



Council report

Meeting date:	May 3, 2022
Title:	West Grey Farmers Market Support
Prepared by:	Kodey Hewlett, Corporate and Community Initiatives Officer
Reviewed by:	Laura Johnston, CAO

Recommendation

That report "Economic Development, West Grey Farmers Market" be received, and;

That council support in-kind assistance of the market.

Executive summary

Following resident interest in starting a West Grey Farmers Market in Durham, staff are requesting council approval of in-kind support for the market.

Background and discussion

Staff were recently approached by a West Grey resident who is actively involved in the agriculture community and interested in starting a West Grey Farmers Market based in Durham.

Following discussions with the resident and the Economic Development Advisory Committee (EDAC), staff are supportive of the project as an economic development and tourism driver. Logistics details of the market are still being determined, but staff have comfort in pursuing in-kind support for the market.

The proposed location of the market is Riverside Parking lot, operating seasonally on Friday evenings. The location of Riverside Park was determined as it is close to downtown areas, has ample parking, and is in close proximity to Highways 6 and 4 helping to draw visitors and individuals traveling to cottages and weekends away.

The goal of the weekly market is to promote local farmers, artisans, and businesses of the community. The market will give the community the opportunity to purchase locally grown, created and marketed goods and services. Further details will be discussed and approved by



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the appropriate municipal departments pending council approval of the in-kind support.

Legal and legislated requirements

None

Financial and resource implications

The market does not require any direct financial support but recognizes the in-kind contributions for road closures for regular use of the Riverside Park parking lot and promotions (on municipal website).

Staffing implications

Staffing implications caused by the West Grey Farmers Market are minimal and will be included in general operations of the Public Works Department

Consultation

- Economic Development Advisory Committee (EDAC)
- Genevieve Scharback, Director of Administration / Clerk
- Brent Glasier, Interim Director, Infrastructure and Public Works
- Kerri Mighton, Director of Finance / Treasurer
- Laura Johnston, CAO

Alignment to strategic vision plan

Pillar: Work Together

Goal: Build Partnerships

Strategy: Support Community Groups

Attachments

None

Next steps

Following council direction, staff will notify market organizers.

Respectfully submitted:

Kodey Hewlett, Corporate and Community Initiatives Officer