



EST. 1837

HAMILTON FARMERS'

MARKET

OPEN YEAR ROUND

**HFM BOARD
MEETING**

January 27, 2025

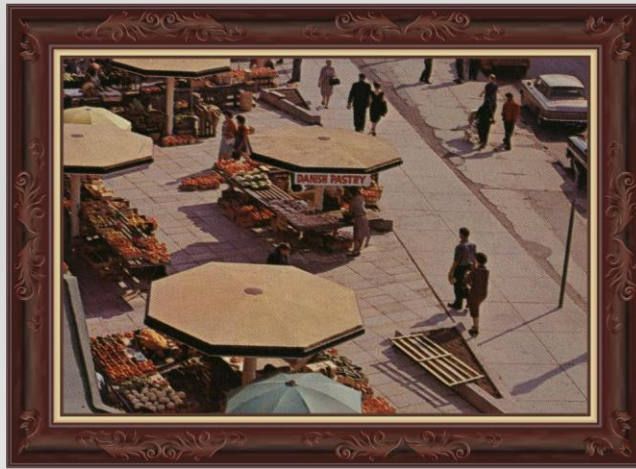


2025 Market Manager's Goals & Objectives

In keeping with the 2024 Market Vision Study



- **Fill Stall vacancies and support full Market occupancy**
- **Support a creative approach to attract more Farmers to the HFM**
- **Focus on driving activation and public engagement in the York Blvd space**
- **Hire and develop the new HFM Marketing Coordinator**
- **A revitalization and relaunch of the Market cart program**
- **Develop a Market Fee proposal with Options for Board review**
- **Lead the development of the 2025 Marketing Plan**
- **Provide operational support as required to support Vision objectives**
- **Focus on facilities management and catch-up projects**



RZone: Respect and Responsibility



What is RZone?



The “**R**” in RZone stands for respect and responsibility:

- **Respect** for yourself;
- **Respect** for others; and
- **Responsibility** for your actions.

RZone promotes safe, positive, and supportive environments and interactions for all members of the public and City employees during the delivery of services at any City facility, program or event.



Purpose of RZone

Why do we need it?

- To set consistent expectations for appropriate behaviours from employees, the public and user groups (*or vendors*) at City of Hamilton facilities and spaces.
- To create and facilitate positive, respectful environments and interactions for employees, *vendors* and the public.

What does it address?

RZone addresses a range of inappropriate behaviours:

- directed at City employees by a member(s) of the public (*or vendors*),
or
- directed at a member(s) of the public (*or vendors*) by other member(s) of the public (*or vendors*).



Components of RZone

1. Council approved Policy and Procedure

- Promoting respect and responsibility, and
- Prohibiting inappropriate behaviours

2. Education program

- Communicating behaviour expectations for participants and visitors
- Using RZone procedures

3. Reporting and investigation process

- Documenting and investigating inappropriate behaviour



RZone across the City of Hamilton

Most prominent feature is our City of Hamilton **RZone** logo:



Public facing

- Communication and education campaign
- New external website - www.hamilton.ca/city-council/plans-strategies/strategies/rzone-respectful-environments
- Signs, posters, stickers etc., posted in City facilities, parks, vehicles, etc.



RESPECT FOR YOURSELF ✓
RESPECT FOR OTHERS ✓
RESPONSIBILITY FOR YOUR ACTIONS ✓

The RZone policy applies to anyone using City of Hamilton buildings, facilities, services, programs, parks and trails. Examples of conduct that is contrary to the RZone policy are:

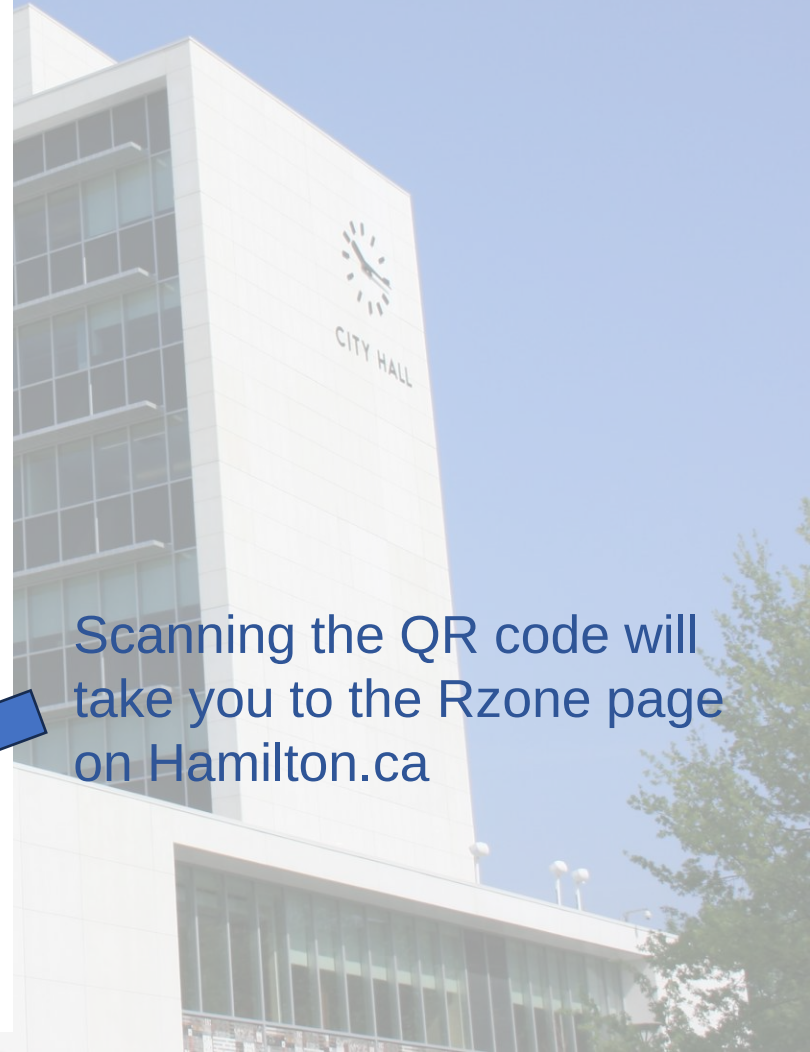
- | | |
|--------------------------------|---|
| ✗ Verbal assault | ✗ Vandalism |
| ✗ Inciting violence | ✗ Alcohol use in non-licensed facilities |
| ✗ Threats | ✗ Illegal drug use |
| ✗ Intimidation | ✗ Racism and/or use of racial, ethnic, or other slurs |
| ✗ Physical violence or assault | ✗ Harrassment |
| ✗ Theft | ✗ Contravention of City by-laws or policies |
| ✗ Weapons possession | |
| ✗ Property damage | |

Learn more at:
hamilton.ca/rzone



City of Hamilton
RZone sign

Scanning the QR code will
take you to the Rzone page
on Hamilton.ca



Incidents under the RZone

All forms of violence, vandalism or inappropriate behaviour are unacceptable on all City facilities or spaces, and these include but are not limited to:

- aggressive or intimidating approaches to another individual
- verbal assault
- threats
- attempts to goad or incite anger in others
- throwing of articles in a deliberate or aggressive manner
- physical striking another individual
- theft of property
- possession of weapons
- illegal consumption of alcohol or drugs
- contravention of Municipal by-laws, policies, or procedures
- vandalism: the deliberate destruction, damage or defacing of property owned or leased through the Municipality
- Harassment

For more information on what can and cannot be reported, review the **City's RZone Policy**.

