

**Cambridge
Farmers'
Market**
Circa 1830

Cambridge Farmers' Market
40 Dickson Street, Cambridge, ON

Community Level Business Planning Report Cambridge Farmers' Market

Consultant: John MacDonald, John MacDonald Architect
Cheryl Ewing Consulting

Acknowledgement

Thank you to all who have contributed to the planning process, including:

Members of the CFM Advisory Committee

Stakeholders & Partners (at Market, within Downtown, throughout Community)

Participants in Interviews and Surveys, and the Open House sessions

City of Cambridge Staff

Lesley Head, Director of Recreation & Culture

Alix Aitken, Farmers' Market Manager

Economic Development Staff

JMA Staff, Cheryl Ewing

Objectives of the Planning Project

Explore how best to leverage the Cambridge Farmers' Market as a building and operational asset, for the benefit of the Downtown and the community.

A key focus:

- Increase Market operational revenue
- Mitigate and leverage existing facility operational costs to community benefit
- Leverage the assets inherent in the location, building, and Market operation

Starting with the CFM's Vision, as set out in previous reports to Council, the Cambridge Farmers' Market Advisory Committee, staff team and vendors aspire to grow the Market as this City's "Community Food Hub".

“When citizens think “**food**”,
we want them to think Cambridge Farmers' Market.”

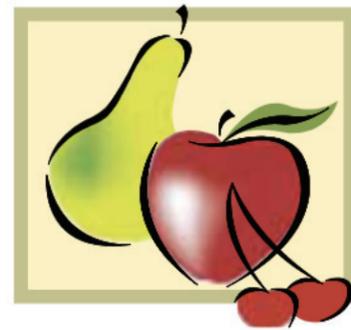
Strategic Considerations in Planning for the Community Level

Explore innovative food programming possibilities that complement our Farmer's Market, the Downtown, and that grow capacity and quality of life for Cambridge's citizens.

Investigate small business incubation/accelerator opportunities that support the food sector in our Downtown, in our communities, and at our Farmers' Market.

Consult with key community leaders and potential business partners on the challenges they face and the strategic steps they feel may be missing from the food value chain (farm to table, and otherwise).

food



**Cambridge
Farmers'
Market**
Circa 1830



| Food is at the Heart of

our Cultures,
our Communities,
our Economy,
and
our Quality of Life

| **The Market is at the Heart of**

our Civic Precinct,
our Downtown,
and
our Communities.

It's an excellent connection to the land that sustains us.
It connects us to traditions, and provides a healthy and sustainable
vision for our Quality of Life.



CAMBRIDGE FARMERS' MARKET

Organic Peas 3.00

Organic Tomatoes 2.00

Organic Cucumbers 1.50



| By Contrast, the Building and Market Square

- are unused but for one weekend morning (except as parking lot),
- generally lacks a sense of place and activities to animate the Precinct, and
- lacks connection to the Downtown, to People, and to Prosperity.

The asset isn't leveraged to reflect our care for traditions and drive forward

- the vibrancy of our Communities, and
- our future and sustainable Quality of Life

