

Appendix A 2021 Market Locations – SWOT Analysis

Option 1 – Rosalea Park

Strengths <ul style="list-style-type: none"> • City owned and managed • No road closure requirements – no cost • Large area • Paved parking lot for heavier vendor trailers/trucks • Availability of hydro • Accessible parking and paved paths available • Park setting • Access to public transit 	Weaknesses <ul style="list-style-type: none"> • No onsite parking for vendors • Nearest parking is Market Square – under the Rose Theatre • Quite a distance from BIA vendor storefronts • Paved track not wide enough for vendor stalls and shoppers • Concerns that wet weather will result in grassy areas becoming muddy area • Minimal shade • Security required to monitor YMCA parking • No washroom facilities – rental costs • Costs for City services and resources to be delivered onsite • No ability to store equipment on site, must be moved in and out every week • Provisions for events to take place during the market, i.e. Bike the Creek
Opportunities <ul style="list-style-type: none"> • Promote park as available event space • Promote elements of the Riverwalk project planned for that space • Potential to increase market customer base from surrounding residential area 	Threats <ul style="list-style-type: none"> • Parking on side streets, at the church and in surrounding residential areas • Potential complaints regarding noise associated with early set up the market • Loss of customers due to relocation

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Option 2 – Downtown Brampton GO Parking Lot

Strengths <ul style="list-style-type: none"> • Large paved area • Very good location for heavy vendor vehicles • Walking distance to downtown • No road closure requirements and associated costs • Lots of space • Close to all transit • Accessible parking and paved paths available 	Weaknesses <ul style="list-style-type: none"> • Minimal parking for market shoppers • Privately owned by Metrolinx • Cost to lease space • Costs for City services and resources to be delivered onsite • Increased City staffing requirements • No washrooms – rental costs • No shade • No ambiance
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	<ul style="list-style-type: none"> Distance from BIA storefronts No ability to store equipment onsite, must be moved in and out every week Water main construction
Opportunities <ul style="list-style-type: none"> Full scale vendor footprint Potential for new customer base from residential area to the north Opportunity to build relationship with Metrolinx 	Threats <ul style="list-style-type: none"> High potential for residential complaints regarding on-street parking Heat from blacktop of parking lot in the summer sun Limited ability to post market specific signage on property

Option 3 – Gage Park, Wellington Street West & Ken Whillans Square

Strengths <ul style="list-style-type: none"> City owned and managed Within the downtown core Parking at City Hall municipal garages adjacent to proposed market area Access to public transit Beautiful surroundings with shaded area Combination of paved and grassy areas Paved track in Gage Park wide enough for vendor stalls and shoppers Washrooms onsite Availability of hydro Closure of Wellington street only Accessible parking and paved paths available Ability to store market equipment onsite Closest location to BIA member storefronts Visible location in downtown Ability to hang signage 	Weaknesses <ul style="list-style-type: none"> Market divided into three sections
Opportunities <ul style="list-style-type: none"> Use of gazebo for entertainment 	Threats <ul style="list-style-type: none"> Splash pad construction Water main construction

*SWOT analysis does not include potential impacts of COVID-19 and related Provincial and Public Health directives and guidelines which would be the same for all three locations.