Reporting an Rzone Incident

All incidents under the RZone policy should be reported within 24 hours. Members of the public that are involved in or witness a situation at a City facility can report it directly to an employee. They will, with your assistance, complete an incident report.

*If you have already reported the incident to a City Employee, you **do not** need to complete the RZone Incident Report form.

*If you **have not** reported this to a City employee, please complete the RZone Incident Report form on the [Hamilton.ca](https://www.hamilton.ca) website – search Rzone

Your report will be kept confidential in accordance with the City of Hamilton's privacy policy.



Reporting an RZone Incident

The report will be logged by City staff and will be followed up directly by City employees or forwarded to the appropriate organization for follow-up whether reported in person or online.

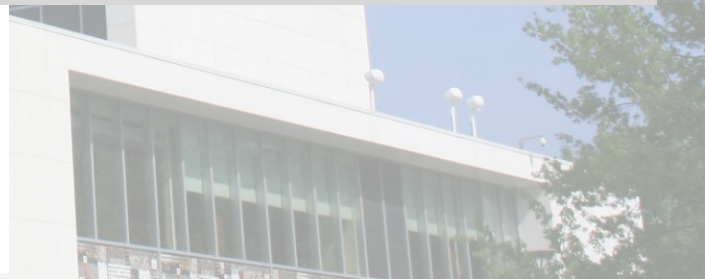
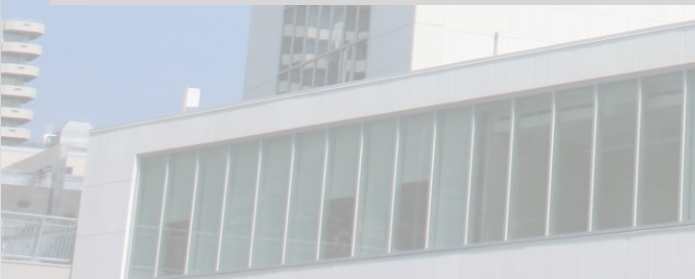
[Submit Rzone Online Report](#)



Violating the RZone Policy

Individuals who engage in inappropriate behaviour may, depending on the severity, be removed immediately from City premises, issued a letter of warning and/or banned from a facility.

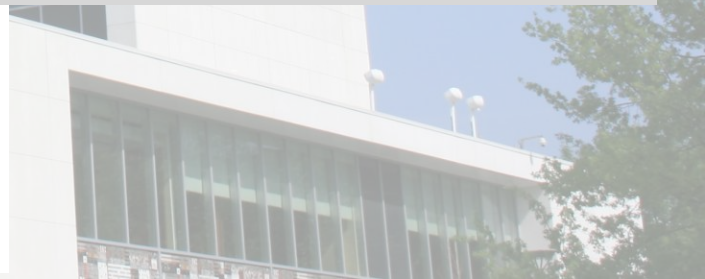
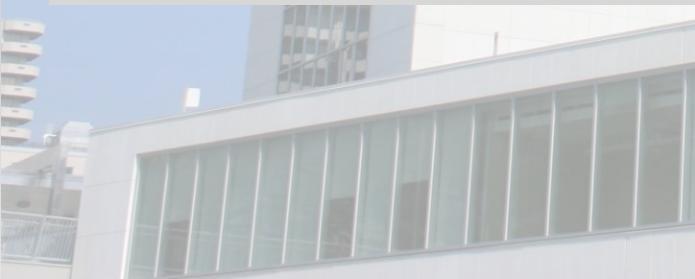
Where any damage to City property has occurred, the individual(s) responsible will be required to repair the damage and/or reimburse the City for all costs associated with any repairs, including any administration fees and lost revenues.



Appeal Process

If an individual wishes to appeal any action taken by the City, they can present their case in writing to the Director of the Department within 14 days of the decision.

The appeal will be reviewed by the Director along with the People Leader of the department involved and a decision will be communicated.



Additional Resources on Hamilton.ca - RZone

 [RZone Respectful Environments Policy](#) 

 [Violence in the Workplace Prevention Policy HR-69-13 \(PDF, 135.32 KB\)](#)

 [Harassment & Discrimination Prevention Policy \(PDF, 300.42 KB\)](#)



Implementation of RZone at HFM

Improved signage around HFM

Vendor information through newsletter (paper and electronic)

- Resources & Support
- Responsibilities

Continued consultation with Health, Safety & Wellness staff





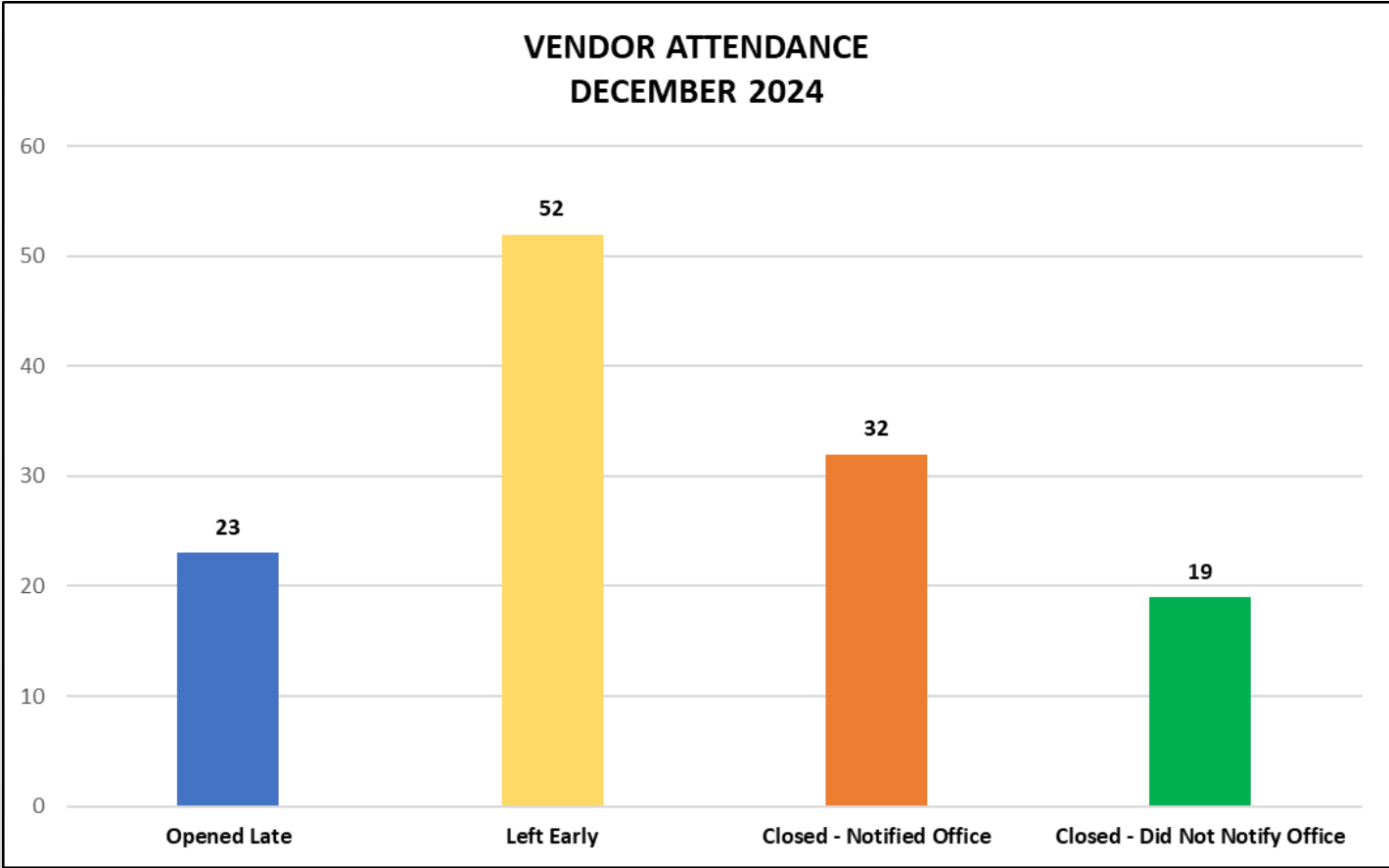
HFM Foot Traffic Tells the Story

- Weekly Pre-COVID Foot Traffic was 17K - 20K
- March 2020, Weekly Foot Traffic dropped 83% to less than 4K with the onset of COVID
- Each year since has presented continuous improvement to weekly foot traffic counts
- 2024 vs 2023 HFM foot traffic counts showed a 12.6% year-over-year improvement
- 2024 Total Annual Foot Traffic represents 71.7% of the Market's pre-COVID annual count (624,856 vs 871,599)
- Moving in the right direction, more work to do

