



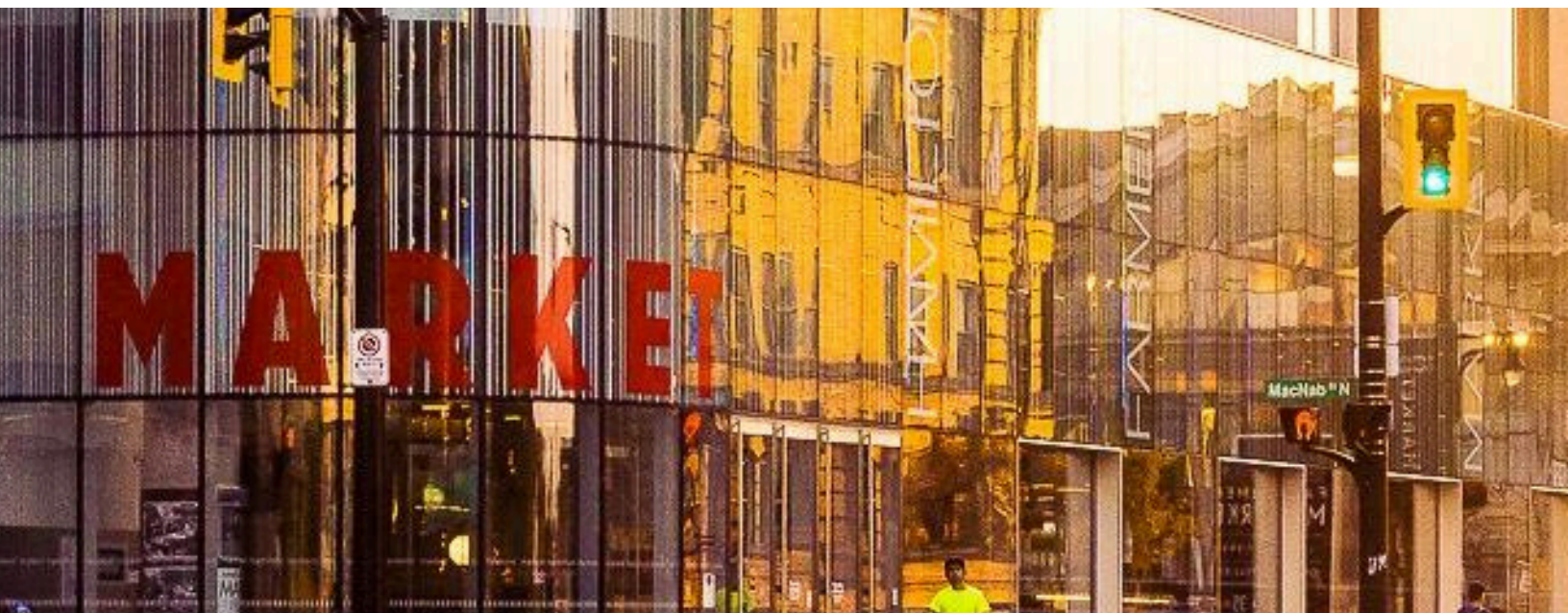
EST. 1837

HAMILTON FARMERS'

MARKET

OPEN YEAR ROUND

HFM BOARD MEETING PACKAGE FOR NOVEMBER 24, 2025



VIEW ALL BOARD DOCUMENTS ONLINE:
hamiltonfarmersmarket.ca/board-meetings





Hamilton Farmers' Market Board Meeting

Senior Program Manager & Market Managers' Reports (Combined)

Monday November 24, 2025

Parkade Parking in Transition

The Parkade located across from the HFM is in the process of transitioning from City ownership to the TD Colosseum operations. From an operations perspective, pricing remains the same except for Special Event pricing which begins 2 hours prior to scheduled events and falls outside normal Market hours with minor exceptions.

What has changed is the process by which market shoppers pay for parking. Market shoppers will be directed by signage in the Parkade to pay for parking inside the HFM. Inside the HFM shoppers will find signs posted that require them to scan a QR Code with their phone to access the parking application. They will automatically receive their first hour of parking for free with an option to purchase more time if desired. To complete the process, they would enter their license plate and make payment. Shoppers are not required to enroll in an app and add personal information.

For market shoppers who do not have a cell phone, we can assist them in the Market Office providing they have a payment card and their license plate. This is a cashless system.

In addition, shoppers with disability certificates will no longer be able to park at no cost.



