

**UNIONVILLE VILLAGE CONSERVANCY INC.**  
**STIVER MILL FARMERS MARKET, UNIONVILLE**  
**July 5<sup>th</sup> – October 11<sup>th</sup> 2009**

By end of Last Market Day – October 11, 2009

Total Gross:	<b>\$8,819.95</b>
Bank Balance, October 27, 2009:	<b>8,614.25</b>
<u>Ongoing Costs</u>	
Insurance:	<b>\$1,782.00</b>
Portable Toilet:	<b>678.00</b>
Weekly Entertainment:	<b>1,700.00</b>
Weekly Student Help:	<b><u>2,495.00</u></b>
Total:	<b>\$6,655.00</b>
Profit Remaining:	<b>\$2,164.95</b>
	<b><u>250.00</u> ** (cash)</b>
	<b>\$2,414.95</b>

\*\*\$250.00 float remaining if required

This \$250.00 is from \$424.00 donations given to us on the June Festival.

Festival Booths	<b>\$ 75.00</b>
Flowers/tubs for Market entrance way & ribbon for opening ceremony with Mayor	<b><u>99.00</u></b>
	<b>\$ 174.00</b>

Assets for Farmers Market paid for

- 6 tents
- 16 chairs
- 11 tables
- 6 heavy duty 100 ft. extensions
- refrigerator
- 2 surge breakers
- 3 15 ft. banners
- 1 30 ft. banner
- Promotional tote bags, t-shirts, labels, posters, hand bills, caps, etc. (Stiver Mill mugs, all gone)
- donated articles that should sell for approximately \$300.00 next year

[All assets stored at 33 Eureka Street, Jeanne Ker-Hornell, Co-Manager]

# COSTS OF OPENING STIVER MILL FARMERS MARKET UNIONVILLE, 2009

Unionville Village Conservancy Account, Toronto Dominion Bank, Unionville  
Account No.: 339 5218087

Donation, Bob Stiver, Manager	<b>\$5,000.00</b>
Donation, Jeanne Ker-Hornell, Manager	<b>5,000.00</b>
Markham Village Conservancy	<b><u>5,000.00</u></b>
Total:	<b>\$15,000.00</b>

Approximate bills included here \$17,107.83 for costs were paid by Bob Stiver and Jeanne Ker-Hornell (Necessary amount was donated by them to protect the Markham Village Conservancy donation)

Costs of incorporating Unionville Village Conservancy	<b>\$ 250.00</b>
Festival Booth rental (June)	<b>75.00</b>
Insurance - C.R.E.	<b>1,782.00</b>
Consultant - Iggy Natoli	<b>1,500.00</b>
Entertainment	<b>1,700.00</b>
Student weekly help	<b>2,495.00</b>
Portable toilet - AMPOT	<b>678.00</b>
Ads - Markham Economist Sun (6)	<b>3,419.00</b>
Logo-caps, t-shirts, tote bags, mugs, for give away - Ricarts	<b>3,506.75</b>
Fliers, posters - Kinkos	<b>446.67</b>
3-15 ft. banners – Beyond Digital Imaging	<b>457.63</b>
Tents, canopies, noma heavy duty extensions, chains tables,	
2 surge breakers	<b>3,688.83</b>
Ropes, bolts, nuts, cedar railings, wire, tape, braid	<b>280.20</b>
Graphics, paper, mounts, laminations, colours, printing promotions,	
Labels, handbills, posters, 1 30 ft. banner	<b>2,103.83</b>
Confectionery for opening day market – Mayor and Council	<b>316.40</b>
Miscellaneous small bills (Jeanne), balloons, ice, flowers/tubs/soil,	
photos/financial books, film, receipt books etc.	<b><u>700.96</u></b>
Total:	<b><u>\$23,399.52</u></b>

Some of our unseen costs: free pie and ice cream to advertise product also corn roast, half price vendors booth on rainy days, free booths to charities ie, Down Syndrome, Homeless Pets etc.

Bank Balance, end of October	<b><u>\$8,614.20</u></b>
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## **COSTS OF OPENING STIVER MILL FARMERS MARKET UNIONVILLE, 2009**

Total paid by vendors for 15 Sundays, July 5 <sup>th</sup> to October 11 <sup>th</sup> 2009	<b>\$6,715.00</b>
Donations for the season:	
Giving away tote bags/mugs/etc.	<b>\$662.00</b>
Total income from donated articles for the season	<b>\$1,337.25</b>
Bob's organic vegetables from his 10 acres	<b>105.70</b>

### **Conclusion:**

1. We must try to reduce entertainment and student help costs weekly – (student community hours).
2. We must try to increase vendors by about five to ten, without losing the “family” type atmosphere.
3. We need financial help from the Town to alleviate ongoing expenses i.e. insurance, portable toilets, promotion and advertising.
4. We carefully guarded the \$5,000.00 donation from the Markham Village Conservancy, therefore our personal costs were approximately \$18,000.00, paid by Bob Stiver and Jeanne Ker-Hornell.
5. The Restoration of the Mill for public use is the sole reason for this market, for Public Awareness, fund raising, and to show community intent.
6. Huge amount of work weekly to bring to and from,
  - all tents and chairs
  - set up 4 heavy duty extensions from 33 Eureka to market site
  - plus donated articles (including furniture, china, glass, collectibles, etc.), pack and unpack – etc., etc. Help needed badly. Mostly done by Bob Stiver with one unpaid helper/friend Laurence Breckin, plus 2 paid grade 12 students. Bob managed all physical work and solved problems.
7. All telephoning, bookings, accounts, paying out, banking, solving problems with vendors, finding new vendors etc. done by Jeanne Ker-Hornell, plus buying and selling articles for the restoration fund. Hydro costs absorbed by Jeanne as well.
8. Will not participate in Door's Open next year; no help, only 5 volunteers, no one came, made only \$35.00.

## TOWN'S AID FOR THIS VENTURE OF STIVER MILL FARMER'S MARKET:

1. We did not ask for start up monies.
2. We did ask for no rental charge for car park of Stiver Mill. Initially denied, but later agreed. No rental charge.
3. We did ask for portable toilet – denied. We paid for portable toilet.
4. We asked to be included in insurance of Town – denied. We paid for insurance plus covered the Town's liability.
5. The Town brought gravel in to level the surface at some areas.
6. The Town loaned us 2 half tubs for plants.
7. The Town loaned us 3 picnic benches.
8. The Town gave us banner space on Main Street when not booked by other events.
9. The Town took away all garbage each week.
10. The Town put up snow fencing along perimeters.
11. The Town Staff was entirely supportive especially Vicky McGrath who was our direct contact for problems etc.

## RESULTS FOR THIS VENTURE OF STIVER MILL FARMER'S MARKET:

1. This venture has been entirely successful. Public Awareness being of prime importance.
2. This is proving to be a village "get together" place – a meeting place, -with nothing but happy congratulations, especially from nearby Senior Campus.
3. This will be a self sustaining venture, now assets are paid for, but obviously not a huge money maker. However, **HUGE** asset as a *community meeting place*, for entertainment, chat, purchasing fresh locally grown produce etc, etc, - There is a sense of Sustainability as a village place, joining the history and the future of this part of Markham, yet so close to the Modern Markham Centre.

**\*\*\*A NECESSARY PART OF THE FUTURE OF MARKHAM\*\*\***  
**\*\*\*KEEPING THE ROOTS OF HISTORY WITH MODERN ADVANCEMENT\*\*\***

Managers:

Bob Stiver,

Jeanne Ker-Hornell