



CORPORATE REPORT
The Corporation of the Town of Wasaga Beach
Meeting Date: 5/15/2025

DATE: 4/28/2025

SUBJECT: Wasaga Beach Farmers Market Agreement 2025 Amendment

CONTACT: Anna Olson, Economic Development Coordinator

REPORT NUMBER: 2025/04/24-43

RECOMMENDATION:

1. **THAT** the report titled: Wasaga Beach Farmers Market Agreement 2025 Amendment, to the Council meeting of May 15, 2025, be received; and
2. **THAT** Council approve the amended Farmers Market Agreement, attached as Appendix A.

EXECUTIVE SUMMARY:

- The Wasaga Beach Farmers Market has operated successfully for the past 8 years, and continues to be a favourite summer activity in the community.
- As a result of growing size, the market has formed a new leadership board to distribute the increasing responsibility of running the market.

BACKGROUND:

In 2024, Council approved an amendment to the ongoing Farmers Market Agreement, which established a new location for the market. The new location in the southwest corner of the RecPlex parking lot was a successful location, with minimal interruption to parking requirements of other user groups. Next to the Oakview Woods Park, the market coincides with weekly "Music at the Park" programming, making Tuesday nights a night of fun and community connection.

Due to the growth of the market over the past few years, the requirements of the volunteer-based leadership have increased significantly. In addition, the previous president of the market announced her retirement from the position. Thus, the position needed to be filled. In response to these changes, members of the market stepped in to form a board of directors to support the new president with their increased responsibilities. Most board members are active vendors at the Wasaga Beach Farmers Market, others bringing with them previous market management experience.

DISCUSSION:

An amended agreement is attached as Appendix A, which reflects the changes in the Board. Staff have also amended the agreement to include the implementation of reporting requirements, which

would have the market, as a non-profit entity which utilizes Town property, complete a year-end financial report, to be provided to the Town and available publicly. The Economic Development Officer has met with members of the new board, who have agreed to the proposed changes to the market agreement. In addition, the market will now be running from June 3rd to thanksgiving weekend.

CORPORATE IMPLICATIONS:

Financial Implications:

There are no financial implications associated with this report.

CONCLUSION:

Staff view the Farmers Market as a valuable addition to the Wasaga Beach community and a positive opportunity for local businesses. Staff support the ongoing improvements to the Farmers Market, and appreciate the community-building efforts of previous and current market leadership. Therefore, it is recommended that Council approves the amended agreement between the Wasaga Beach Farmers Market and the Town.

Authored by:

Anna Olson, Economic Development Coordinator

Appendices:

Appendix A: Wasaga Beach Farmers Market Agreement