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HAMILTON FARMERS' MARKET

OPEN YEAR ROUND



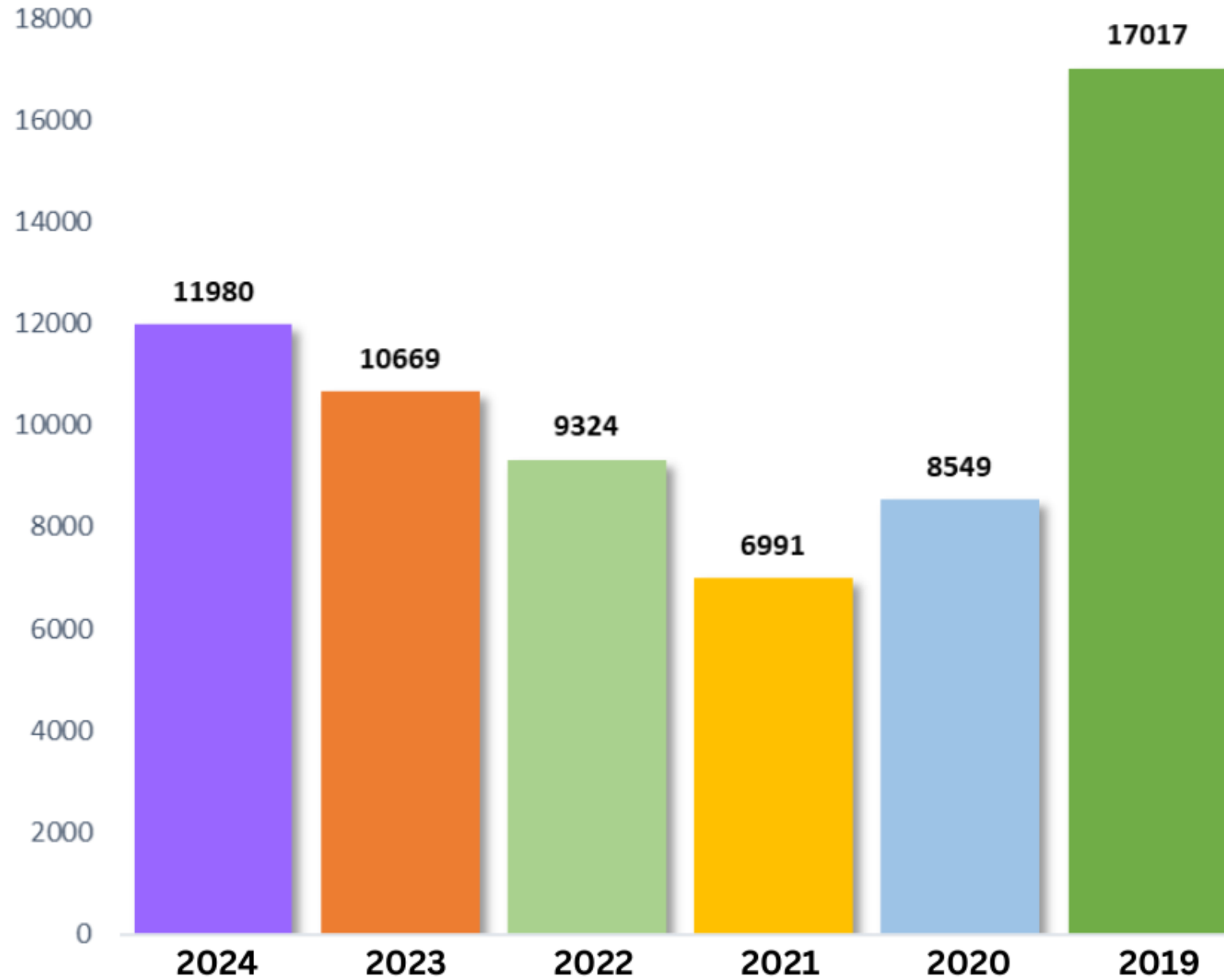
December Operating Days: 16
HFM Market Vendors: 48
December Vendor Days: 768

Total Closed Days: 51 (6.6 %)
Total Lateness: 23 (3.0 %)
Total Left Early: 52 (6.8 %)

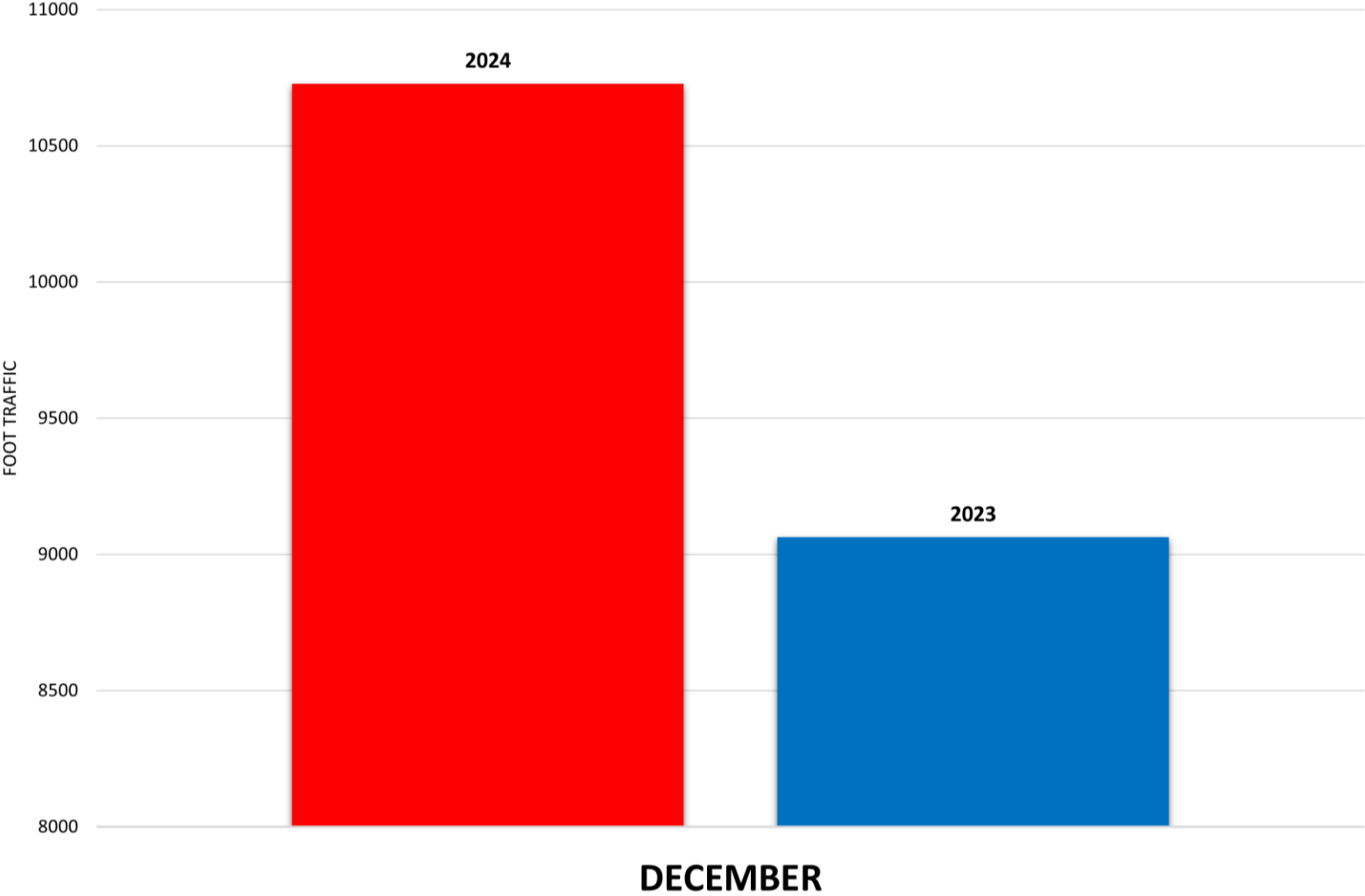
NOTE: *Vendor Days = # Vendors x Operating Days*