| Cambridge Farmers' Market

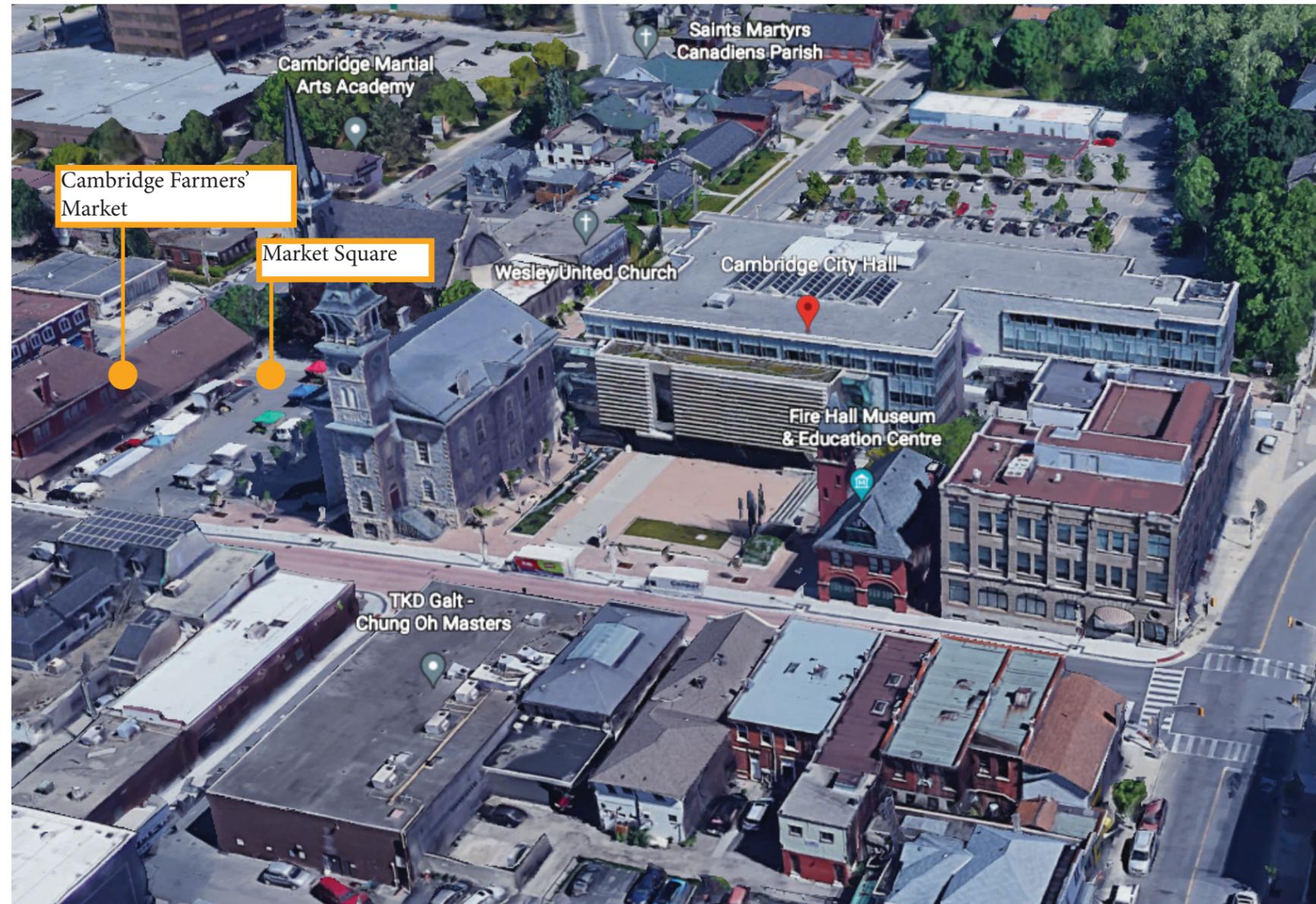
The CFM possesses a wonderful combination of charm, tradition, challenge and **possibility**. There is no doubt of the positive attachment that market-goers, vendors, community leadership and downtown stakeholders feel for the facility, its traditions, and its market-day atmosphere.

The building was designated as a heritage structure in 1984.

The CFM building's continued use as a market is unique in Ontario.



