To: Chair and Members
Community Services Committee
Outstanding Business Item No. D – Hamilton Farmers’ Market

From: Joe-Anne Priel
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Re: Hamilton Farmers' Market Improvements Project (CS06008(a)) (Ward 2)

Council Direction:

On June 29, 2004, the Community Services Committee directed staff to undertake a review of the Hamilton Farmers’ Market and to report back to the Committee with options on how to improve the market. This Information Report is presented to provide an update on the status of the operational review.

Information:

A Request for Proposal (RFP) was issued, through the Purchasing Section, in August 2005, for a study to conduct an operational business review, customer analysis and recommend site improvements for the Hamilton Farmers’ Market. The study will deliver a series of options, recommendations and action plans to achieve the overall goal of making the Hamilton Farmers’ Market the shopping destination of choice for local consumers and visitors to the City of Hamilton.

The study was awarded to Urban Marketing Collaborative (UMC), who commenced work in September 2005. UMC’s total fees for this project are $69,690.

Objectives of the Study:

1. Conduct an operational business review and consumer analysis;
2. Study and recommend a viable merchandising mix for the Hamilton Farmers’ Market to attract and maintain a strong customer base;
3. Study and recommend strategies to address the parking needs of Hamilton Farmers’ Market customers;
4. Conduct a promotional plan and make recommendations to attract and maintain a strong customer base to the Hamilton Farmers’ Market;
5. Recommend a programming and special events strategy to support the Hamilton Farmers' Market products and attract customers;
6. Recommend on-site improvements to the Hamilton Farmers' Market as determined through extensive consultation with stakeholders, which will benefit both the customer and the stallholders; and,
7. Develop an action plan to implement those recommendations.

The study is complete and the first series of presentations have commenced starting with the Corporate Management Team. Over the next several weeks, further presentations will be scheduled. Staff will report back to the Community Services Committee with their recommendations in early January 2007.

In the meantime, a Construction Project Manager has been employed, through the Public Works Department, to oversee the development of the RFP to hire an architectural firm to develop a drawing for the new market. This architect will also produce a cost analysis, timeline and assist with the creation of a transitional plan for the stallholders.

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Joe-Anne Priel
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