Late = 10:15 am & Early = 4:15 am

ANNUAL WEEKLY AVERAGE FOOT TRAFFIC

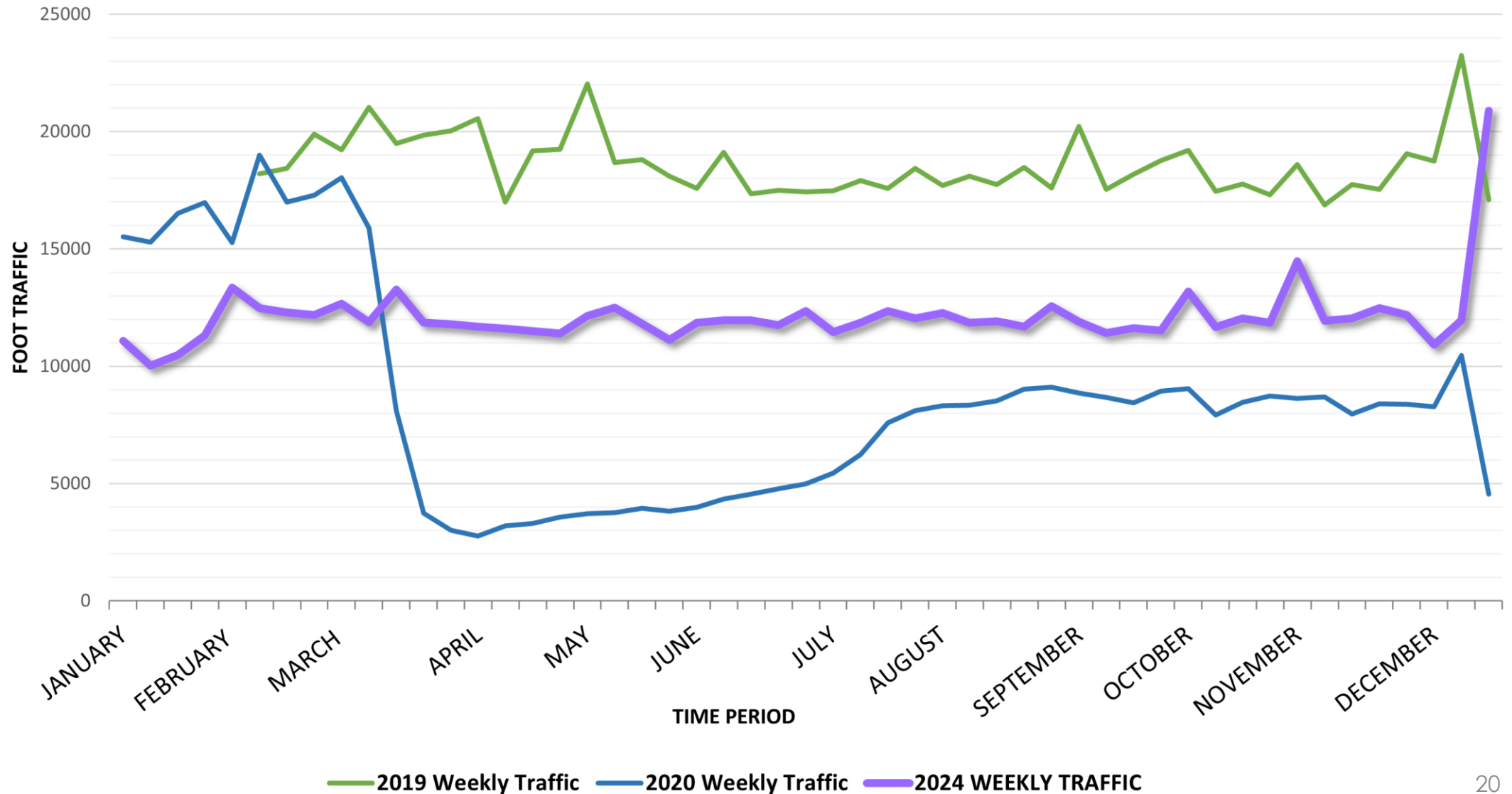


DECEMBER FOOT TRAFFIC: 2024 VS 2023

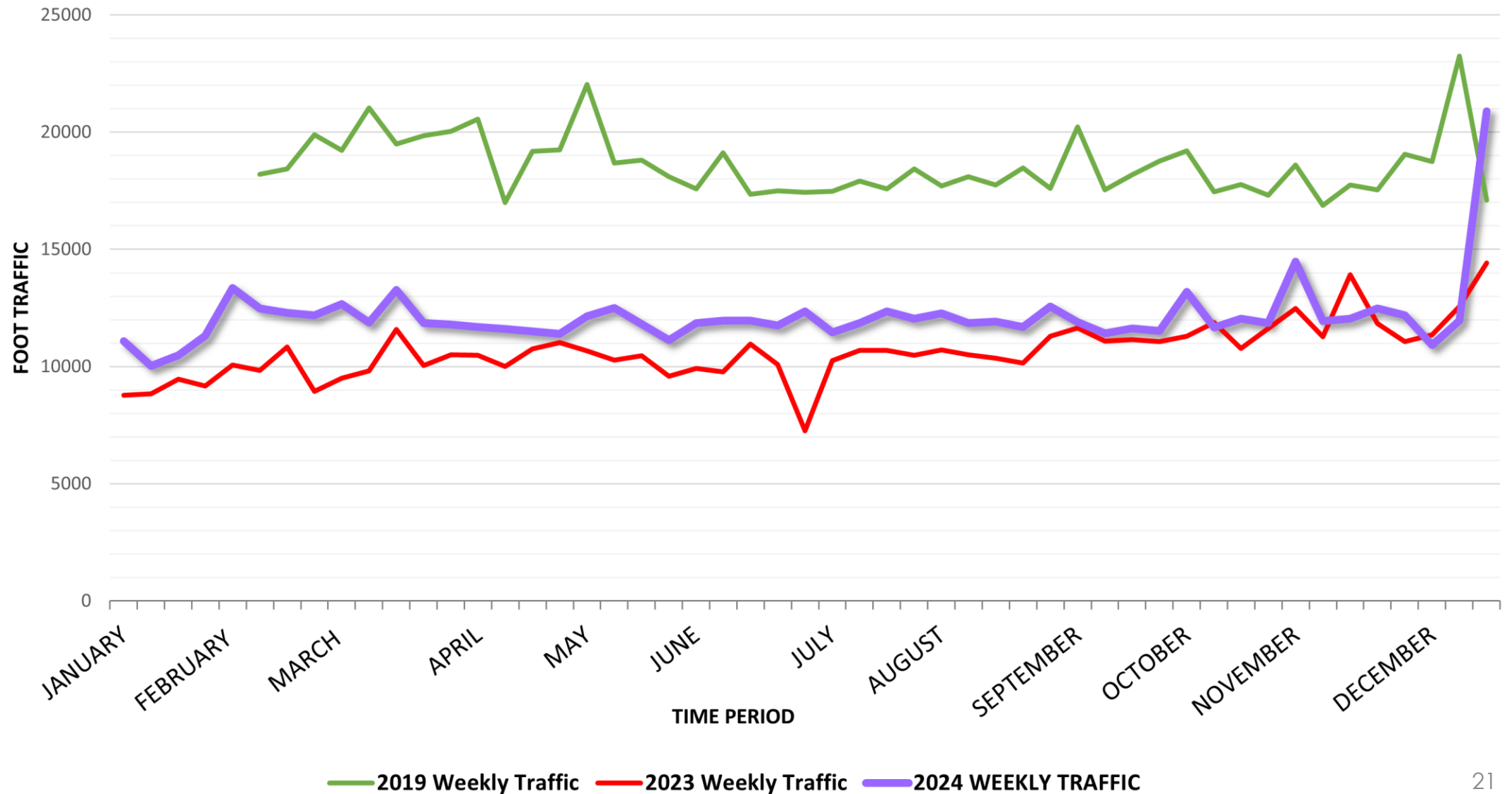


December 2024 Foot Traffic - Special Hours -	
Fri Dec 20, 2024: (Open 9am - 7pm)	4,239 (Incl. 568 5-7pm)
Sat Dec 21, 2024: (Open 8am - 5pm)	5,261
Mon Dec 23, 2024: (Open 9am - 5pm)	3,104
Tues Dec 24, 2024: (Open 9am - 4pm)	2,774
Total Traffic Count:	15,378

Weekly Traffic Count - Hamilton Farmers' Market



Weekly Traffic Count - Hamilton Farmers' Market





2025 HFM Marketing & Programming Plan

Foundation of the HFM Marketing Plan:

1. Brand Awareness
2. Loyalty
3. Event Based

Marketing/Programming Budget: \$75K

Our Target Audiences:

1. Urban Millennials
2. Downtown Hamilton Workforce
3. New Families
4. Adults (29-54)
5. Seniors 55+



2025 HFM Marketing & Plan