| A key part of the Civic Precinct

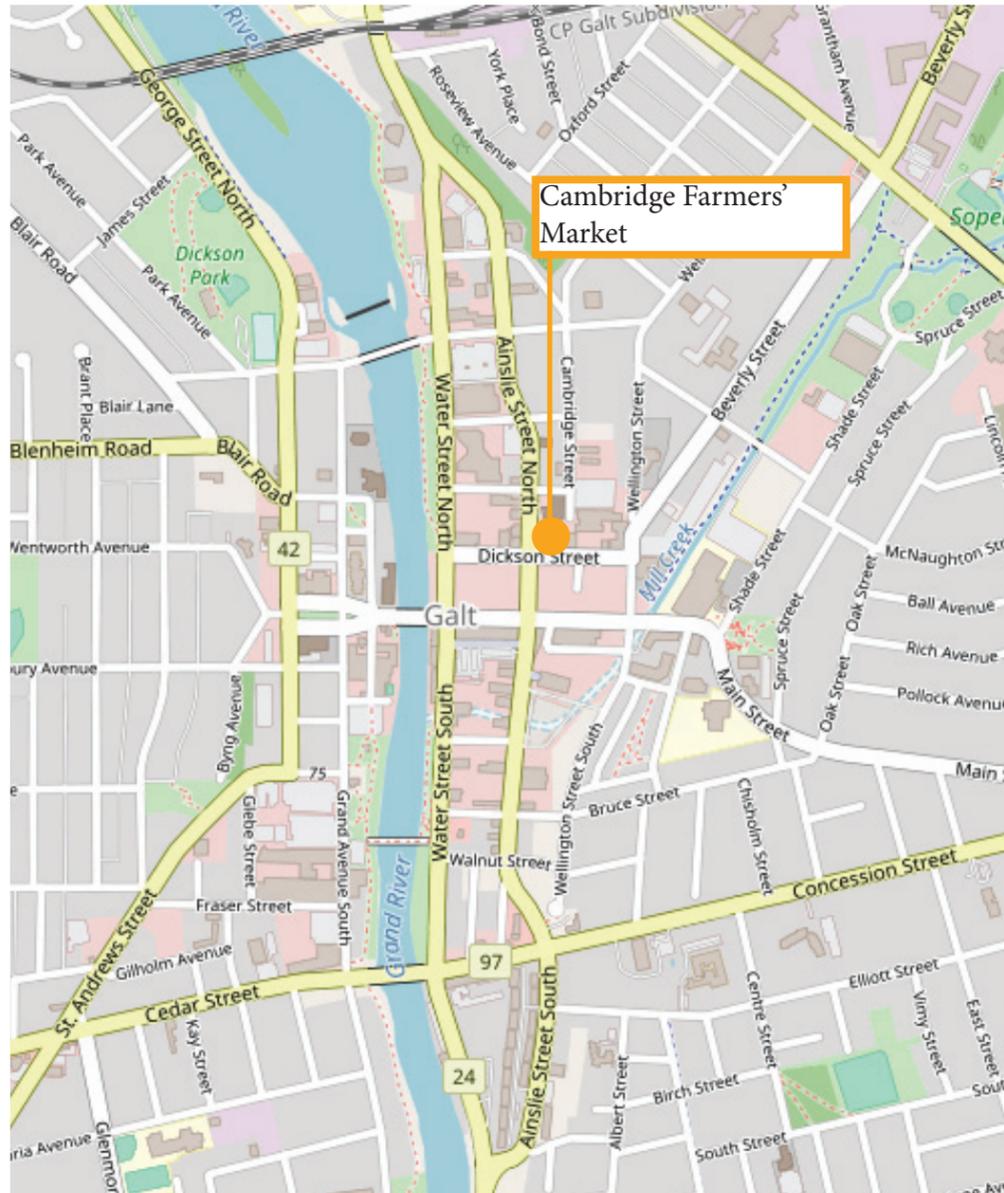


Great Potential for Public Placemaking

to bring people together as a public gathering place

bridging cultural, generational and socioeconomic divides.

| A key Asset that Connects Downtown Cambridge to Community



Unique Connections

Visitors and Users from across the Community
Potential Partner in Revitalization and Growth
The Civic Precinct's Facade to the Downtown