Proposed 2026 Hamilton Farmers' Market Board of Directors Meeting Dates

- Meeting days would change from Monday to Tuesday to not interfere with HFM staff days off.
- No meetings would be held in October or November due to the municipal election.

Proposed dates:

- January 20
- February 17
- April 21
- May 19
- June 16
- July 21
- September 15
- December 1



HFM Board of Directors Meeting

October 27, 2025

2026 Proposed Operating Budget Summary

This document is intended to provide an overview of the proposed 2026 HFM operating budget, including a summary of the proposed changes in comparison to the approved 2025 budget. Further detail is also provided on the planned programming and marketing activities and budgets.

The 2026 proposed operating budget is increasing \$76,404 over 2025. In order to comply with Mayor Horwath's directive of a maximum 4.25% increase we are proposing a transfer from the HFM Reserve in order to make up for the shortfall.

2026 Budget Overview

Budget	Amount	Description
2026 Revenue (Fees/Sales)	\$634,983	Increase of \$17,747 over 2025
2026 Levy Funding Request	\$357,190	Increase of 4.25% over 2025
2026 Total Revenue	\$992,173	= Revenue + Levy Funding
2026 Total Operating Expense	\$1,036,269	Increase of \$76,404 over 2025
2026 Operating Deficit	(\$44,096)	Operating Deficit
2026 HFM Reserve Request	\$44,096	Funding Request from HFM Reserve Account
2026 FINAL Operating Deficit	\$0	Balanced Budget

2026 Revenue Notes:

Budget Category	\$ Budget Impact	Comments
Merchandise Sales	\$2,500	Increased HFM merchandise sales
Stall Rent	\$15,247	3% increase to Stall Fees
Total	\$17,747	

Stall Rent

Stall rent has not increased at the HFM since 2017. Staff are proposing a 3% increase to stall rent for 2026, which is in-line with the majority of the operating cost increases the HFM will be charged by various City of Hamilton divisions that provide services to the HFM, as well as the contractual/supply cost increases from external service providers.

2026 Key Expense Notes: Increases

The tables below provide details on all areas of the HFM budget that staff are proposing to increase or decrease in 2026, along with a more detailed explanation of the major changes.

Budget Category	\$ Budget Impact	Comments
Staffing Costs	\$21,084	Mandated wage and benefit increases
Construction	\$20,000	Facility upgrades, stall renovations and reconfigurations
Security	\$10,000	Increased security – hourly walk-throughs and full-time presence on Saturdays
Parking	\$7,000	Increase in market visitors utilizing free parking
Operating expenses	\$6,870	Mandated increases from Facilities, Finance, IT
Garbage Collection	\$5,850	Increased garbage generation and contractual increases
General Maintenance & Repairs	\$2,500	Increased plumbing repair costs
Cleaning Supplies	\$2,000	Increased market visitors and supply cost increase
Merchandise	\$1,500	Increased production of merchandise planned to increase merchandise sales revenue (see table below)

Pest Control	\$1,100	Increased contractual costs
Printing & Reproduction	\$1,000	Printing for market signage, newsletters, etc.
Operating Equipment	\$500	Maintenance/parts for cleaning equipment
Office Supplies	\$350	Increased supply usage and contractual costs
Subscriptions	\$200	Increased use of online software for marketing and programming
Total	\$79,954	

Staffing

The overall HFM staffing budget will increase by 4.6% in 2026, primarily due to mandated annual salary increases. The transition of HFM staffing from three part-time to two full-time staff accounted for a small portion of the overall increase.

Construction

Staff are proposing a significant increase to the current construction budget to fund physical changes in the market as we continue to implement components of the HFM Vision. These include stall realignments and physical upgrades that support new market programs and initiatives, such as the Local Showcase.

Security

Staff increased the security presence in the market in 2025 - adding hourly patrols on weekdays and a full-time guard on Saturdays. This was done in response to increase security needs in Q1 and to provide increased piece of mind for visitors, vendors, and staff throughout the year. The proposed increase will allow us to maintain this increased security presence throughout 2026.

Parking

We've achieved an approximate 10% increase in foot traffic in 2025, which has resulted in an increase in market patrons utilizing free one-hour parking in the parkade. This proposed increase will cover up to a 20% increase in parking costs as we anticipate further increases in market visitors in 2026.

Other Cost Increases

The remaining budget increases listed are primarily due to mandated increases from other City of Hamilton divisions that provide services to the HFM, or contractual/supply cost increases from external service providers.

