

YEAR ROUND PUBLIC MARKET

City of Barrie General Committee Presentation

PRESENTED BY

Janet Foster

Senior Planner

Public Market Steering Committee Member



Background

- On December 16, 2013, Council passed Motion 13-G-323, DOWNTOWN MARKET FEASIBILITY STUDY. The Motion authorized staff to conduct a feasibility study for a self-sustainable year round market in the downtown.
- The Market Feasibility Study findings made recommendation on how to move forward to facilitate a year round market. The Study identified that a Downtown Barrie Market would be feasible if:
 - It is grounded in collaborative partnership;
 - It is authentic;
 - It is based on a concept that fuses food, community and culture; and
 - It has a permanent location with flexible indoor and outdoor space.

On June 8, 2015, Council passed Motion 15-G-131 YEAR ROUND PUBLIC MARKET – REPORT ON THE FEASIBILITY STUDY.

- The Motion directed that the Market Feasibility Study for a Public Market in Downtown Barrie, prepared by the Resource Management Consulting Group, dated February 2015, be received and utilized as a background document.
- That a Downtown Market Steering/Working Group be formed with the objectives of undertaking:
 - A locational review analysis to determine the most appropriate location for a year round downtown market;
 - A financial analysis, both capital and operating expenditures required to implement and sustain the operations of a year round market; and
 - An operational analysis to determine the resource requirements and operational model for a year round market including potential partnership opportunities.
- The Downtown Market Steering/Working Group was to be chaired by the General Manager of Infrastructure and Growth Management and include representatives from staff, City Council, Barrie Farmers' Market, Downtown BIA including key Downtown Business Owners, Tourism Barrie, Chamber of Commerce, Barrie Arts and Culture Council.
- In addition, funding was allocated to retain a consultant to support the Working Group and develop a Business Plan and complete additional customer survey work.

Milestones

- Work undertaken to support a thorough review of a Business Case for a Year Round Public Market in Downtown
- Market Steering/Working Group Committee formed
- Consultant Team retained to undertake Business Plan
- Business Plan finalized and will be recommended to be utilized for planning purposes
- Preferred site selected – Transit Terminal
- Lands to remain in public ownership
- Staff has initiated the undertaking of a detailed review of transit operations in order to facilitate the Market on site
- The Farmers' Market have been engaged in the process and are supportive. In the interim of moving to the Public Market, the Farmers' Market interested in locating seasonally onto Mulcaster Street on Saturday mornings.
- The BIA has been engaged in the process, are supportive of the Public Market concept, prepared to fund raise a portion of the capital costs and secure letters of intent for possible end users of the Public Market
- Market Committee looking into grant funding for the project and interested in continuing on as a Market Advisory Committee, meeting quarterly

Market Steering/Working Group Committee

Name	Organization
Councillors Rose Romita and Barry Ward	Council
Richard Forward (Chair), Janet Foster (Planning), Neeta Grover (Invest Barrie), Rick Pews & Lindsay Worton (Facilities)	City staff
Lynda Van Casteren (Chair), Eric Carter (Board member)	Barrie Farmers' Market
Craig Stevens (Managing Director), Tom Ambeau (Chair), Wayne Hay (Board member)	Barrie BIA
Jason Ing (business owner)	Nutrition Plus
Kathleen Trainor	Tourism Barrie
Greg Groen	Barrie Arts and Culture Council
Barb Shopland	Georgian College Food Entrepreneurship
Naomi Wachowiak	Simcoe Muskoka District Health Unit

Locational

Operating

Marketing

Consulting Team

Name	Company
John Archer (Chief Development Officer)	Three Sixty Collective
Bob Usher (CEO and General Manager)	London Covent Garden Market
Isabelle Gosselin (Project Director)	GF+A Design
Patrick Watt (President)	A Day in Life

Vision Statement

“The Downtown Barrie Market partnership will create an authentic all season experience within an accessible and flexible gathering space that attracts, fosters and complements all of our local and regional communities.”

Customer Survey

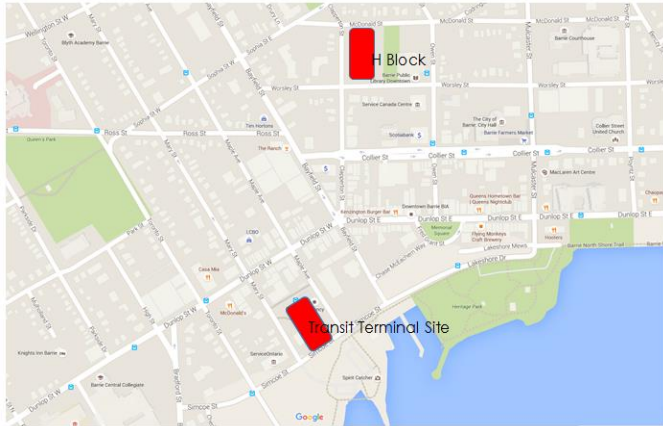
An on-line customer survey was posted to seek input, interest and suggested programming for a year round public market. The survey received over 1200 responses.