Benefits

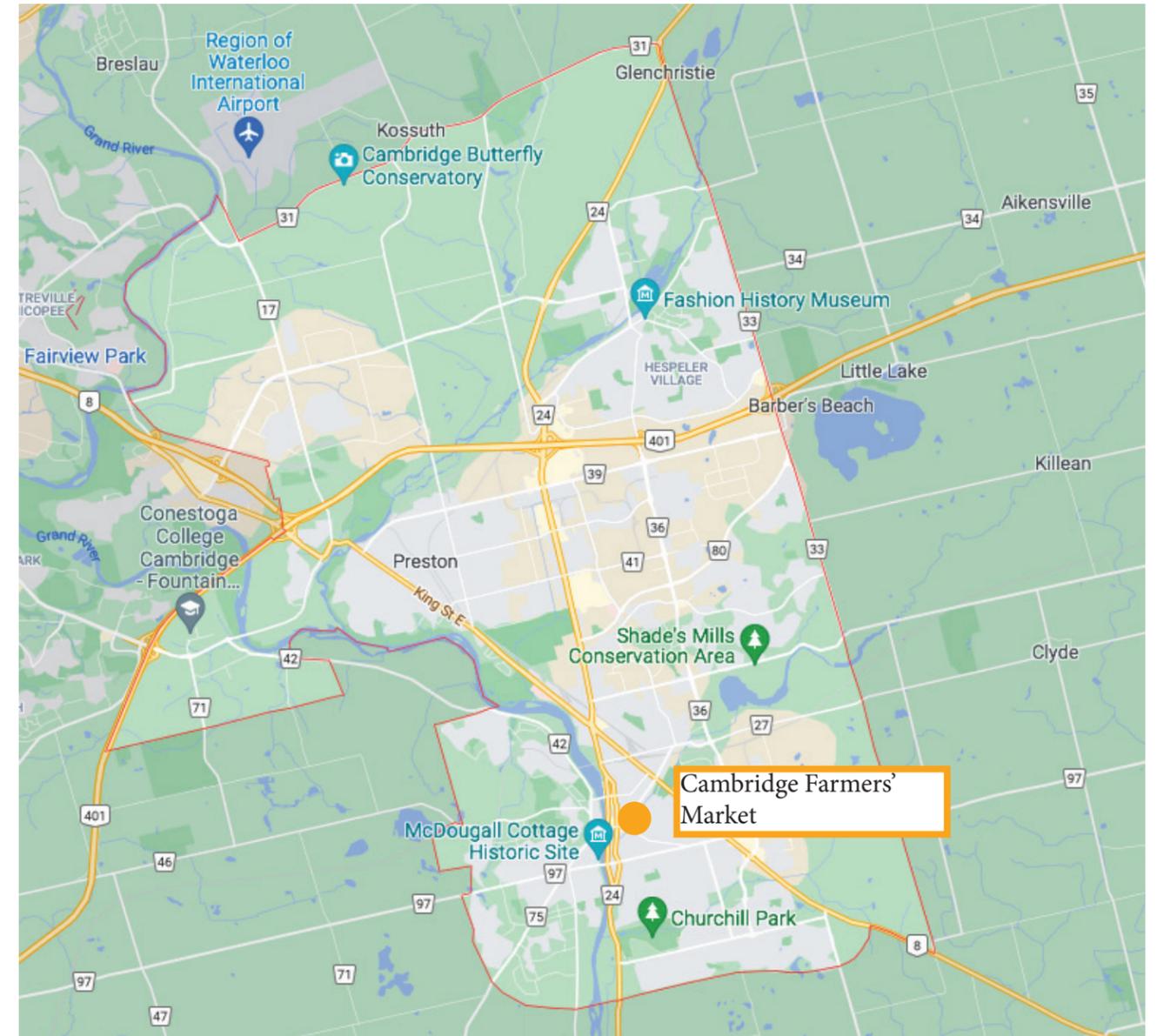
Support for Downtown Identity and Renewal
A Gateway for the Downtown

