



To: Chair and Members of the Community Development Committee

Date: Monday, December 7th, 2009

Re: Agenda Item 1: Downtown Strategic Initiatives: Workplan 2010 - 2015
Report DI 20-09, Appendix Workplan Item: Attract a Farmer's Market to
downtown and operate pilote project to assess viability (Core Commitment)

This delegation is to speak to the initiative of a downtown farmers market as stated in the Downtown Core Commitments (2006 report DI 6-06) and in this current DI 20-09 budget workplan report.

Partners, BurlingtonGreen Environmental Association and Eco Chefs Ready Foods have approached the COB Downtown Co-ordinator about establishing a unique partnership combining not-for-profit, private sector business, and municipal government, to work towards establishing an exciting attraction for the downtown core – an eco-friendly outdoor market!

A vision proposal was shared with city staff on Dec. 1st that was well received. At this time we request the Committee to support inclusion of this item in the reported workplan, particularly with budget and staff time allocation in 2010 as indicated. In doing so it would kick start a long delayed core commitment.

The next immediate steps would require a commitment of city staff time to collaborate with partners BurlingtonGreen and Eco Chefs to further evaluate the details, and City funding requirements to support this exciting initiative (see following appendix for further financing information).

We would be pleased to share more information about this downtown eco-market proposal with the Committee at a future time regarding the vision and logistics. However, to move forward at this time, the Committee's support and staff direction is sought.

Thank you for your attention,

Michelle Bennett
Secretary and Director,
BurlingtonGreen Environmental Association



Appendix to Financial Matters for a Downtown Eco Market

Funding support is required to hire a project manager to serve as the lead co-ordinator and partner liasion for this initiative. The figures below are estimates required to support this staff position and marketing initiatives.

January to March 30, 2010	\$25,000
Supplied by the City of Burlington in a combined allocation from various department discretionary budgets and funds (Parks and Recreation, Strategic Initiatives, etc., Mayor's Green Fund or Community Development Fund, Development and Infrastructure Fund)	
April to Sept. 30, 2010	\$35,000
Potential funding to be supplied by grant funding opportunities (deadlines for applications in Feb/March with granting announcements in April)	
October to Grand Opening in May 2011	\$45,000
Supplied by multiple seed grants as described above.	