Focused Market Messaging:

1. Indoor Market Open All Year Round
2. Local Businesses, local products, local producers
3. Market Hours and days of the week
4. Available parking

Marketing Initiatives:

1. Focus on improving the HFM website
2. Outsource social media expertise
3. Expand promotion of Market Events
4. Promote the Market at Local Events
5. Collaborate with Local Organizations

 Top content by reach

Boost content

See all content



**New at Romano's
Cheese! The Black...**

Thu Dec 12, 3:00pm

 5.8M  138K
 54  42.3K



**Plant-based lunch at
the Market today?...**

Sat Nov 30, 8:29am

 5.6K  285
 8  33



**Did you know? Santa's
Village was built...**

Sun Dec 8, 9:00am

 5K  190
 12  8



**Join the Hamilton
Children's Museum...**

Wed Dec 25, 3:00pm

 4.5K  65
 0  39



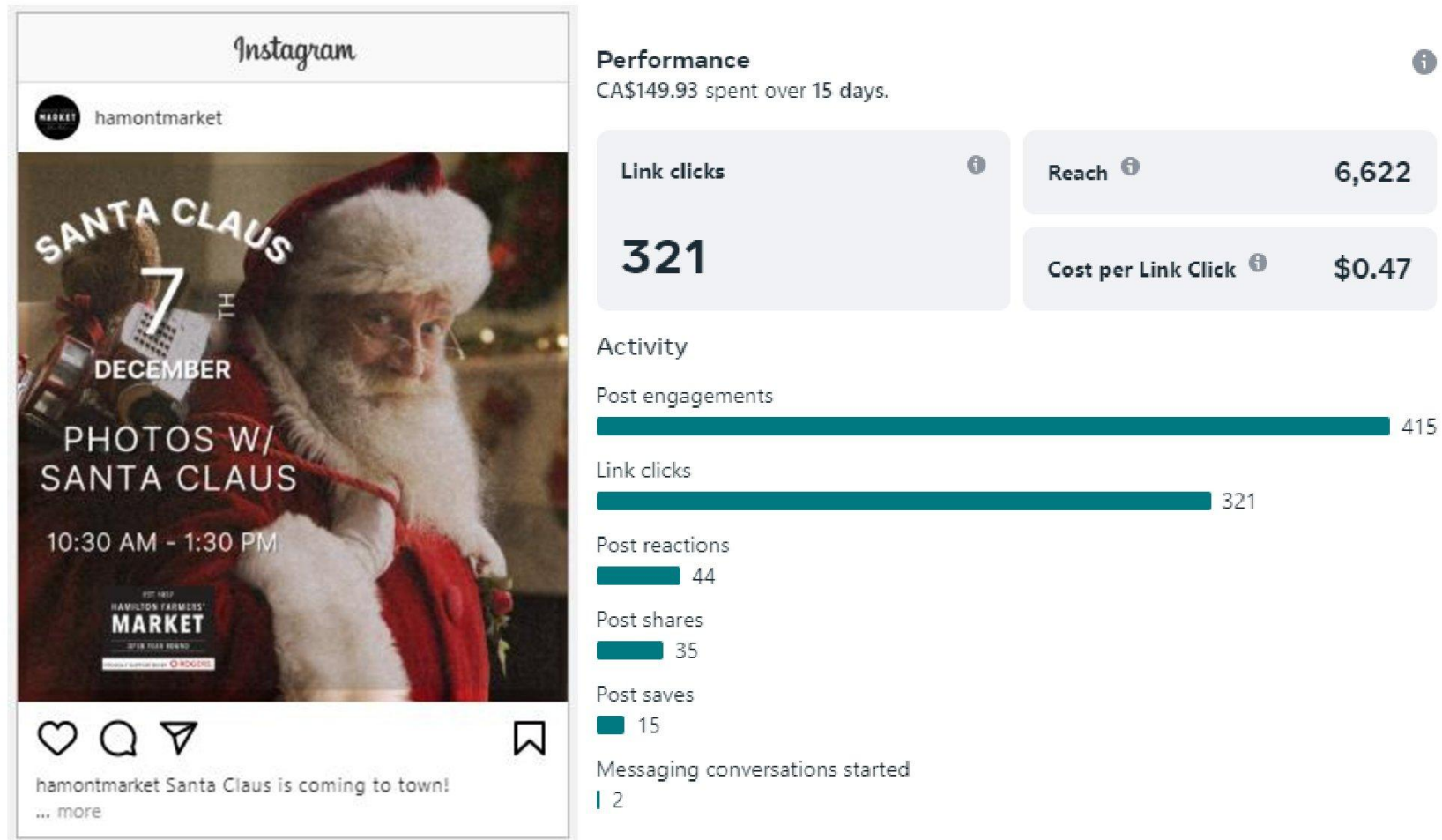
**@riversandmeadowscr
eative is here setting...**