| A Unique Opportunity for the Community of Cambridge

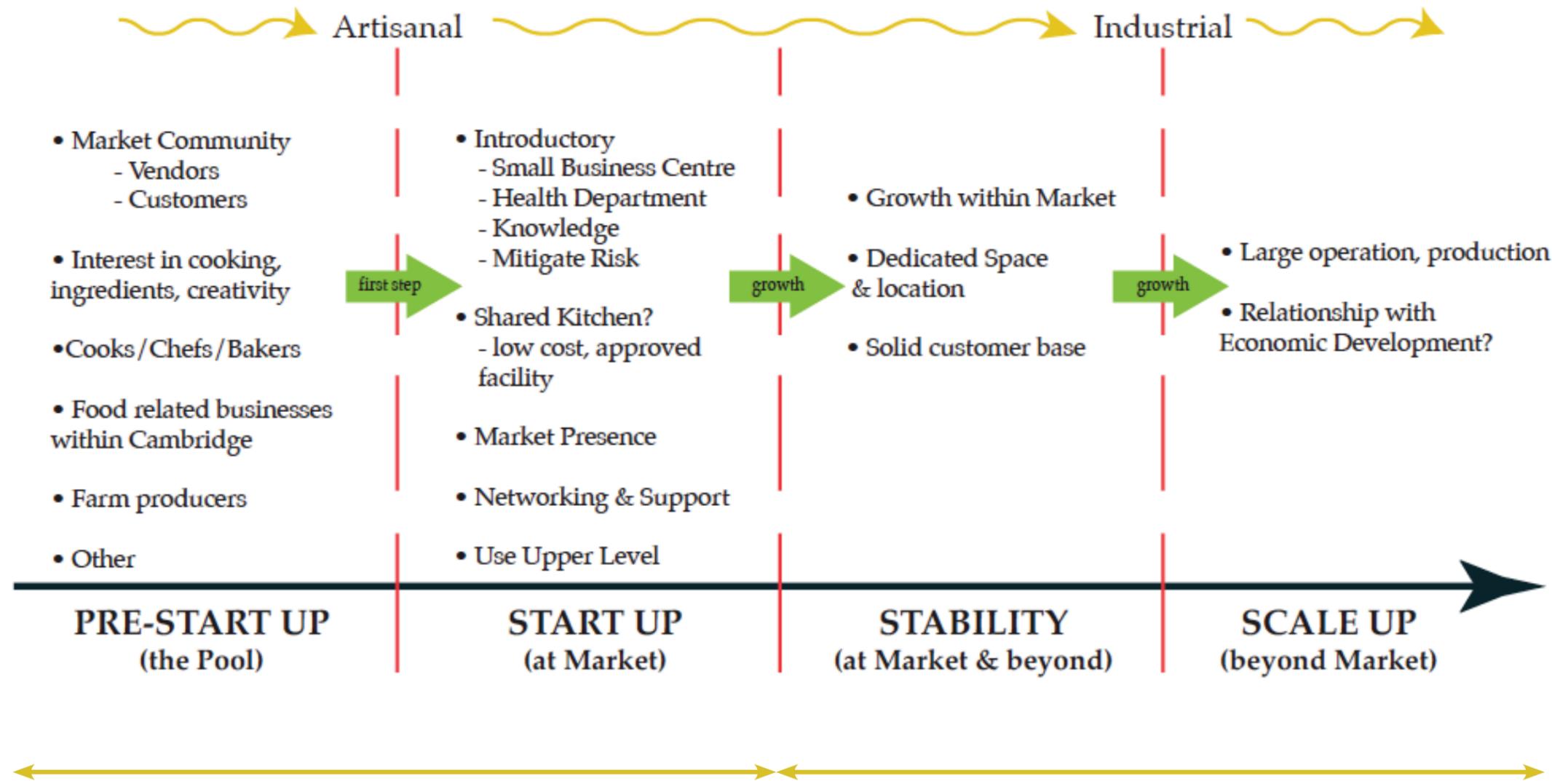
It brings it All Together

The tremendous mix of tradition, quality, and the many-faceted links between food and our quality of life mean the Market is well-placed to contribute to its community, and engage with its citizens.

Its growth as a Food Hub will support culture, entrepreneurship, a sustainable relationship to the land. In short, a Healthy Community.



| CFM Food Hub Entrepreneurial Continuum



Work Plan for the Community Level Business Plan and CFM Support / Identity

Existing and Further Community, BIA, and Economic Development Support

| People, Place, and Prosperity

The Farmers' Market is a unique connector. It builds community through food and its connection to people. The idea of food reaches across our diversity of culture, income, and plays major role in our economy.

The Cambridge Farmers' Market forms an integral part of the Civic Precinct, and can be leveraged as a place for engaging, informing, enjoyment and learning, a focal point that connects us all, from Downtown to Community to the landscape that sustains us.

The Food Hub idea and activities will support the creativity of our community and its entrepreneurs. It will celebrate and enrich our culture and diversity.

| Opportunities for Future Utilization of the Community Level

Retain present Galt, Hespeler and Preston Rooms while providing accessible access and compliant washrooms.

This results in three bookable spaces that can be used together or by diverse groups simultaneously.

Fit up one room, likely the Galt Room, as a Demonstration Kitchen, for programming in conjunction with the Food Hub initiatives.

Investigate CFM dedicated storage elsewhere, to free up the Hespeler Room for use.

| Opportunities for Increased Use and Animation of Market Square and the Market Level

Construct a Community Oven to Animate Market Square

In combination with accessibility to the Community level, rework the Dickson/Ainslie Portico and a portion of the Market space into Café / Artisan deli operating both weekdays and market days

Explore the possibility of creating Market Windows along the canopy to the Square, using the existing openings, and seating under the canopy, offering weekday take-out and increased opportunity for market vendors

| Opportunities for Engagement

Leveraging the Resulting Infrastructure

- Co-ordination and Programming for
 - events, seminars, day camps, meetings
 - skills development, mentoring & connections
 - explorations of cultures, food demonstrations
 - the widest range of community use
- development of partnerships across the food and cultural sector
- engaging food producers and vendors within the Farmers' Market sector and beyond
- addressing challenges of food security and sustainability



| The Vision

Through its relationships with its farmers and vendors and community, the Market has unique assets, product and resources to assist in community development.

Leveraging the Food Hub model will allow the Market to fulfill its potential, reaching beyond the building and Market Day, and showing leadership across many issues which affect People, this Place, and our Prosperity.

Moving forward from this Report, City staff will work in collaboration with the Cambridge Farmers' Market Advisory Committee to better utilize the Market asset, and to assist the development of Cambridge's Downtown.

