



EST. 1837

HAMILTON FARMERS'

MARKET

OPEN YEAR ROUND

**HFM BOARD
MEETING PACKAGE
JULY 21st, 2025**

MARKET



Programming Report – Q2 Summary & Q3 Plans

July 21, 2025

Q2 Programming Review

21 individual events (April-June), some highlights include:

- **Hamilton Craft Studios**, Easter craft (felt pins)
- **HFM Sample Saturday**, vendor event during Doors Open weekend
- **My Friend Christopher**, family concerts and new lunch-time additions
- **Hamilton Children's Museum** Scavenger Hunts
- **Souk Market Pop-Up**; Newcomer Day follow-up
- **Hamilton Harbour Photography Exhibition**, presented in partnership with Hamilton Harbour Remedial Action Plan and the University of Waterloo
- **Hamilton Philharmonic Orchestra**, 'Meet a Musician' Mother's and Father's Day events
- **The Creative Parents**: Father's Day activation
- Programming Participants (Jan-Feb 2025): 1345 participants

Q3/Q4 Programming Preview

Preliminary Programming Calendars included below, some highlights include:

- **HFM Kids Club Launch**, Capoeira for Kids event
- **Hamilton Fringe Festival: Fringe on the Streets**, each downtown walking tour will begin at the HFM (July 18th-27th)
- **HPL: Steel Town Love event**, HFM is hosting the 'readers lounge' for the 400 registered attendees

- **BLK Owned + Tune in Foundation**, pop-up market and concert celebrating recent TIF's recent cohort
- **Summer Courtyard Concert Series**, a series sponsored by Ontario Creates
- **Supercrawl**, Plan B Organics Family Band + Civic Museum Activation
- **Harvest Festival + Line Dancing**
- **HPL x HFM Halloween Event**
- **Hamilton Day**, HFM will be base of operations for the Chamber of Commerce
- **Holiday Concert Series**
- **Santa Claus at the HFM**, December 6th



Marketing Report – Q2 Summary & Q3 Plans

July 21, 2025

Q2 Marketing Report

Facebook: Our Facebook page has seen a huge increase in Q2. We are reaching more people, getting more views to our posts and videos, and seeing an increase in engagement. Our Facebook followers love Market history, Birks clock, seasonal produce, Market Saturday and Market event posts.

Instagram: Our Instagram has the biggest reach and views compared to Facebook. Our followers prefer real-life short videos of Market experiences, in the moment videos, seasonal produce and Market event posts. With recent changes to Instagram, we will be working on more video content.

Website: Our website has been seen on Google 283K times and 12K people were unique first time visitors to our website in Q2. Most of the traffic—nearly 70%—came from organic search, showing strong intent from people actively looking for us online. Direct visits made up 19%, followed by 10.4% traffic from social media and referrals.

Our Marketing Initiatives

Q2

- Continuing improving the HFM website as a vehicle for marketing the Market. I have sent out a form to all vendors to allow them to update their profile page, and this form also allows them to send me photos that I will add to their profile page.
- Created an Event Calendar webpage to promote upcoming Market Events
- Early Pete Instagram and TikTok influencer visit to the market.
TikTok 27.1K views: <https://vm.tiktok.com/ZMSGNtG5p>
Instagram 39.3K views: <https://www.instagram.com/reel/DKYRn1fNxiV/igsh=dD>
- We are working with “Little Chats” to film Vendor interviews. The first round, we had 5 vendors participate. Vendors pay \$100, and Market pays \$100 per vendor interview.

Vendors receive photos and video that they can use for their own marketing. Market will be using the content from this to update vendor profile pages on the website, post to social media and added to Market TVs. The first round, we had the following vendors participate: Artisan Market, Mexican Kitchen, Coati Chocolate, May's Thai Kitchen and Chaton. We will be doing a second round of filming in the fall. We already have a list of interested vendors for the next round. They also filmed and photographed general content of the Market (inside and outside), and Birk's clock drone filming.

