



# Committee of the Whole

penticton.ca

## Committee of the Whole

to be held at the City of Penticton, Council Chambers  
171 Main Street, Penticton, B.C.

To view the live broadcast and recordings, visit [www.penticton.ca](http://www.penticton.ca)

Monday, April 3, 2023

Recessed from the Regular Council Meeting at 10:00 a.m.

1. **Call Committee of the Whole to Order**
2. **Adoption of Agenda**
3. **Delegations:**
  - 3.1 Penticton Farmers' Market 1-12  
Joseph Ciaramella, President, and Linda Van Alphen, Market Manager
  - 3.2 Penticton Art Gallery Operations & Finances  
Claude Roberto, President of Board, and Paul Crawford, Director/Curator, Penticton Art Gallery
4. **Adjourn to Regular Meeting of Council**



### Request to Appear as a Delegation

Preferred Council Meeting Date: April 4th, 2023

Second choice(s): April 18th, 2023

Subject matter: Penticton Farmers' Market

**Name of person(s) making presentation:**

President Joseph Ciaramella, Market Manager Linda Van Alphen

Address: P.O. Box 22002

Phone: 250-486-3488

Penticton, BC V2A 8L1

Email: pentictonfarmersmarket@gmail.com

**Please provide details of your presentation or request of Council here:** (or provide a detailed attachment)

The PFM presentation would emphasize the significant impact that the Penticton Farmers Market has had on the growth and sustainability of the downtown core in Penticton over thirty-two years of operation. Our highlights will include data which portrays the PFM as a major economic driver, a food security hub and a destination tourist attraction. Our "ask" is that PFM becomes the priority tenant on 100 Block Main St. from Apr-Oct every year.

**Please note:**

- Meetings may be held electronically. Participation details will be confirmed with you prior to the meeting.
- This form and submissions will become part of the public record.
- The Mayor has the authority to determine if the subject matter warrants the delegation to appear before Council and may determine at which meeting.
- Please submit this completed form at your earliest convenience. Written Requests to Appear are to be received by the Corporate Officer, no later than noon Monday, one week prior to the Council meeting. Please include a copy of all materials that will be discussed.
- If you'd like to share a PowerPoint with Council, email it to the Corporate Officer by 9:30 a.m. Wednesday prior to the Council meeting to be included with the Agenda. If presenting via zoom, please be prepared to share your screen.
- **Delegations are limited to 5 minutes.**

**Corporate Office**  
Angie Collison, Corporate Officer  
171 Main Street, Penticton, B.C., V2A 5A9

Phone: 250-490-2410  
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[angie.collison@penticton.ca](mailto:angie.collison@penticton.ca)



# Penticton Farmers' Market

Presentation to Penticton City Council - April 3, 2023





# Penticton Farmers' Market

- About Us
- Major Economic Driver
- Food Security Hub
- Destination Tourist Attraction
- Priority Tenancy

# About us

The Penticton Farmers' Market has been operating in downtown Penticton since 1991 which represents thirty-two years of continuous operation. Our first Market was located in Gyro Park with a few vendors who had the vision of a true "make it, bake it, grow it" Farmers' Market.

The membership in the Market is normally around 40-45 vendors with the majority (over 80%) categorized as small, local farmers. In addition, the Market has another 55 to 60 approved casual vendors who attend when space is available to them.

Currently, the Market has the capacity of eighty-ninety vendor stalls per market day with thirty reserved vehicle stalls. Every Saturday we are pleased to welcome close to 10,000 visitors to the Market. Although most are local to Penticton and area many more visit from other parts of British Columbia, other Provinces and often from other countries.

The Board of Directors believes that the Penticton Farmers Market is a viable economic driver for downtown businesses, a food security hub for individuals and a destination tourist attraction for visitors from British Columbia, Canada and beyond.

The Penticton Farmers' Market Society is proud to be a member of the BC Association of Farmers' Markets, to participate in the Farmers' Market Nutritional Coupon Program and to work collaboratively with the City of Penticton to continue to support local "make it, bake it, grow it" vendors.



## Major Economic Driver

Every Saturday from mid April to the end of October the Penticton Farmers' Market hosts amazing vendors who attract close to 10,000 people each and every Saturday.