Sat Dec 21, 6:55am

 3.3K  100
 4  1

BOOSTED INSTAGRAM POST

Nov 21, 2024 – boosted for 15 days
Total amount spent **\$169.50** (includes tax)



Content overview

Breakdown: Organic/ads ▼

All

Posts

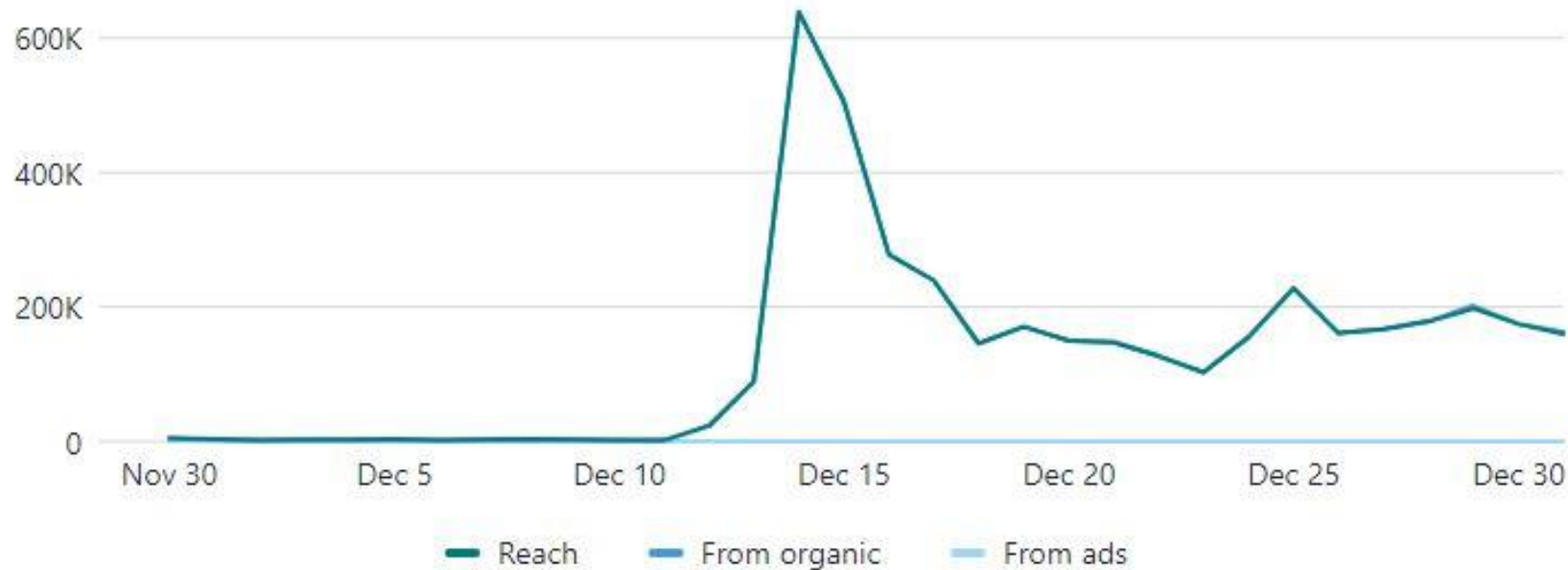
Stories

Reach ⓘ

4M ↑ 13.1K%

Content interactions ⓘ

143.6K ↑ 3.3K%



Reach breakdown ⓘ

Nov 30, 2024 – Dec 31, 2024

Total

3,990,536 ↑ 13.1K%

From organic

3,988,127 ↑ 15.1K%

From ads

3,583 ↓ 22.1%

f Top content by reach

Boost content

See all content



New at Romano's Cheese! The Black...

Thu Dec 12, 3:00pm

📷 951.4K ❤️ 7.2K
👤 120 ➡️ 527



The Big Blue Blocks are back for Decemb...

Mon Dec 16, 9:30am

📷 2.5K ❤️ 11
👤 0 ➡️ 17



The Hamilton Farmers' Market is open...

Sun Dec 22, 10:30am

📷 2.1K ❤️ 15
👤 0 ➡️ 11



Plant-based lunch at the Market today?...

Sat Nov 30, 8:29am

📷 2K ❤️ 32
👤 4 ➡️ 1



The holidays are upon us, and there's no...

Fri Dec 13, 5:00am

📷 1.6K ❤️ 9
👤 0 ➡️ 18

Content overview

Breakdown: Organic/ads ▾

All Posts Stories Reels Videos Live

Reach ⓘ

967.5K ↑ 1.9K%

3-second views ⓘ

829K ↑ 178.6K%

1-minute views ⓘ

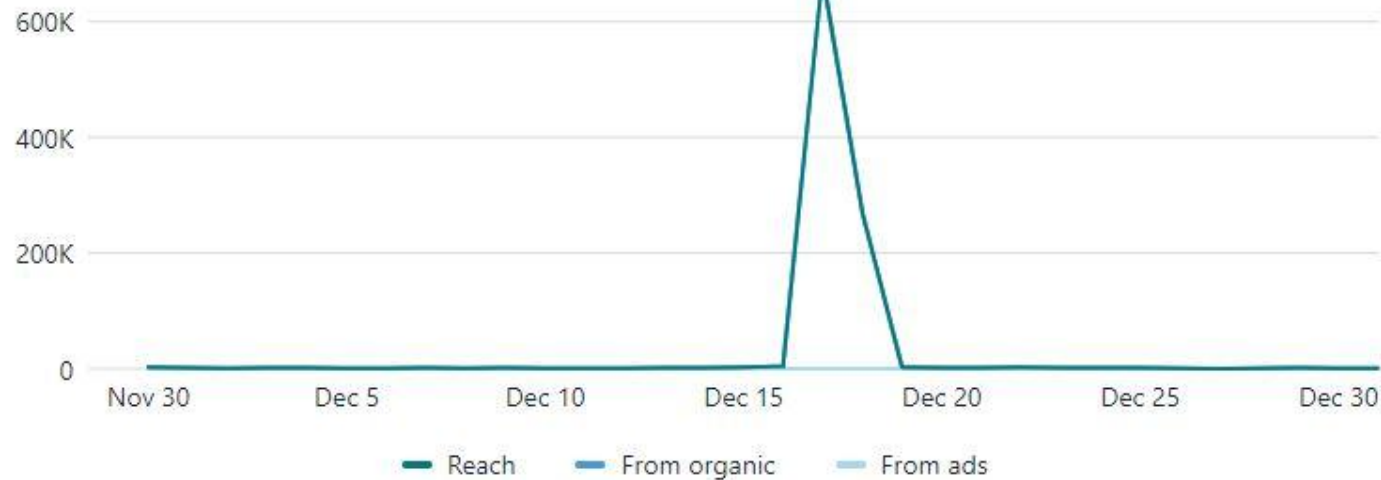
40 ↑ 66.7%

Content interactions ⓘ

8.6K ↑ 440.7%

Watch time ⓘ

139d 11h ↑ 136....



