



UNIONVILLE VILLAGE CONSERVANCY INC.

Unionville's Stiver Mill Farmers' Market

FINAL SUMMARY OF 2nd YEAR STIVER MILL FARMERS' MARKET

June 27 – October 10, 2010

Financials

The Stiver Mill Farmers' Market started 2010 with a bank balance of \$3,646.20. After 16 weeks, we had revenues of \$12,248.75 and expenses of \$16,788.29. In addition, the Market was awarded a grant of \$10,000 from the Trillium Foundation, which leaves us a net difference of \$5,459.96 for the year. After a two year period, the current bank balance stands at \$9,106.16. Most of the revenue, aside from the Trillium grant, was from the Wives' Table (13%), and booth rental (37%). Largest expenses were entertainment (10%), advertizing (19%), t-shirts/bags (10%), insurance (11%), and personnel (20%). See statement attachment.

Booths

The highly successful Stiver Mill Farmers' Market in Unionville is growing. The number of both full time and part time vendors is increasing. Our 3 full time farmers are highly visual and exciting, taking over a minimum of 7 booths, aided by the full time numerous food producers. All are selling well. We have full time bakers, meats, honey, a gourmet cheese expert, kettle corn, oils and herbs, lavender plants and products, as well as 2 grill vendors cooking various foods for breakfast and lunch. There are artisans selling their handcrafts, folk art, body lotions and soaps, hand crafted wooden educational puzzles, wooden and iron garden artifacts, jewellery, cards and notepapers, stained glass, painted giftware, pottery, and artwork.

Local Ratepayer groups and businesses, also environmental volunteers, take a turn to display their interests. A local naturopathic doctor has booked a booth part time with us for both years, to demonstrate healing processes. And the biggest of all is the Farmers' Wives Tables and Stiver Mill Info booth, where decent donated articles from the local residents are sold for the Stiver Mill Restoration Fund.

THIS IS THE RAISON D'ETRE OF THE STIVER MILL FARMERS' MARKET, TO SAVE THE MILL, RESTORE IT FOR THE USE AND BENEFIT OF THE PRESENT AND FUTURE COMMUNITIES OF UNIONVILLE AND MARKHAM

Volunteers

This year we enrolled volunteer students from local schools to help with the heavy workload of setting up and taking down the Market. A minimum of 8 students were needed every week from 8am-4pm to oversee, unpack, and pack donated articles for display, set up plant pots and benches for the 2 entrances to the Market, manage the face painting table, the ice cream table, handle cash, and be in charge of the

traffic barrier for the senior campus adjacent to the Market. The student help became a family affair, with students wishing to stay on after they had achieved their quota of community service hours. They were given their choice of lunch from the 2 grills, which cost the Market Managers approx \$60-\$90 weekly. In addition to the 2 Managers of the Market, Bob Stiver and Jeanne Ker-Hornell, there were 4 adult volunteers.

Management

1. The physical labour (Sundays, 6am-6pm): Every week, we have to trouble shoot the vendors, manage the parking, allocate spaces, determine electricity needs, install numerous large signs on village streets and highways, display plants at 2 Market entrances, set up and take down tents, and store all equipment and inventory to a nearby storage area. Equipment stored includes tables, chairs for visitors, heavy duty wires for hydro, banners, Farmers' Wives table items, and promotional articles (i.e. t shirts, mugs, and shopping bags for the Stiver Mill Restoration Fund.) Two students were hired to help.
2. The planning: Starting in February, we communicated with and booked the full time and part time vendors, and planned for approximately 30 volunteer students for the summer (a written report is written for each student on their last day.) Items for the Farmers' Wives table were purchased, unpacked, or picked up, then listed, priced, and brought to the Market site. Ice cream, cones, decorations, face painting equipment, and balloons were purchased. Invoices were paid weekly or as required (i.e. insurance, portable toilets, weekly entertainers, Assistant Managers, Marketing, etc.) Local ads were planned, designed and purchased. A financial spreadsheet was created and updated weekly by the Bookkeeper. Booth fees and sales revenues were deposited at the bank. The chartered accountant was kept up to date on a regular basis and issued the final financial documents to the Town.