- Reconnected with Tourism to add our events to their website.

Q3 Plans

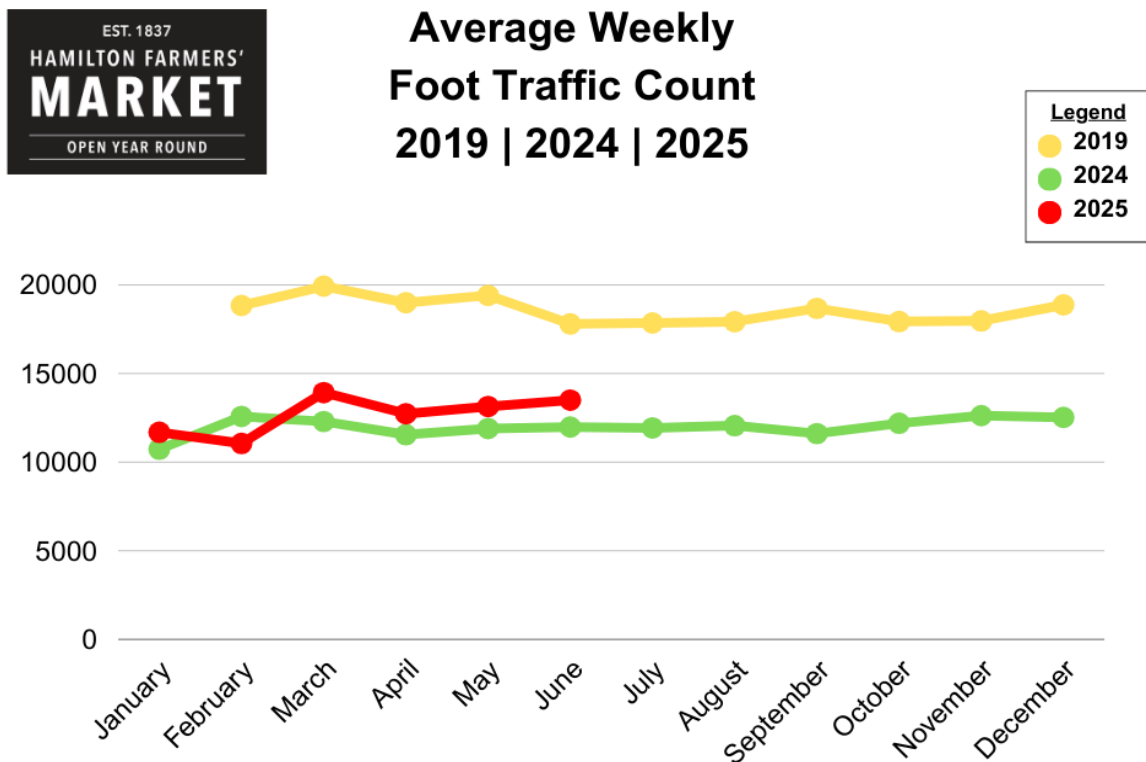
- Little Chats second round of Vendor interviews.
- Heart of Ontario – update the HFM profile and add events their new events page
- Market Merch – limited edition Market bag, Birks Clock enamel pin, and HFM Magnet
- Creating HFM Profile for events with The Vibe Hamilton