Reach breakdown ⓘ

Nov 30, 2024 – Dec 31, 2024

Total

967,474 ↑ 1.9K%

From organic

967,474 ↑ 1.9K%

From ads

118 ↓ 46.1%



Reasons for Optimism in 2025

- HFM Vision report provides recommendations and guidance on direction for Market improvement
- New HFM Senior Program Manager hired in Q4 to develop strategy, create and execute initiatives based on the guidance provided from the HFM Vision study
- Interest continues for stall opportunities as entering 2025
- New Market Programming Coordinator hired in Q4 to drive York Blvd space activations and community engagement
- 13.6% increase in 2024 Market foot traffic over 2023
- Corporate sponsorship program in development to present scalable opportunities for Market participation
- Activating York Blvd space at the front of the Market
- Governance review to be concluded in early 2025



2025 HFM Programming Plan

Primary Goals:

1. **Broader Market Identity**
2. **Sharing via all marketing channels**
3. **Cross promotion strategies with programming partners**
 - Hamilton Public Library
 - Green Venture HCM
 - HARRC
 - And more ...
4. **Leveraging existing partnerships and creating new ones**
 - CHCH Feature
 - Urbancity and TasteHamont
 - City of Hamilton channels

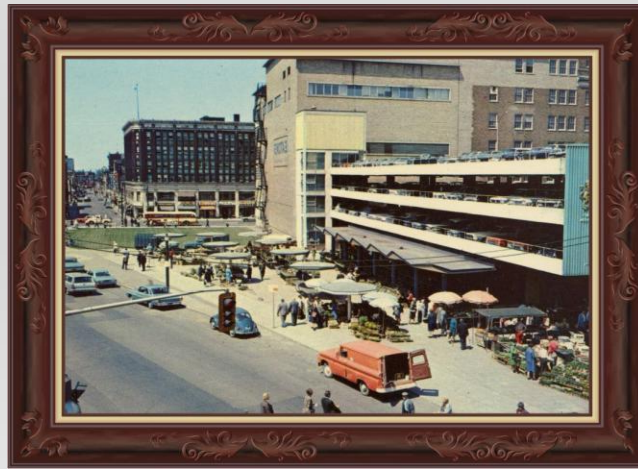
Marketing and Programming Attendance Strategies:

1. **Leveraging gift card giveaways at Market events as a means for tracking crossover Market participation through spending**



HFM Programming - An Overview

- 30 Programming Events executed from September 2024 to December 2024
- Events include York Blvd space activations, family events, resource fairs, pop-up markets, Community Charities and non-profits, City of Hamilton Outreach activations etc.
- 100+ Community Contacts made
- Over 9,300+ served via programming in 2024
- Q4 2024 Partnership highlights:
 - Hamilton Children's Museum, Hamilton Philharmonic Orchestra, Hamilton Day, BLK Owned, Hamilton Craft Studios and more ...



HFM Programming - *Continued*

Promising Start for 2025!

- 35 Programming Events on the books for 2025
- Q1 2025 Partnership highlights:
 - HARRC (Hamilton Anti-Racism Resource Centre, Green Venture, Zero Food Waste, gritLIT, Hamilton Fringe Festival, Hamilton Tiger-Cat Football Club, Centre Francophone Hamilton, and more ...

HFM Vision and Guiding Principles

- Serves as a social and cultural hub for downtown Hamilton
- Strengthens role in the community and builds relationships with Community groups



Public Art Survey Activation
Dec 21st, 2024



Spooky Saturday Craft
Oct 26th, 2024



Ornament Craft
Dec 21st, 2024

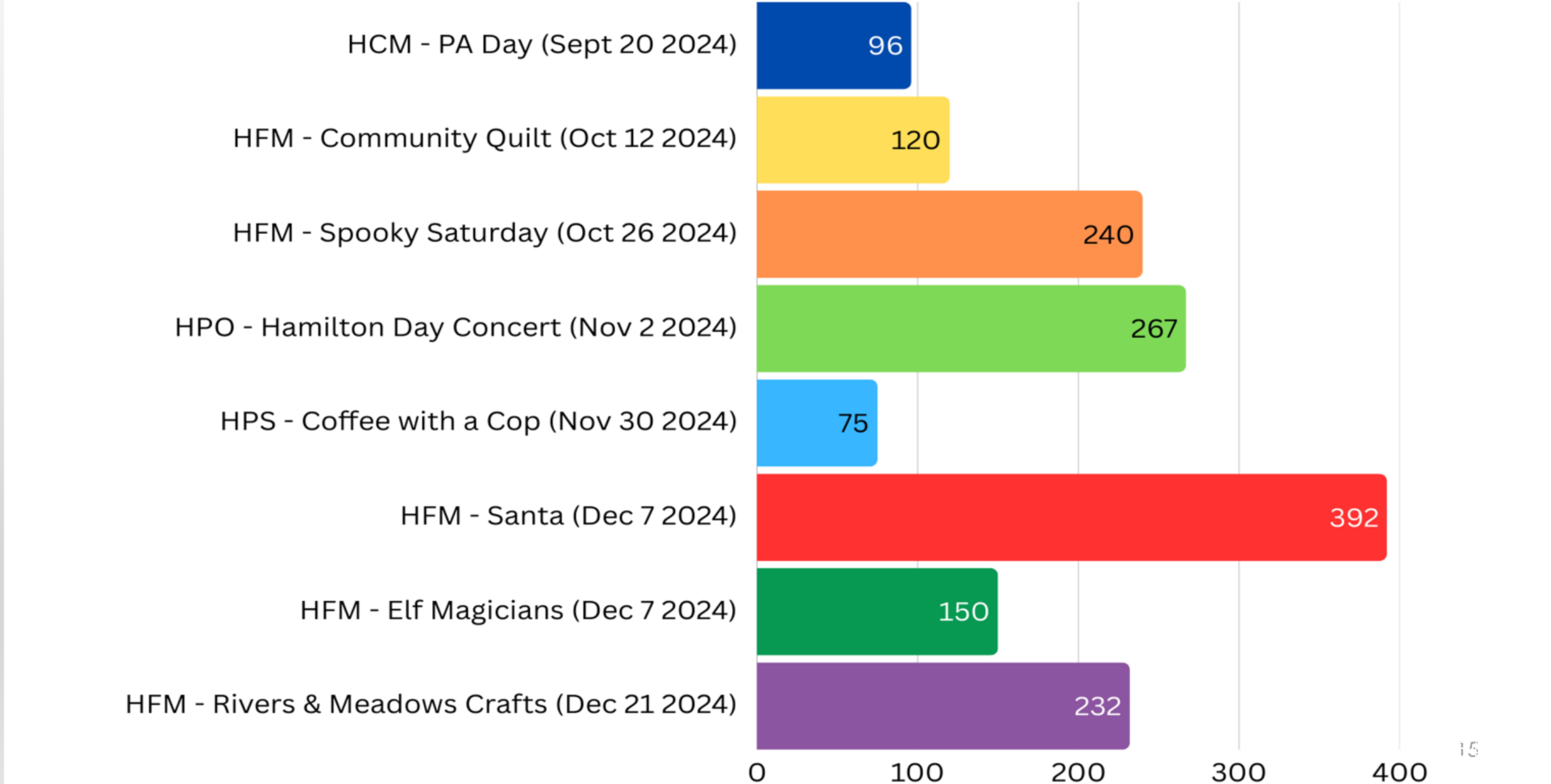


Santa Clause Parade
Nov 16th, 2024



Hamilton Day Pop-Up
Nov 2nd, 2024

Programming Attendance Snapshot 2024



JOIN US AT THE MARKET IN 2025!!



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HAMILTON FARMERS' MARKET
OPEN YEAR ROUND

Fun kids' crafts and activities about the water cycle

10am – 2pm

Green Venture

Learn about the new Rain Ready Rebate, funded by the City of Hamilton.

