

Date: 2021-01-26

Subject: **2021 Brampton Farmers' Market Location**

Contact: Jason Tamming, Director Strategic Communications, Culture & Events
jason.tamming@brampton.ca / 905.874.2889

Report Number: Corporate Support Services-2021-159

Recommendations:

1. That the report from Jason Tamming, Director Strategic Communications, Culture and Events, dated January 26, 2021 to the Committee of Council meeting of February 24, 2021 titled 2021 Brampton Farmers' Market Location be received; and
2. That Council approve the recommendation, based on stakeholder feedback, for the temporary market location for the 2021 and if required, the 2022 Brampton Farmers' Market.

Overview:

- The City of Brampton will celebrate 35 years of operating the Brampton Farmers' Market in 2021. For the majority of that time, the weekly Saturday market has taken place on Main Street North and South.
- The Market typically runs from mid-June to mid-October, for approximately 17 to 18 weeks. The 2020 market operated for a full season with all required COVID precautions in place.
- The Region of Peel will begin construction in July 2021 to replace the underground water main system in downtown Brampton resulting in the requirement for an alternate market location for the 2021 season – June 19 to October 23. It is expected that the requirement for an alternate location may extend into the 2022 market season.

- Staff identified locations in, or close to, the downtown core as potential market sites for the 2021 season: Rosalea Park; Brampton GO Station Parking Lot; and, the combination of Gage Park, Wellington Street West and Ken Whillans Square.
- A SWOT (Strengths, Weaknesses, Opportunities & Threats) analysis was completed for each potential location. The analysis is an appendix to this report. Staff also consulted with internal departments that support the market for input regarding the feasibility of each site.
- Feedback from existing market vendors and through the BIA to its members was obtained through an online survey. A total of 50 surveys were completed with the following results: Rosalea Park – 1 vote (2%); Downtown Brampton GO Station Parking Lot – 5 votes (10%); and the combination of Gage Park, Wellington Street West and Ken Whillans Square – 44 votes (88%).

Background:

The City of Brampton will celebrate 35 years of operating the Brampton Farmers' Market in 2021. The market has proven itself to be well-loved by both residents and visitors alike, operating on Saturdays from mid-June to mid-October. Many vendors are proud to share that they have been selling at the City's market since its inception as a city-run entity in 1986 in the downtown core along Main Streets North and South. The popularity of the Brampton Farmers' Market is illustrated by attendance numbers of approximately 3,000 visitors, during the pandemic, to 5,000 visitors per week. Total vendor sales on a weekly basis range from approximately \$600,000, during the pandemic, to over \$750,000.

At the City Council meeting held on July 8, 2020, the report titled: "*Recommendation Report - Downtown Reimagined, Update on Roadworks in Downtown Brampton - Wards 1, 3, 4 & 5, (R161/2020, Capital Works File Nos. 18-2683-231 & 18-2791-231)*", was received. The report outlined the Region of Peel's concerns about their ability to maintain reliability of the water and wastewater infrastructure in downtown, particularly on Queen Street from George Street to Chapel Avenue, and on Main Street from Wellington Street to Nelson Street.

A review of options for the downtown was undertaken by Regional and City staff and concluded that the best option to mitigate risk associated with aging infrastructure would be to replace water mains in the downtown core. City staff further recommended proceeding with interim road improvements for those roads in the downtown core that are in poor condition at the same time that the Region completes the upgrades to the water and wastewater infrastructure in the downtown core. Construction work is estimated to take 18 to 24 months and is scheduled to begin in July 2021 and may extend in to 2022.

As a result, due to safety reasons, the Brampton Farmers' Market will not be able to use Main Street North and South during the construction period.

Current Situation:

City staff identified 13 potential temporary locations within the City of Brampton and were assessed against operational criteria for operating a successful market. The long list of 13 locations was reduced to a short list of three. A SWOT analysis (Appendix A) was conducted and staff from internal departments were consulted about the viability of each of the three temporary locations. The short list of potential market locations includes:

- Rosalea Park
- Downtown Brampton GO Station Parking Lot
- Gage Park, Wellington Street West and Ken Whillans Square

Engagement of stakeholders including market vendors and BIA members was undertaken in January 2021. An online survey to obtain feedback on the market location was emailed to stakeholders outlining the location options and an invitation to connect with any comments. The email was resent twice as a reminder. Additionally, BIA staff shared the information in their weekly member newsletter. Finally, phone calls were made to market vendors who are known not to have computer access.

A total of 50 surveys were completed over a three week period with the following results:

- Rosalea Park – 1 vote (2%)
- Downtown Brampton GO Station Parking Lot – 5 votes (10%)
- Gage Park, Wellington Street West & Ken Whillans Park – 44 votes (88%)

As outlined in the SWOT analysis, the Gage Park, Wellington Street West and Ken Whillans Square location option features the following:

- Closest proximity to the downtown core - the location of the market for the last 20 plus years as well as BIA members' storefronts;
- AODA accessible including accessible parking and paved paths;
- Onsite washrooms available for use without additional cost;
- Municipal parking available at no charge at City Hall, adjacent to the market location;
- Access to public transit;
- Availability of hydro;
- Potential ability to store market equipment on site;
- Limited road closure – Wellington Street West from Main Street South to George Street South only;
- City owned and operated;
- Gazebo for entertainment; and

- Beautiful surroundings for residents and tourists.

Approximately 20 comments were received through the engagement process. The two quotes below from market stakeholders support the Gage Park, Wellington Street West and Ken Whillans Square option.

“I think the atmosphere of the park and being so close to the original location will still draw good numbers out.”

“Keep it near the local businesses in the downtown since they will be affected by the water main construction. By keeping the farmers’ market nearby the businesses this will encourage visitors to stay downtown and shop in the area. Great opportunity to support local businesses while at the market.”

Corporate Implications:

Financial Implications:

There are no direct expenses associated with the new locations selected for the Brampton Farmers’ Market operating Saturdays from 8am to 1pm, requiring access to space from 6:30am to 3pm, from June 19 to October 23, 2021. Staff from the affected areas will coordinate to ensure minimum disruption to any revenue generating activities.

Term of Council Priorities:

This recommendation aligns with the Term of Council Priority – Brampton is a Well Run City. Responsible program administration supports a Well Run City and striving to create a successful seasonal market that appeals to both residents and visitors contributes to furthering Brampton as a Mosaic.

Conclusion:

Staff recommends Council consider the choice of Gage Park, Wellington Street West and Ken Whillans Square as the location for the 2021 season and, if required the 2022 season, of the Brampton Farmers’ Market as indicated by 88% of market survey respondents.

Authored by:

Reviewed by:

Laura Lukasik
Manager, Tourism & Special Events

Jason Tamming
Director, Strategic Communications, Culture
& Events

Approved by:

Submitted by:

Michael Davidson
Commissioner, Corporate Support
Services

David Barrick
Chief Administrative Officer

Attachments:

Appendix A – Market Locations SWOT Analysis