

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2011 April 13

FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 76000 20
Reference: Farmers' Market

SUBJECT: BURNABY VILLAGE FARMERS' MARKET

PURPOSE: To advise Council of the proposal to relocate the Burnaby Farmers' Market to Burnaby Village Museum.

RECOMMENDATION:

1. **THAT** Council receive this report for information purposes.


REPORT

In 2008, Burnaby Council established the Burnaby Farmers' Market at Burnaby City Hall in cooperation with Artisan Markets. This new open-air market was a creative initiative of Burnaby's Environment Committee and Community Development Committee to provide Burnaby residents with convenient access to purchase the products of local farmers and craft workers. Farmers' Markets have become an important urban environmental initiative to reconnect citizens with the value and importance of protecting local agricultural lands and promoting farming. The market proved to be a vibrant addition to the City Hall/Deer Lake Park precinct.

At its meeting of 2011 March 21, Council announced a new marketing strategy for Burnaby Village Museum to provide free admission to the public with opportunities for enhanced visitor experiences. Council requested staff to pursue the relocation of the Farmers' Market as part of this new strategy to provide the opportunity for a unique visitor attraction. Artisan Markets has concluded discussions with city staff for an agreement to provide for the market's relocation and fully supports the new profile and synergy that this new Deer Lake Park venue can provide for its vendors. As part of a new integrated marketing and business plan, the former "Burnaby Farmer's Market" will be rebranded as the "Burnaby Village Farmers' Market" to increase awareness of its new location and identity in cooperation with Burnaby Village Museum.

The new market is scheduled to commence operation every Saturday beginning on May 7th until October 29th, from 9:00 a.m. to 2:00 p.m. Staff are working closely with Artisan Markets on an integrated publicity plan and will provide for the installation of temporary signage at the former market site at City Hall to re-direct the public to the new location at Burnaby Village Museum.

This report is for the information of Council.



B. Luksun, Director
PLANNING AND BUILDING

JW/GB

cc: Director Parks, Recreation and Cultural Services
Director Engineering