



Corporate *NO: R085*

Report *COUNCIL DATE: April 29, 2002*

REGULAR			
TO:	Mayor & Council	DATE:	April 22, 2002
FROM:	Manager, Economic Development Office	FILE:	1550-20
SUBJECT:	Farmers' Market 2002		

RECOMMENDATION

1. That Council receive this report for information, and
2. Provide one-time funding support in the amount of \$12, 525.00 for the set-up and operation assistance to a Cloverdale Farmers' Market in 2002, which monies be allocated from Council Initiative funding.

INTENT

This report is intended to update Council on the status of the joint initiatives being undertaken for the operation of a Farmers' Market by the Cloverdale District Chamber of Commerce and the Cloverdale Business Improvement Association.

BACKGROUND

A Corporate Report was submitted to Council on December 13, 2002 from the Business Development Committee which summarized the history of the Surrey Farmer's Market over the preceding four years, and recommended the market in City Centre be postponed to a time when construction was not interfering with the operational success of the venture.

The report further advised that the Cloverdale Chamber of Commerce and Cloverdale Business Improvement Association, in partnership, were interested in holding a Farmers' Market in 2002. Council approved the following recommendations:

1. That staff work with the Cloverdale Business Improvement Association and the Cloverdale Chamber of Commerce in assessing the feasibility of a Farmer's Market within the community of Cloverdale; and
2. That the viability of a Farmer's Market in City Centre be revisited when construction has been completed at Central City.

DISCUSSION

The two Cloverdale groups have developed a Business Plan 2002 (copy attached), which identifies the various attributes necessary to operate a Farmer's Market. A lot of emphasis has been put on marketing the site and those marketing and signage initiatives will be critical to Cloverdale's success.

The site identified for the operation of the Saturday market is a city-owned property on 56A Avenue and 176A Street (directly east of the Cloverdale Library and Senior's Centre). The Business Plan outlines that discussions have been held with both the Senior's Centre and the Cloverdale Library Managers to ensure that the market operation will not cause any conflicts. (The Cloverdale Senior's Centre does not normally operate on Saturdays.) This location will not impact any filming activity in the City.

Contributing to the success and development of agricultural, craft and food businesses is a key component of the market exercise. Aside from community development, attracting a large number of people each week to the Farmer's Market has the very pragmatic purpose of providing a customer base for the market vendors and Cloverdale's business plan has recognized the importance of creating "events" during market days to bring in both the tourist and the resident shopper.

Cloverdale's attached Business Plan requests a one-time City grant to provide seed funding for the first year of operation. The self-sustainability of a Farmer's Market is an important economic development component of this venture. The City has supported a market venture for the past four years. The Cloverdale group, however, is satisfied that the funding would be a one-time request and that revenue sources and marketing partnerships can be developed this year that will make the market self-sustaining in future years. ***They are requesting City support of \$16,000. The funding request would be used to cover a shortfall which has been identified in the Business plan to be in the range of \$12,525 - \$17,775 for 2002.***

Considerations which also need to be acknowledged include:

Site Preparation and Loan of Capital Equipment

The City will be providing Cloverdale with capital equipment that has been purchased in previous years and site preparation assistance, which have a total cost or value of approximately \$12,000:

City Land	No Cost
City Land Clean Up	Approximately \$2,000
Multiple-user Electrical Power Cart	Capital Cost \$2,000
Equipment Container	Capital Cost \$1,800
Tables, Tents	Capital Cost \$4,000
Moving of Equipment Container	Approximately \$1,000

Marketing assistance:	
(CityPage, Visitor's Guide, Farm Fresh Guide)	Valued at \$1,200
Total	\$12,000

The potential shortfall of \$17,775 is based on a vendor count that runs consistently around 20; however, if the vendor count is higher than that, the deficit falls to approximately \$12,525. The Cloverdale Chamber and BIA have outlined solid marketing ideas, strong agricultural community support and the ability to make this market venture succeed. With that in mind, and considering the direct and indirect investment of the City, it is fair to challenge both Cloverdale and the vendor committee to achieve the more positive scenario. One-time funding support of \$12,525 is recommended from Council Initiatives.

CONCLUSION

Council approved of staff working with the Cloverdale Chamber of Commerce and the Cloverdale Business Improvement Association in assessing the feasibility of locating a Farmers' Market within the community of Cloverdale. This assessment has resulted in the creation of the Business Plan 2002 submitted by the Cloverdale partnership. The Cloverdale Farmer's Market has full community support and the Business plan has outlined efforts and activities that should contribute to it being a successful venture.

The partnership is requesting a one-time grant of \$16,000 to assist them in the operation of the Cloverdale Farmers' Market in 2002. Taking into account all categories of support for this endeavour, one-time funding support of \$12,525 is recommended from Council Initiatives as outlined above.

Linda Hepner

Manager, Economic Development Office

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Attachment