

## Cobourg Farmers Market Association-January 30, 2023

### Submission to Cobourg Municipal Council

**Subject:** 5 year plan

**Background:** For over 150 years, farm producers and artisans have come into Cobourg to sell their wares each Saturday at the Cobourg Farmers' Market. Originally set up inside the Heritage Market Building located behind Victoria Hall, the Market is now located at "The Oval", better known as Rotary Park. Every Saturday morning, from May to October, vendors encircle the fountain and visitors are treated to a leisurely stroll around the park taking in the aromas and tempting displays of field produce, baking, and locally made artisanal products. In November and December, the Market moves to the parking lot east of the Market Building.

We believe the Farmers' Market brings value to the Town of Cobourg. Visitors are drawn to the Market and can easily walk to the town main street to visit the merchants there.

Traditionally, a contract is signed yearly between the Association and the Town outlining hours of operation, weekly fees, etc. Each year, we find it a little challenging to create a budget as fees charged for the market space change annually.

Another challenge is the parking situation. Some vendors bring large volumes of product and need space close to the market to park and have access to their vehicles to replenish their displays throughout the hours of the market. Signed contracts with the town allowing the use of any municipal lot for parking a year ago were changed midseason with no negotiation and vendors no longer had access to the parking lot immediately east of the market.

When the Market Building was taken over by offices a couple of years ago, we found ourselves with no space to store things like signage, canopies, and tables that we use weekly at the Market. We previously had space allotted in the Market Building for these items, but now they have a temporary home in the personal vehicle of our Market Manager. This is not ideal as it relies on the good nature of our manager to store these items.

Our ask today is for:

1. A 5 year agreement with the town. In this agreement, we would like to establish preset fees for each year for the use of Rotary Park for the Farmers' Market.
2. Parking passes assigned to all vendors for any municipal lot for a vehicle only in the hours associated with the Market.
3. Space within the Market Building for storage or an alternative on site secure storage structure.

We do appreciate the relationship with the Town of Cobourg and look forward to strengthening our ties with the town now and into the future. Thank you for your time and consideration.

Cobourg Farmers' Market Association

