

A Market increases community connections, and provides social and recreational opportunities that add to the culture of our community.



Island Roots Market Beban Park 2018

Here are our answers to questions regarding the Market proposed for Beban Park

1. How does the Market go from one day/week to a full time operation?

With a step by step approach to market growth. It begins with a promotional campaign this summer. Our specific goal will be to increase attendance 25%, and show a 15% increase in sales over a 12 month period. This campaign, combined with holding our winter markets in the same location as our summer markets will boost participation beyond what is needed to sustain a one day per week market in a new building and demonstrate the potential for a two day per week operation. A fundraising campaign and the sight of the new market building being constructed will increase the community awareness to the point where we will be able to operate two market days each week when the building opens. That is sufficient to meet the Market's anticipated break even expenses.

To grow the market further and provide the support we believe our local producers deserve we plan to expand during our second year in the building by adding an early morning case lot market aimed at providing local food to restaurants and small grocery stores. To meet the growing consumer demand for healthy local food we want to invite our vendors to leave product in their booths so that it can be sold, by

market staff, at time when our producers are busy with production or other necessary activities involved in being a Market vendor.

2. Does the staged approach to market growth, beginning with two markets per week, leave the building vacant too much of the time? And how can this be dealt with?

Possibly. The best way to deal with this is to have a few vendors (The butcher, the baker ...) who are full time tenants, are there five or more days each week and do away with the need for the co-op to provide staff to sell products on non market days. There is, however, an objection to this approach. The alternative is for the Co-op to partner with organizations that provide compatible community services (education or the arts groups for example) These group would use the building when there are no markets scheduled.

3. Is the suggested case lot market suitable for a park?

We believe it is. The early morning market is simply an extension of a regular market day that provides producers the opportunity to build toward becoming more than a one or two day a week market producer. It also provide volunteer and recreational opportunities for individuals who want to support the agricultural community and prefer to be active early in the day. The Market in St. Catherines Ontario, for example, is open three days per week from 6 am to 3 pm.

4. Does the idea of vendors leaving product, to be sold by co-op staff on non market days, make the market an unacceptable commercial operation?

The Market is a commercial operation. Every vendor participates with the hope that she or he can earn a living for his or her family or supplement a retirement income. Many are micro businesses, operators require time away to deal with their farms, business or families and can not be at the market more than two days a week. Some participate as a way of staying active after retirement. For them it is a form of recreation, a way to stay in touch with friends and remain active in the community to which they have given their lives. This is our way of saying we value their effort to provide us with food security and to provide them with the leg up that they need to operate a family supporting business.

5. How will our mortgage lender's terms effect the city if the market fails?

We believe that the lenders approach to markets and community development, along with the lease terms we are requesting, mean that the chances of this

happening are very small and ensure that, in the unlikely event that the market is unable to make its mortgage payments, the city will not be affected. We would be please to arrange a meeting with the lender to provide further assurances.

6. Can the city issue tax receipts to project donors?

Raising money for capital costs for this community project will be made easier if the city is willing to issue income tax receipts to donors. Under income tax law this can be done if the city is a partner in, or owner of, the project. The city owns the land on which the project will be built, it controls the way in which the building is to proceed, according to the terms of the normal city land lease it will determine what is and is not permitted in the building once construction is complete and when the lease expires the city will own the building. The reality is that, this will be a city asset with fundraising and management assistance from a community partner.