

Good Evening Mayor Lehman and Council

I would like to take a few minutes to review the Year Round Downtown Public Market and Farmers Market.

In order to accommodate this Public Market and new Farmers market location we need to:

Move and build a new transit terminal, while building a new smaller location to retain some bus services downtown. Still potentially share a small part of the terminal building.

Move the Barrie Police Services, find them a new location downtown.

Move or close the convenience store.

Change ridership habits.

This market would be the first of its kind in Ontario, the only other market to break even is London which is a privately-owned market charging for underground parking.

Our market would be running an **operating deficit** of approx. \$300,000 annually.

Farmers Market move would help draw customers to the Public Market but at what cost to our Farmers? Loss of revenue due to competition etc.? Have we addressed the issue of security and safety?

Most of the vendors wanting to participate already have businesses on or immediately around Dunlop St. How many visits do they each get daily?

Given the cost of both projects totaling approximately. 17 mill (9 mill for the new transit hub and 8 mill for renovations and new build onto the existing Terminal)

Perhaps we should be looking for new space for the public market and leasing space until we are more certain of the adverse risks.

Of the grants available, that could off set a small percentage of the Permanent Market... How much funding is potentially available through these grants?

I still question ongoing performance of such a facility in terms of meeting up to 600,000 visits per year. Changing people's shopping patterns and behavior can be a challenge.

Getting folks to come to Dunlop St is still an issue, most folks coming to Barrie's waterfront are wanting to spend time at the beach, bringing along their BBQ's and own Picnics to minimize costs.

Perhaps over time as we create more family friendly options along Dunlop St and less bars, we may see a change.

We have some 20 plus vendors who are willing to commit to this new venture but what happens if it becomes unsuccessful?

I do love my City and the Downtown vibe, shop and eat in many stores including the Farmers Market but have concerns about this project's viability. How well would the Public Market do without the pull of the Farmers Market?

How many of you would shop daily or even weekly at this location? Is this enough of a draw for tourists to visit weekly? What about during the winter months.

I have read through the Creative Economy report on potential programming for the additional building but wonder how much income that would produce and how. More to come.

As we begin to see the cost of the Transit Hub and new Market and move of Farmers Market might we consider:

Leaving the Transit Terminal as is with revisions to bus schedules and adding services as required.

Perhaps lease space for a 2-3 yr. trial period. Or perhaps we could build a whole new market given the cost on another parcel of City owned land downtown. Or use the Historic Train Station we've already paid for.

I know this is a process, but feel we still have too many unknowns and unanswered questions.

Is our City engaging in the Retail business? How much of the money is being raised by the public, funded by the public and or costing the tax payer vs how much are the vendors contributing?