- 77.5% of the respondents were “very likely” to go downtown if there was a public market in the Downtown;
- Local produce was the most important element to attract people to the Market, followed by baked goods, organic foods, and eateries and prepared food;
- Desirable features of the Market included entertainment, community activities, a community kitchen, food court and workshops/classes;
- Other favourite Markets included the St. Lawrence Market in Toronto and St. Jacobs Market in Waterloo, primarily because of the variety and quality of the vendors and produce;
- 71% of those surveyed felt the Market should be operational daily, 9am-7pm;
- 859 respondents identified that they come to downtown Barrie; 41% weekly, 36% monthly and 22% daily; of those that do not come downtown, the reasons were not enough variety of businesses and the lack of free and accessible parking;
- Of those surveyed, 85% were from Barrie, 9% from Simcoe County and 6% from elsewhere primarily from the GTA area;
- The primary age group 35-44, followed closely by those 25-34 and 45-54; 80% of those that answered were female.

Site Selection

Transit Terminal Preferred Site

- More urban location
- Vender sales viability due to proximity to local retail businesses
- Attractive central downtown location
- Repurpose of existing building
- Flexible site
- Growing consumer base
- Accessible and visible
- Multiplicity of use of nearby amenities
- Close to future transformation of the downtown with increased residential population
- Transit supportive
- Cultural activity
- City owned property



Barrie Farmers' Market Criteria for Relocation

- Autonomous governance over the operations of the Farmers' Market
- Downtown location
- Minimum 7,500SF to accommodate 50 indoor vendors
- Outdoor space to accommodate 60 vendors and 10 back of truck vendors
- Dedicated parking on-site or in close proximity
- Nearby vendor vehicle parking
- Safe and secure site
- Free from event competition (food kiosks at special events)

Barrie Permanent Market Evaluation Criteria

- Develop a differentiated activity centre to create a more robust and competitive downtown environment
- Create pedestrian flow
- Encourage people staying longer
- Add to the vitality of the downtown
- Vendors to develop a business, increase sales, develop a viable business plan
- Competition forces vendors to be innovative and develop new food concepts
- Vendors to be owner operated – one of a kind retailing atmosphere
- Better quality and fresh foods
- Provide for an inclusive, safe, education-driven, community oriented space that encourages place making

Business Plan

The Corporation of the City of Barrie (Barrie) engaged Three Sixty Collective in the preparation of a Business Plan for a year-round permanent Public Market through the undertaking of three key steps:

Locational analysis - Operating model - Financial analysis

The mandate of the study was to work with the Downtown Barrie Market Steering Committee to provide a Business Plan and concept for an agreed-upon vision of a permanent Public Market. The business plan includes:

- Establishing evaluation criteria against which to measure the plan
- Site selection
- Site layout and vendor layout
- Vendor mix
- Lease considerations
- Operating pro forma
- Capital cost estimates