Featuring consultations about: rebate eligibility, rain gardens, harvest rainwater, and more.

35 York Boulevard, Hamilton

January 18th, 2025



BLACK VOICES AT THE MARKET

STORIES, FLAVOURS, & SUCCESS

FEB 08 **10AM - 3PM**

35 YORK BLVD,
HAMILTON, ON L8R 3K7



BLACK HISTORY MONTH

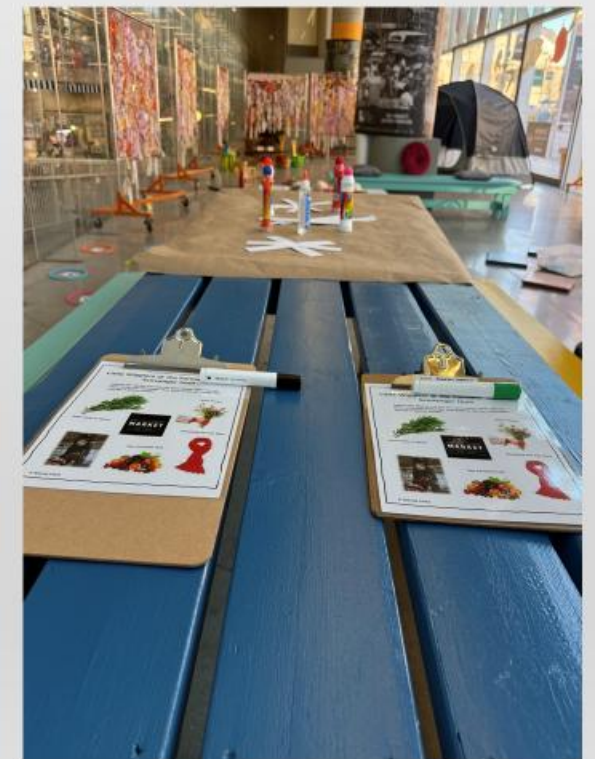
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HAMILTON FARMERS' MARKET
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HARRC
Hamilton-Rain Ready Resource Centre



Internal Programming Projects 2025

- York Bld. sidewalk activation
- Market Merchandise + Associated Programming
- Education Programming (all ages)





2024 Market Manager's Goals & Objectives

In keeping with the 2024 Market Vision Study

- Fill Stall vacancies and support full Market occupancy (100% Fall 2024)
- Focus on a plan to attract more Farmers
- Focus on activating the York Blvd space
- Hire and develop the new HFM Marketing Coordinator
- A revitalization and relaunch of the Market cart program
- Develop a Market Fee proposal with Options for Board review
- Develop and present a multi-year license agreement strategy
- Lead the development of a 2024 Marketing Plan



THANK YOU & QUESTIONS



2025 Market Budget Highlights

- Total revenues are projected to increase 5% with growth in rental fees and merchandise sales
- Addition of the Market Programming Coordinator position is contributing to this growth in revenue
- Our focus on the York Blvd space as a revenue generator is quickly being rewarded and has demonstrated great potential
- The impact to Market traffic through increased activation and public engagement opportunities says we're on the right path
- Increases to the overall cost structure for 2025 have largely been mitigated by the projected increase in total revenue
- Operationally, all ties back to the Market Vision as our guideline for moving the Market forward
- 2025 Budget Increase projection of 3.0% or \$10,060

CITY OF HAMILTON

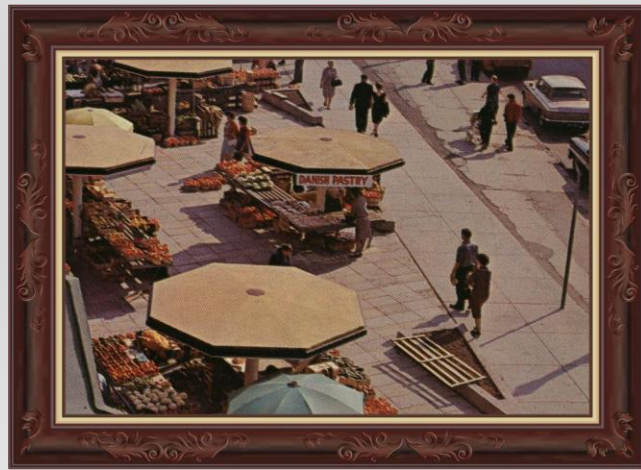
2025 CURRENT BUDGET

TAX SUPPORTED GROSS AND NET OPERATING BUDGET

by Cost Category

Hamilton Farmers Market

	2024 Restated	2024 Budget	2024 Projected Actual	2025 Current Budget	2025 Current Budget vs. 2024 Restated	
					Change \$	Change %
EMPLOYEE RELATED COST		438,780	438,780	453,820	15,040	3.4%
MATERIAL & SUPPLY		29,550	29,550	36,850	7,300	24.7%
BUILDING & GROUND		207,570	207,570	217,070	9,500	4.6%
CONTRACTUAL		102,480	102,480	104,440	1,960	1.9%
RESERVES/RECOVERIES		102,920	102,920	100,820	(2,100)	(2.0)%
COST ALLOCATIONS		21,060	21,060	28,500	7,440	35.3%
FINANCIAL		10,720	10,720	11,200	480	4.5%
CAPITAL EXPENDITURES		5,000	5,000	5,000	0	0.0%
TOTAL EXPENSES		918,080	918,080	957,700	39,620	4.3%
FEES & GENERAL		(586,180)	(586,180)	(615,740)	(29,560)	(5.0)%
TOTAL REVENUES		(586,180)	(586,180)	(615,740)	(29,560)	(5.0)%
NET LEVY		331,900	331,900	341,960	10,060	3.0%



2024 Market Manager's Goals & Objectives

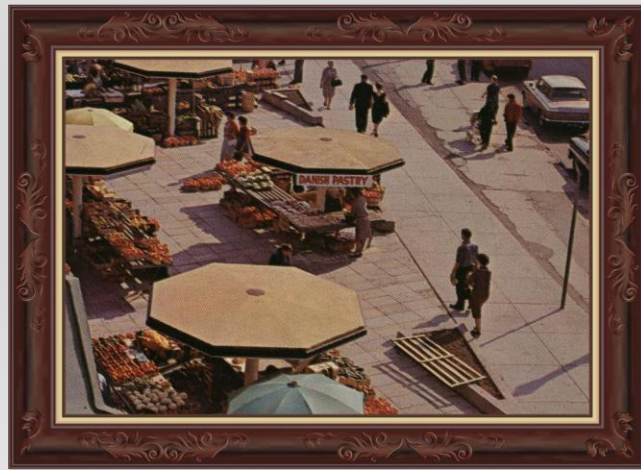
In keeping with the

- **Value of a City Market** (Pg 3)
- **Challenges for the HFM** (Pg 4)
- **HFM Foot Traffic tells the Story** (Pg 5)
- **Foot Traffic Key to Market Success** (Pg 6-8)
- **HFM Budget Highlights** (Pg 9)
- **2025 HFM Budget: Invest in our Future** (Pg 10)
- **Reasons for Optimism in 2025** (Pg 11)
- **Community Engagement 2024-25** (Pg 12-15)
- **Thank you & Questions** (Pg 16)



Value of a City Market:

- Provides a wide range of fresh food and grocery options for downtown residents and all Hamiltonians
- Serves as a social and cultural focal point acting as a community hub
- Provides economic opportunities, including business incubation, for rural and urban producers and small business entrepreneurs; and,
- Celebrates the agricultural tradition and strong rural/urban connections of the Hamilton region.



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