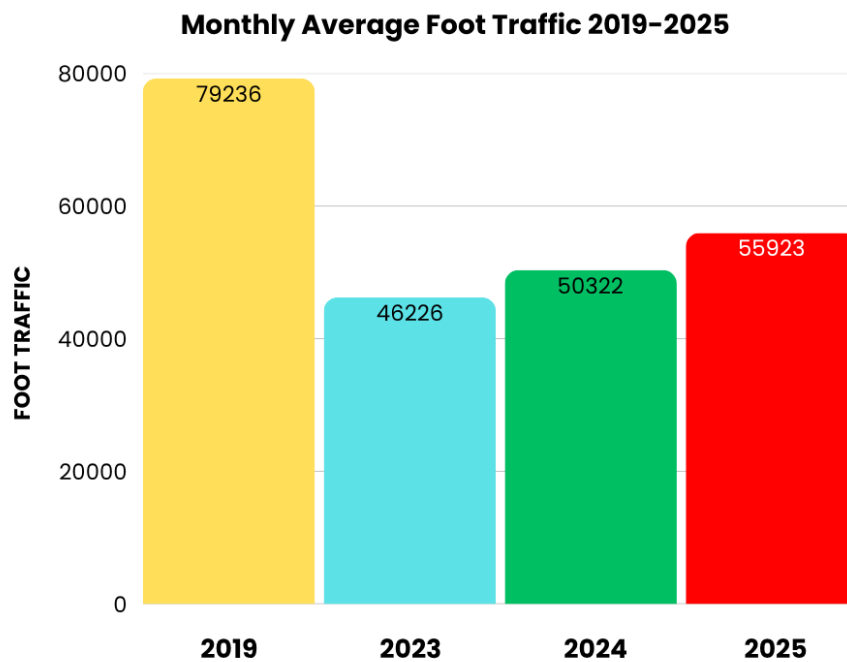
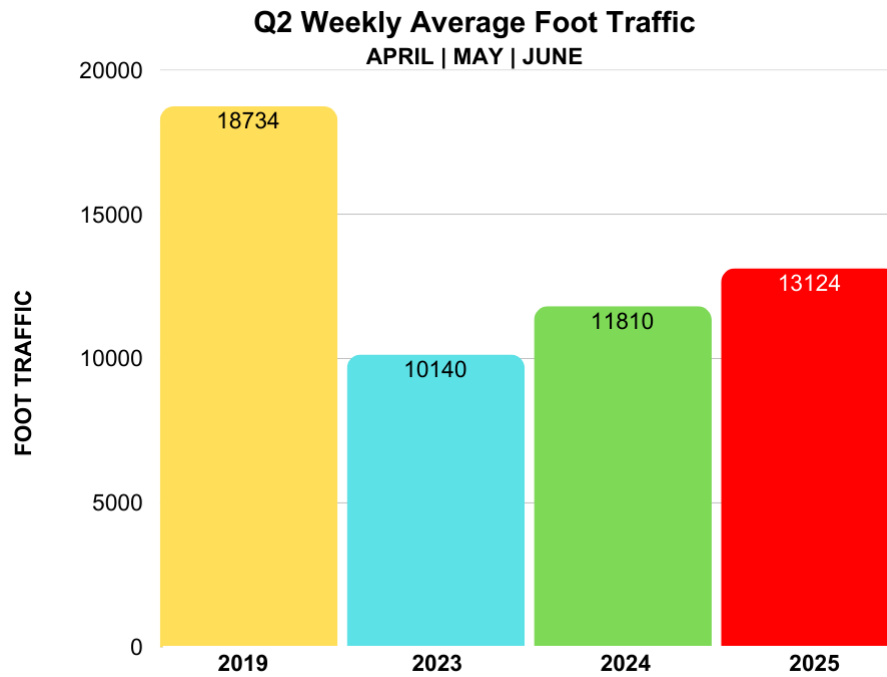


Hamilton Farmers' Market Board Meeting
Q2 2025 Foot Traffic Report
Monday July 21st, 2025

Q2 2025 HFM Foot Traffic Data

The following three graphs illustrate the Q1 & Q2 2025 foot traffic data compared to previous years. Overall foot traffic is trending in a positive direction and staff will continue to monitor these numbers throughout Q3 to determine whether these initial increases are being sustained.