- Vendor sales of approx. \$2,000,000 per year.
- Provide a destination venue to entice residents & visitors to come to the market and continue onto downtown shops, restaurants, coffee shops and breweries.
- Employment Driver for permanent & seasonal employees



# Food Security Hub

## Nutritional Coupon Program

- Program supported by the Province of British Columbia and the Provincial Health Services Authority
- Community partners are; Access Centre, Dragonfly Pond, Salvation Army
- In 2021, our farmer vendors gave out \$32,103 of produce (fresh fruits & veggies, protein and honey) in exchange for coupons.
- In 2022, our farmer vendors gave out \$64,852 of produce in exchange for coupons.
- The Board of Directors of the Penticton Farmers' Market believes that this is a sign of the times that we are in with food shortages and costs of produce rising.

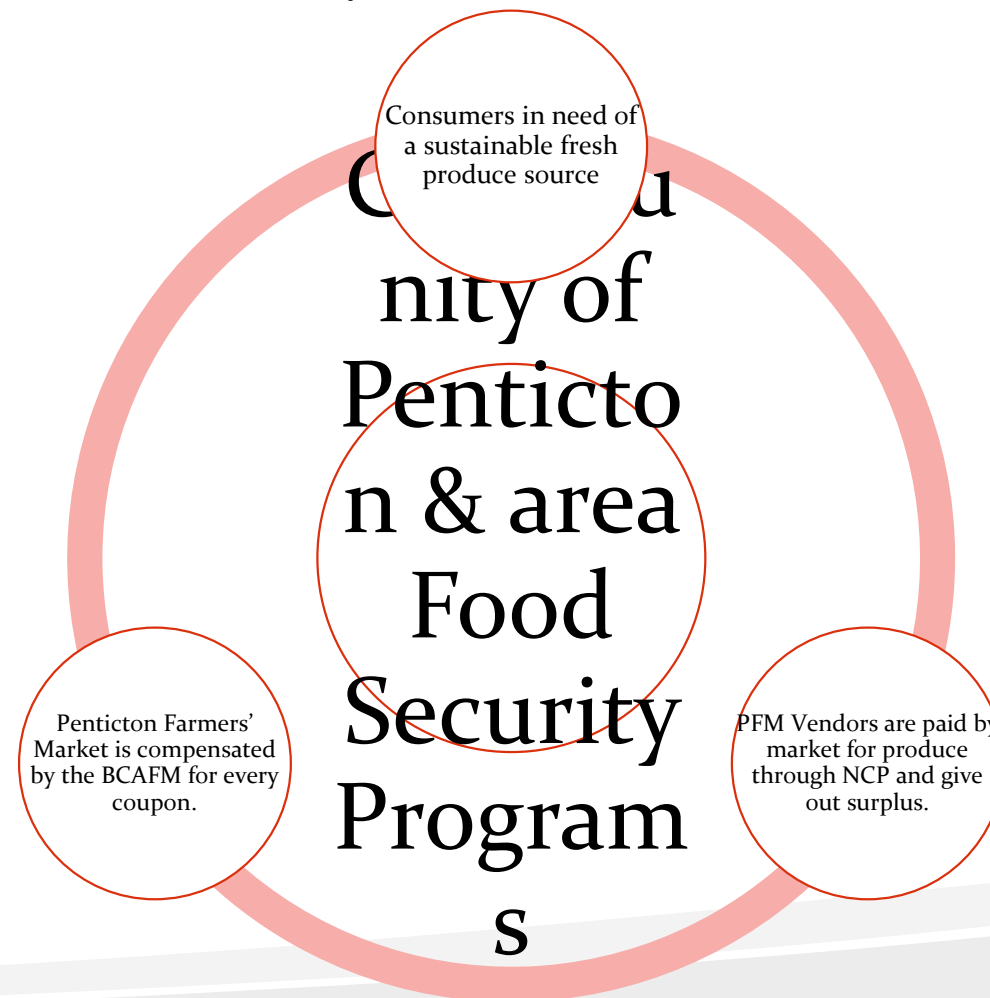
## Produce Pick up

- Produce distribution through; the Purple Pantry- Community Food Fridge & Pantry and St. Vincent de Paul Society. Through the generosity of our farmer vendors; surplus fresh produce is donated to organizations each and every Saturday during market season.
- *"As the season comes to a close, we would like to thank you so much for allowing us to connect with the market vendors and receive donations. ... Getting fresh nutritious food is particularly challenging, especially in a time of such high prices and the market produce has made such a huge difference."*