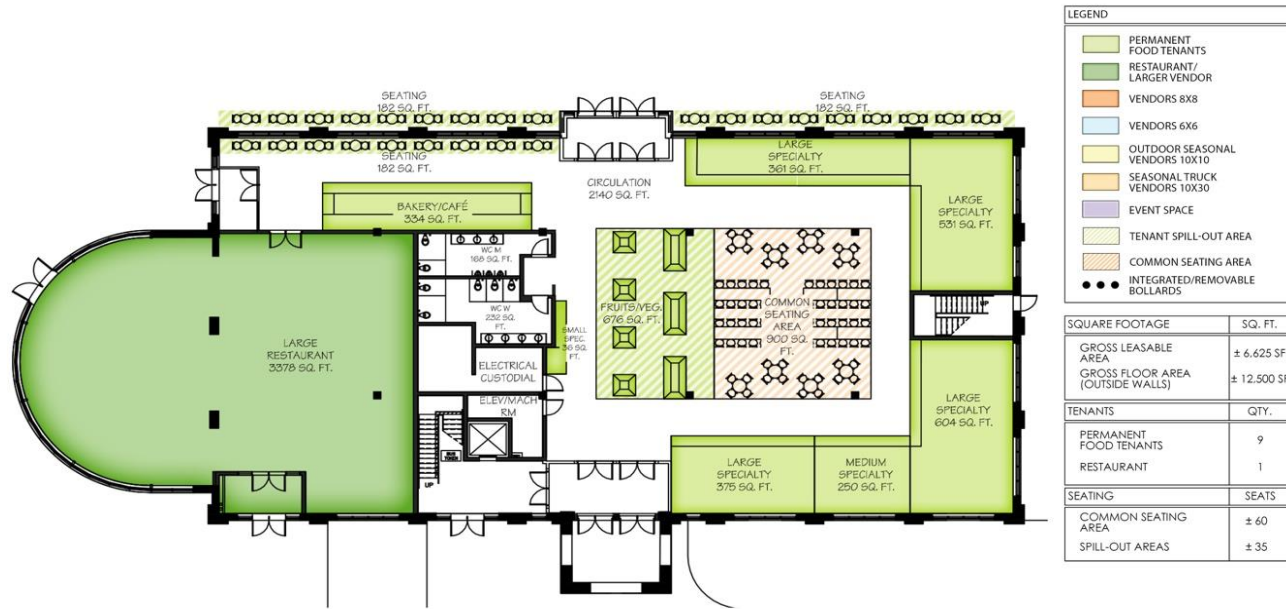
Organization

- Market Precinct Advisory Committee – similar composition as Market Steering Committee (Steering Committee members committed to continue and meet on a quarterly basis)
 - Oversee executive issues such as hiring of Precinct Manager, long term vision, marketing and events coordination, brand positioning, community liaison, capital improvements.
- Barrie Farmers' Market Manager specific to the Farmers' Market component and reports directly to the Farmers' Market Board
- Market Precinct Manager – oversee day to day management of the Precinct

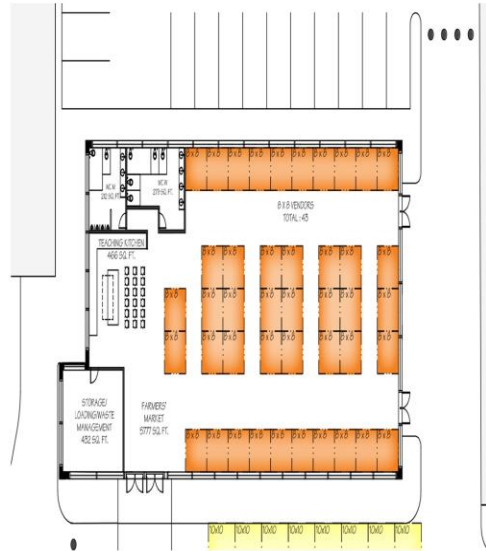
Market Precinct Proposed Layout



Public Market Building Proposed Layout



Rendering of Proposed Farmers' Market Pavilion



LEGEND

- PERMANENT FOOD TENANTS
- RESTAURANT/LARGER VENDOR
- VENDORS 8X8
- VENDORS 6X6
- OUTDOOR SEASONAL VENDORS 10X10
- SEASONAL TRUCK VENDORS 10X8
- EVENT SPACE
- TENANT SPILL-OUT AREA
- COMMON SEATING AREA
- INTEGRATED/REMOVABLE BOLLARDS

SQUARE FOOTAGE	SQ. FT.
GROSS LEASABLE AREA	+2,700 SF
GROSS FLOOR AREA (OUTSIDE WALLS)	+7,770 SF

VENDORS	QTY.
8X8	43



Tenant Mix Guidelines

	Pubic Market	Saturday Barrie Farmers' Market
Agricultural (farmers)		
Meat, seafood	2	5
Fruit, vegetable	1	15-20
Plant, nursery	1	5
Other agricultural	1	5
Processed (manufactured) Agricultural		
Bakery, sweets, confectionery	1	15
Dairy, cheese, eggs	1	5
Prepared foods and beverages	2	10
Arts and crafts		10
	9	70 - 75

Public Market Suggested Programming and Vendor Mix Requirements

- Small musical and entertainment performances
 - Community events (Rotary)
 - Community organizations promoting private/public events
 - Charity and fundraising events
 - Seasonal agricultural themes
- Repurpose existing food service space and add second medium sized restaurant
 - Larger Vendor Spaces
 - Few exceptional retailers/vendors
 - Specialized vendors – food service, meat, bakery, dairy, desserts, flowers, arts and crafts
 - Ground level vendors – second level, other potential use, ie. fitness studio, Barrie's Innovation Hub
 - Street access

Next Steps

- Report to Council on the Business Plan
- Investigate the opportunity of temporarily relocating the Farmers' Market seasonally to Mulcaster Street
- Viable options available for transitioning and accommodating Transit
- BIA to initiate interest for users of the Public Market building and fund raising opportunities
- Working Committee to continue seeking funding/grant opportunities