're on the right path
- Increases to the overall cost structure for 2025 have largely been mitigated by the projected increase in total revenue
- Operationally, all ties back to the Market Vision as our guideline for moving the Market forward
- 2025 Budget Increase projection of 3.0% or \$10,060

CITY OF HAMILTON 2025 CURRENT BUDGET TAX SUPPORTED GROSS AND NET OPERATING BUDGET *by Cost Category*

Hamilton Farmers Market

	2024	2024	2025	2025 Current Budget vs. 2024 Restated	
	Restated Budget	Projected Actual	Current Budget	Change \$	Change %
EMPLOYEE RELATED COST	438,780	438,780	453,820	15,040	3.4%
MATERIAL & SUPPLY	29,550	29,550	36,850	7,300	24.7%
BUILDING & GROUND	207,570	207,570	217,070	9,500	4.6%
CONTRACTUAL	102,480	102,480	104,440	1,960	1.9%
RESERVES/RECOVERIES	102,920	102,920	100,820	(2,100)	(2.0)%
COST ALLOCATIONS	21,060	21,060	28,500	7,440	35.3%
FINANCIAL	10,720	10,720	11,200	480	4.5%
CAPITAL EXPENDITURES	5,000	5,000	5,000	0	0.0%
TOTAL EXPENSES	918,080	918,080	957,700	39,620	4.3%
FEES & GENERAL	(586,180)	(586,180)	(615,740)	(29,560)	(5.0)%
TOTAL REVENUES	(586,180)	(586,180)	(615,740)	(29,560)	(5.0)%
NET LEVY	331,900	331,900	341,960	10,060	3.0%



Reasons for Optimism in 2025

- HFM Vision report provides recommendations and guidance on direction for Market improvement
- New HFM Senior Program Manager hired in Q4 to develop strategy, create and execute initiatives based on the guidance provided from the HFM Vision study
- Interest continues for stall opportunities as entering 2025
- New Market Programming Coordinator hired in Q4 to drive York Blvd space activations and community engagement
- 13.6% increase in 2024 Market foot traffic over 2023
- Corporate sponsorship program in development to present scalable opportunities for Market participation
- Activating York Blvd space at the front of the Market
- Governance review to be concluded in early 2025



HFM Programming - An Overview

- 30 Programming Events executed from September 2024 to December 2024
- Events include York Blvd space activations, family events, resource fairs, pop-up markets, Community Charities and non-profits, City of Hamilton Outreach activations etc.
- 100+ Community Contacts made
- Over 9,300+ served via programming in 2024
- Q4 2024 Partnership highlights:
 - Hamilton Children's Museum, Hamilton Philharmonic Orchestra, Hamilton Day, BLK Owned, Hamilton Craft Studios and more ...



HFM Programming - *Continued*

Promising Start for 2025!

- 35 Programming Events on the books for 2025
- Q1 2025 Partnership highlights:
 - HARRC (Hamilton Anti-Racism Resource Centre, Green Venture, Zero Food Waste, gritLIT, Hamilton Fringe Festival, Hamilton Tiger-Cat Football Club, Centre Francophone Hamilton, and more ...

HFM Vision and Guiding Principles

- Serves as a social and cultural hub for downtown Hamilton
- Strengthens role in the community and builds relationships with Community groups



thank you for supporting local on Hamilton Day and visiting the BIPOC Market 🍷🍷🍷🍷🍷

Hamilton Farmers' Market

Hamilton's Community Hub



@hamiltontdayofficial
@hamontmarket
@themommarket_hamilton
@blkowndhamont



JOIN US AT THE MARKET IN 2025!!



EST. 1837
HAMILTON FARMERS' MARKET
OPEN YEAR ROUND

Fun kids' crafts and activities about the water cycle

10am – 2pm



Learn about the new Rain Ready Rebate, funded by the City of Hamilton.

Featuring consultations about: rebate eligibility, rain gardens, harvest rainwater, and more.

35 York Boulevard, Hamilton January 18th, 2025



BLACK VOICES AT THE MARKET

STORIES, FLAVOURS, & SUCCESS

FEB 08 **10AM - 3PM**

35 YORK BLVD,
HAMILTON, ON L8R 3K7



EST. 1837
HAMILTON FARMERS' MARKET
OPEN YEAR ROUND



BLACK HISTORY MONTH



THANK YOU & QUESTIONS