**Allison Howard - The Purple Pantry**

# Who Benefits from Food Security Hub?

- Consumers
  - Availability of fresh Local Food
- Vendors
  - Integrated into programs
  - Surpluses donated
- Market
  - Aggregates vendors & facilitates programs



# Destination Tourist Attraction

... FROM VISIT PENTICTON WEBSITE

## MARKETS & ORCHARDS

*“Saturdays from April to October, 8:30am to 1:00pm on the 100 block of Main Street. Vendors proudly make, bake or grow everything they bring to the market. Find farm fresh fruits and veggies, eggs, honey, baking, preserves and handmade crafts plus a selection of local liquor vendors each week for tasting and purchasing.”*



## Best in BC

The Penticton Farmers' Market has been named "Market of the Year" by the British Columbia Association of Farmers' Markets. The award, handed out at the BCAFM annual conference in Kelowna, recognized the PFM in the medium-sized market category.





# Why is Penticton Farmers' Market here?

- The Penticton Farmers' Market is an known entity which has proven itself to be flexible, resilient and stable over the past thirty two years.
- The Penticton Farmers' Market managed to continue through two years of strict COVID Pandemic restrictions when others could not.
- Moving the market down the street is an onerous task which creates unnecessary chaos and anxiety for our regular shoppers and vendors.
- Visitors to Penticton are confused about who we really are, are we a true "Farmers' Market" or the DPBA Community Market which hosts vendors who sell third party goods.
- In past years, downtown merchants have been vocal about not wanting our market in front of their stores as PFM is set up differently.
- The PFM works with the few businesses in the 100 Block Main to provide spaces for them to add an outdoor element to their shops during market hours.
- The Penticton Farmers' Market has long been recognized as a Major Economic Driver, Food Security Hub and Destination Tourist Attraction for the City of Penticton.

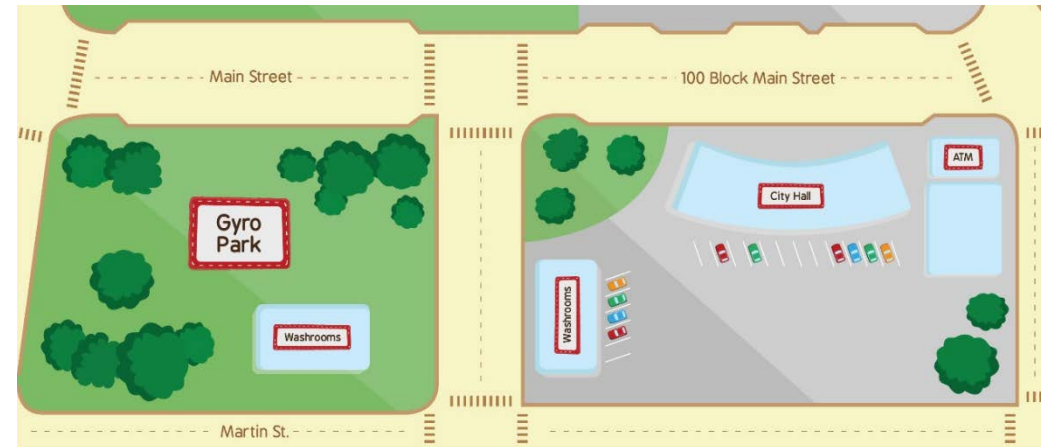


# Our Request;

That Pentticon City Council allows the Pentticon Farmers' Market Society

- To have "priority use" of 100 Block Main Street and Link Rd during its hours of operation 6:00 am to 2:00pm from mid- April to the end of October.
- *And*, if events of other groups are contemplated that the Pentticon Farmers' Market Board be consulted for approval prior to booking by city staff.

Map of Existing Market



# Penticton Farmers' Market



- Email:  
[pentictonfarmersmarket@gmail.com](mailto:pentictonfarmersmarket@gmail.com)
- Website:  
[pentictonfarmersmarket.org](http://pentictonfarmersmarket.org)
- President:  
Joseph Ciaramella
- Market Manager:  
Linda Van Alphen