Key Findings

- First half of 2025 foot traffic shows a 10.1% increase over 2024
- Q2 2025 monthly average foot traffic has increased 11.1% above Q2 2024
- June 2025 traffic increased 11.26% over June 2024
- Average Saturday traffic has increased 15.1% in Q2 2025 compared to Q2 2024
- Highest week to date: Week of June 1st – 14,448
- Q2 2025 average monthly foot traffic is 70% of Q2 2019



Market Managers' Reports (Combined)

July 21, 2025

Local Showcase

The Local Showcase continues to draw interest from the local small business community and will continue Fridays and Saturdays to the end of the August, with a likely extension into Q4. Although Humble Bee is taking a break due to bee'ing so busy at this time of the year, Caribb Pop and Summit Station Dairy remain. We have added the following new Local Showcase vendors to the program, SAB Fruit Cakes, Oakville Authentic Kebabs, Sweet Nutritionista, JC Cattle Company and Clifford Brewing. Please welcome these new additions to the Local Showcase roster at the Hamilton Farmers' Market.

Market Painting Continues

Now that several areas of the Market have been refreshed with a fresh coat of paint we are moving onto our next major painting project. The Market railing that runs from the base of the lower-level ramp to the end of the upper-level ramp is in dire need of repainting. The project will be scheduled to take place over the coming weeks.

HFM KIDS CLUB Launches Summer Programming

The Hamilton Farmers' Market Kids Club was launched on July 5th. A bi-weekly series of kid's activities are planned to result in the collection of merit badges for attending each event. A sash was provided on Event Day 1 for badges to be pinned to as they return to collect their badges over the course of the summer program.

Facility Studies

The lighting retrofit feasibility study is still being finalized by the consultant. Preliminary discussions with the Office of Energy Initiatives are underway to determine funding options to move forward with lighting retrofits.

The HVAC and electrical system assessments has been delayed due to the Facilities roster expiring and the new roster consultants not available until July. However, we have been able to complete the electrical capacity assessment using our existing electrical services contractor. We

are also reviewing new HVAC/venting technologies that have the potential to provide kitchen vent hoods without the need for exterior ventilation. This may provide a more flexible and cost-effective option due to the significant physical constraints that exist for outdoor ventilation.

Vendor Survey

The most recent vendor survey has been completed and almost all vendors participated. An initial review of responses has been completed, however due to time constraints a more detailed review and follow-ups with specific vendors has not been completed. The goal is to complete this work and present the findings and analysis at the September meeting.

Governance Review Implementation

The next phase of the governance review is now underway. Optimus SBR has been contracted and is in the initial phase of their work. The goal is to have the report finalized by October with a presentation to the Sole Voting Member before the end of 2025.

2026 Operating Budget

The 2026 budget process is underway, and an initial draft has been prepared in collaboration with Finance staff. The preliminary budget is showing an overall increase due to added costs in a variety of areas, including security, parking, operating supplies, and staffing. Staff is reviewing options to manage this increase and would like to engage with the vendor association to work out a potential rent increase to offset a portion of the budget increase. A rent increase has not been implemented since 2018, so we feel the best approach is to work collaboratively with the vendor association on this matter.

Also, in order to strengthen the budget process and provide for greater involvement of the Board, a motion (see attached) is being put forward to form an ad hoc committee to finalize a proposed operating budget that will be presented to the Board for review and approval by the November 24 meeting.



MOTION: To form an Ad Hoc Committee to Review and Finalize the 2026 Hamilton Farmers' Market Operating Budget

Moved by: _____

Seconded by: _____

Whereas the Hamilton Farmers' Market Board of Directors has the responsibility to review and approve its annual operating budget; and

Whereas there is no Finance Subcommittee currently in place; and

Whereas the HFM Board of Directors By-law No.1, Section 5.09 permits the formation of ad hoc committees to deal with special issues assigned by the board; and

Whereas these committees must be dissolved immediately upon making their final reports to the board.

Therefore it be resolved that an ad hoc committee be formed to review and finalize the 2026 operating budget, and present this back to the board no later than the scheduled November 24, 2025 meeting; and

That the committee membership be made up of the Chair (in an ex-officio status), Vice-Chair, Treasurer and at least one citizen board member; and

That this committee shall meet up to a maximum of four times prior to the November 24 board meeting; and

That this committee shall be dissolved immediately following the November 24 meeting.