2026 Key Expense Notes: Decreases

Budget Category	Proposed Budget Decrease	Comments
Annual Transfer to Reserve	\$3,000	Eliminate annual transfer for hydro meter recalibration
Meeting Expenses	\$550	Reduced board meeting frequency and cancelling food at meetings
Total	\$3,550	

These proposed budget reductions will lower the overall operating budget increase to \$76,404.

Other Notes

- The 2025 budget projected \$25,000 in revenue from sponsorships. Only a portion of this will be realized this year, however staff will be prioritizing external sponsorships in 2026 so it is proposed that this amount be retained.
- We propose to transfer \$1,000 from the Computer Software budget to create a staff training budget.

Proposed 2026 Programming/Marketing Budget Overview

Staff are proposing to maintain the current budget allocation of \$75,000 for programming and marketing in 2026, and allocate the budget as follows:

- Programming: \$35,000
- Marketing: \$20,000
- Q3 2026 Street-level Activation: \$20,000

Programming

A breakdown of the proposed 2026 programming activities and budget allocation is provided in the tables below.

Category	Proposed Budget Allocation	Description
Family Programming	\$15,000	Concerts, Kid's Club, partnerships with community organizations and local sports teams
Vendor-driven Programming	\$6,000	Vendor facilitated, tours, contests, sample Saturday
Community Partner Programming	\$14,000	City and community service focused, external partner-driven
Total 2026 Programming Budget	\$35,000	

Programming by Quarter	Proposed Budget Allocation	Description (Programming Category)
Q1	\$3,000	Winter-themed events (Family) Bi-weekly family concerts (Jan-March) (Family) Black History Month (Community) Valentine's day (Vendor) March Break (Family)
Q2	\$3,000	Mother's Day (Family) Hamilton Arts Week (Community) Growing Season (Vendor) Father's Day (Family) National Indigenous People's Day (Community) Kids Club (Family)
Q3	\$12,000	Canada Day (Community) Fringe Festival (Community) Kids Club (Family) Harvest Festival (Vendor) Super Crawl (Community)

Q4	\$12,000 + \$5,000 (holiday-specific programming)	Thanksgiving (Community/Vendor) Halloween (Family) Hamilton Day (Community) Holidays (Christmas+) (Community/Family/Vendor)
Total 2026 Programming Budget	\$35,000	

Marketing

A breakdown of the proposed 2026 marketing activities and budget allocation is provided in the table below.

Category	Proposed Budget Allocation	Description
Website Design & Development	\$5,000	Relaunch new website and maintenance for HamiltonFarmersMarket.ca UX/UI improvements, SEO enhancements via Yoast & SEMrush Ongoing content updates (vendor profiles, seasonal promotions, blog features, events).
External Advertisements	\$3,000	Advertising partnerships with local media outlets and community organizations. Aimed at boosting local visibility, tourism reach, and community engagement.
Social Media Advertising	\$1,000	Paid ad campaigns on TikTok, Facebook and Instagram targeting local audiences and supporting seasonal promotions and events.
Google Advertising	\$1,000	Search and display ads promoting the Market, vendors, and events. Includes

		keyword targeting and monthly optimization for maximum reach.
Print Marketing	\$1,000	Posters, flyers, post cards, and limited in-market signage for vendor promotions and key event announcements.
Email Marketing	\$1,000	Design and management of newsletters and subscriber campaigns through platforms like CyberImpact. Focused on market updates, vendor spotlights, and event promotion.
Photography & Videography	\$5,000	Professional content production for digital and print use. Includes vendor storytelling, market visuals, editing, and digital delivery.
Reserve / TBD Marketing Initiatives	\$3,000	To be allocated based on campaign performance. Potential uses include influencer partnerships, PR initiatives, or special events.
Total 2026 Marketing Budget	\$20,000	

Q3 Street-Level Activation

Staff are currently developing a plan for an activation of the York Blvd space for late-summer/early-fall 2026. This will include opening the sliding glass doors and utilizing the outdoor space in front of the market. Opportunities for vendors, pop-ups and community programming will be included in this plan and staff will be presenting more details for Board review in Q1 2026.

Staff are proposing an allocation of \$20,000 from the overall programming and marketing budget to cover costs related to installation, programming supplies and contracted staff needed to install, promote and maintain this activation.

Other Notes

It is important to mention that although the proposed programming budget exceeds the marketing budget, programming drives considerable traffic to the market and increases the profile of the HFM in the immediate neighbourhood and across the city. Therefore, a considerable portion of the programming budget also provides a marketing function.