

**DATE:** April 15, 2024

**REPORT NO:** REC-01-2024

**SUBJECT:** **Music, Market and Park It Update**

**CONTACT:** Wendy Beaty, Coordinator of Recreation Services  
Mike DiPaola, Director of Public Works & Recreation

**OVERVIEW:**

- The purpose of this report is to update Council about the details of the “Music, Market and Park It” event series, including survey outcomes and next steps.
- Staff will implement pro-rated fees from the Consolidated User Fees and Charges By-law related to market vendors for the 2024 year.

**RECOMMENDATION:**

1. That report REC-01-2024 titled “Music, Market and Park It Update”, dated April 15, 2024, be received for information.

**ALIGNMENT TO STRATEGIC PLAN:**

**ENRICH - our Strong Agricultural Legacy**

**BUILD – a Safe, Connected, Caring and Active Community**

**BACKGROUND:**

A new, intensified event series was approved by Council for the 2024 season, marrying the West Lincoln Farmers’ Market with Music in the Park and adding a car show. This new event has been named **Music, Market and Park It**.

Council asked for staff to report back after surveying potential vendors for participation in the 2024 Music, Market and Park It events. The main purpose of consulting potential vendors was to choose a day of the week for the events to be held.

A plan was developed in coordination with the Communication Specialist to connect with

potential vendors. This plan included publishing a media release (refer to Schedule A), contacting previous vendors, posting on social media and updating the Township website with details about the new format.

The survey was open to potential vendors from March 18 to March 28, 2024, and included seven focused questions about the upcoming Music, Market and Park It events.

Staff also recognized that the fees related to the Farmers' Market, as set out in the Consolidated User Fees and Charges By-law, may need to be reviewed as a result of the new event format.

## **CURRENT SITUATION:**

Staff has reviewed the results of the survey. Approximately sixty (60) emails were sent to potential vendors to invite them to participate in the survey. Twenty-four (24) responses were received.

### **Survey Responses:**

#### **Question 1**

Are you a current or new member for the Farmers' Market in West Lincoln?

- 13 current vendors (54%)
- 11 new vendors (46%)

#### **Question 2**

The Farmers' Market was held on Fridays during the 2021 and 2022 seasons. The Farmers' Market moved to Tuesdays during the 2023 season. In your opinion, what day of the week would be best for the new Music, Market and Park It event? (please rank the following options, 1 being your first choice and 5 being your last)

#### **First Choice Results**

- Monday: 3 vendors first choice (12%)
- Tuesday: 9 vendors first choice (38%)
- Wednesday: 5 vendors first choice (21%)
- Thursday: 5 vendors first choice (21%)
- Friday: 2 vendors first choice (8%)

#### **Question 3**

Would you be interested in participating in the Market held at the Township's Canada Day event?

- 15 vendors said YES (63%)
- 9 vendors said NO (37%)

#### **Question 4**

If offered, would you be interested in participating in an additional Spring Market in May?

- 19 vendors said YES (79%)
- 5 vendors said NO (21%)

**Question 5**

If an additional Spring Market is held in May, would you be interested in taking on a volunteer leadership role to help run this event?

- 5 vendors said YES (21%)
- 19 vendors said NO (79%)

**Question 6**

If offered, would you be interested in participating in an additional Holiday Market in November?

- 22 vendors said YES (92%)
- 2 vendors said NO (8%)

**Question 7**

If an additional Holiday Market is held in November, would you be interested in taking on a volunteer leadership role to help run this event?

- 6 vendors said YES (25%)
- 18 vendors said NO (75%)

The survey concluded with an open-ended question to collect additional feedback and suggestions, for staff consideration.

**Staff Conclusions Based on Survey Results:**

After reviewing the results of the survey, staff will plan to move forward with the six Music, Market and Park It events being held on Tuesdays during the months of July and August. Staff will also plan to include Canada Day as a market opportunity for seasonal vendors as well as a Holiday Market in November, leveraging volunteer resources as needed, since some vendors have expressed interest in a volunteer leadership role. Due to timing, staff will not plan for a Spring Market in May, however consideration will be given to include this event in 2025.

Staff are now moving forward with the next step in the communication plan, which will be to meet with potential vendors to provide final details about the 2024 season, including dates, fees and the application form. The process of hiring an Event Planner, as approved in the 2024 Budget, is also underway.

**Market Fees**

The Farmers' Market vendors' fees are set through the Consolidated User Fees and Charges By-law each year, as approved by Council. The 2024 fees were set prior to the Music, Market and Park It event details being finalized. Staff has recognized that the market fees need to be adjusted to be fair and appropriate for a shorter market season.

As per staff's review, it is recommended that the 2024 market vendor fees be pro-rated for the 2024 market season. In 2023 seasonal market vendors had the opportunity to participate in 22 markets. In 2024, there will be 8 market opportunities. The full season vendor's fees for 2024 will be pro-rated based on this, accordingly. The Farmers' Markets Ontario membership and insurance are annual fees that are not affected by the number of events per season.

The pro-rated fees are summarized in the table below.

	2024 current	2024 pro-rated
Full Season Vendor (includes FMO insurance)	\$376	\$137
VQA Wineries & Stores (must provide insurance)	\$376	\$137
Additional Space for Full Season Vendor 10x10	\$121	\$44
Half Season Vendor (includes FMO insurance)	\$217	N/A
Temporary Vendor (per week) limited to 4 weeks (includes FMO insurance)	\$55	\$55*
Registered Charity and Young Entrepreneurs (under 18)	\$0	\$0

\*Note – Full Season Vendor fee will be applied for more than 2 weeks of participation

The fee for "Temporary Vendor (per week) limited to 4 weeks" is \$55. This fee cannot be pro-rated as it represents a fee charged per week of participation. Therefore, there will be no change, however, it will be limited to 2 weeks as opposed to 4 weeks. If a temporary vendor participates for 3 or more weeks, then the Full Season Vendor (pro-rated) rate will be applied as it is cheaper of the two.

The Half Season Vendor pro-rated fee will not be applicable in 2024, given that the fees are already being pro-rated to reflect the reduced market season.

Since it is recommended that the fees be pro-rated, and not being changed by an increase or decrease factor, there is no need to amend the Consolidated User Fees and Charges By-law. The pro-rating of fees is an administrative staff action that still complies with the set fees of the Bylaw; therefore, no change to the By-law is required.

### **FINANCIAL IMPLICATIONS:**

There may be a small financial impact on the budgeted revenue for market vendor fees collected in 2024. This is a result of pro-rating the fees to reflect the shorter market season. However, this may be offset by a small reduction in some expenses due to the shortened season. Overall, the net revenue and expense impact is expected to be minimal.

### **INTER-DEPARTMENTAL COMMENTS:**

This Report was reviewed by the Township Interim CAO, the Acting Director of Finance and the Clerk's Department.

## CONCLUSION:

After thorough consideration, including input from vendors, the Township of West Lincoln will run the Music, Market and Park It event series on six Tuesdays in July and August.

Seasonal vendors will also be invited to participate in the two additional market opportunities, being Canada Day and Holiday Market.

Staff will implement pro-rated fees in the Consolidated User Fees and Charges By-law related to market vendors for 2024.

## Schedule A – Media Release

### Prepared & Submitted by:



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**Wendy Beaty**  
Coordinator of Recreation Services

### Approved by:



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**Donna DeFilippis**  
Interim Chief Administrative Officer



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**Mike DiPaola**  
Director of Public Works & Recreation