



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Information, Heritage and Seniors Committee
From: Jana Burns, Wellington Place Administrator
Date: Wednesday, January 10, 2024
Subject: Elora Farmers' Market at Wellington Place

Background

The Elora Farmers' Market (EFM) has requested to move from Bissell Park in Elora, Township property, to the proposed pavilion at Wellington Place. Given the growth of the market and the increased need for parking, accessibility, and covered space, the EFM would like to be central to the community, along the trail network and within the engagement space of the Wellington Place campus.

The market operates 9am to 1pm Saturdays from May to October outdoors in Bissell Park and moves indoors to the Fergus Rugby Club October to December. Should the move be approved by Committee, the EFM would stay at Wellington Place for the entire eight months. Should the pavilion not be approved, the market will not move to Wellington Place. Should the pavilion not be constructed in time for the May opening, the EFM will temporarily locate in the parking lot adjacent to the Artifact Storage Building. The WCMA hosted the EFM in this location in 2023 when Riverfest was held at Bissell Park.

WCMA staff have developed a two-year lease with terms similar to other regular long-term renters of Aboyne Hall and the Nicholas Keith room. However, unlike rentals in the aforementioned event spaces, there is minimal staff involvement in the EFM rental of the pavilion. The daily fee for the EFM would be \$100.

While providing access to local food, cooking demonstrations and food related activities is an appropriate fit at Wellington Place, WCMA staff seek Committee's endorsement as EFM would become a regular renter of County property. The terms of the agreement include the option for the WCMA to move the EFM to the Artifact Storage Building parking lot, should a significant event require use of the pavilion.

Staff are in favour of hosting the EFM at Wellington Place as it adds another reason for the public to gather at Wellington Place, visit the library or Museum, taking the bike, car, or the shuttle.

Recommendation

That Committee approve the Elora Farmers' Market move to Wellington Place and forward the report to County Council for approval.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'J Burns', with a stylized, cursive script.

Jana Burns
Wellington Place Administrator