The Town of Markham Assistance

Town Staff

1. Worked overtime to rectify a neighbour's personal problem with his water difficulties that would have affected and altered the opening of the Market.
2. Loaned us 6 picnic benches, park benches, and garbage receptacles.
3. Gave us banner space on Main Street when not booked by other events. They were vigilant about this, and we thank them.
4. Had a high wooden fence erected with the 2 neighbours to the Market site (one neighbour has not completed his fence.)
5. Arranged for hydro hookups for the Market use.
6. Vicky McGrath, Director of Sustainability, has been in charge of events with the Market that needed the Town's intervention. Her competence and kindness was unfailing, handling problems as they arose. We thank Vicky for this.

Year Ahead

The Stiver Mill Farmers' Market has achieved its aim in the 2 year time span, by drawing public awareness of the Stiver Mill plight, and fundraising for its restoration. There are now plans for saving the Stiver Mill by the Town of Markham and private stakeholders

NOW IS THE TIME TO AID THE 2 VOLUNTEER CREATOR/MANAGERS OF THE MARKET FOR ITS 3RD YEAR OF OPERATION SUSTAINABILITY

The public want the Market to continue each summer. The vendors want to be involved for the long term. The students enjoy the Market's ambience for their volunteer community hours. The senior campus residents very much want the Market to continue, for it has become a gathering place for all, with various entertainment weekly, cooked foods from the grill, plenty of seating to relax, and an opportunity to meet friends, neighbours and visitors. Best of all, it is within walking distance, where fresh local fruit and vegetables, can be purchased, carried home for them by our volunteer students.

Recommendations

1. We request the Town take over the insurance for this Market site. At present it is still being paid for by the Managers. This year, we were extremely fortunate to have financial aid from Trillium towards payment for the insurance, portable toilet, and management of the Market. This is a one year financial aid only
2. We request the Town supply an 8x12 temporary portable storage facility on the Market site. This would be locked and store Market equipment

Sharing the Market management is essential now to ensure the growth and sustainability of this highly successful charity project. The restored Stiver Mill will play an important role in Markham's future as a cultural use, and tourist attraction, to add to Unionville's popular Main Street. The future use of the Stiver Mill does include a permanent farmers market in its vision

Jeanne Ker-Hornell
Market Manager

Bob Stiver
Market Manager

Attachment	Stiver Mill Farmers' Market financials
Distribution	Frank Scarpitti, Mayor, Town of Markham
	Vicky McGrath, Director of Sustainability, Town of Markham
	Jack Heath, Deputy Mayor, Town of Markham
	Jim Jones, Regional Councillor, Town of Markham
	Gordon Landon, Regional Councillor, Town of Markham
	Joe Li, Regional Councillor, Town of Markham
	Don Hamilton, Councillor, Ward 3
	Town Clerk, Town of Markham
	UVC Board of Directors

Attachment – Stiver Mill Farmers' Market Financials

Income	TOTAL	%
<i>Booth rental</i>	\$8,305.00	37%
<i>Trillium grant</i>	\$10,000	45%
<i>Donations</i>	\$254.50	1%
<i>Sales</i>	\$3,688.75	17%
TOTAL INCOME	\$22,248.25	100%

Expenses	TOTAL	%
<i>Entertainment</i>	\$1,670.00	10%
<i>Food</i>	\$1,040.54	6%
<i>Marketing</i>	\$4,123.10	25%
<i>Operations</i>	\$6,484.65	39%
<i>Personnel</i>	\$3,470.00	21%
TOTAL EXPENSES	\$16,788.29	100%

DIFFERENCE \$5,459.96