

City Market Agreement

City Hall Public Space Use Policy Exemption

Recommendation

That Executive Committee recommend to City Council:

That an exemption to City Policy C561A - City Hall Public Space Use Policy for the operation of the City Market under the Edmonton Downtown Farmers' Market Association (City Market) license agreement, as set out in Attachment 1 of the November 28, 2017, Citizen Services report CR_5196, be approved.

Executive Summary

This report requests an exception to City Policy C561A City Hall Public Space Use, which states that commercial activities are not permitted inside City Hall.

The City Market has been licensed to use City Hall between October to May for the past six years and the current City Market agreement has expired. To renew the City Market agreement for an additional three year term, City Council approval of an exception to the Policy is required.

Report

The revised City Hall Public Space Use Policy (C561A) was approved by City Council on August 29, 2017. Under this Policy, commercial activities are not permitted inside City Hall. It was acknowledged during the City Council meeting that in order for the City Market to continue in City Hall, City Council approval of an exception to the Policy is required.

The City Market was displaced from their long standing indoor venue in 2011. Since that time, the City Market has been permitted to use the City Room in City Hall on Saturdays from Thanksgiving weekend to Mother's Day weekend, to bring vibrancy to the City centre, and more specifically City Hall. In the summer months, the market is located Downtown on 104 Street.

Both the former City Hall Public Space Use Policy and the recently updated Policy state that commercial activity is not permitted in City Hall. The City Market licensed use of City Hall has been supported by Administration as an exception to the Policy as

City Hall public space is intended for Edmontonians and visitors to enjoy, celebrate, gather, discuss and plan for our future.

Public Engagement

A formal public engagement process did not occur. The City Market has been licensed to use City Hall between October to May for the past six years. To date, there have not been any concerns raised by the community; rather, there is community support for the City Market to continue in City Hall as evident by the weekly attendance at the market.

Corporate Outcomes and Performance Management

Corporate Outcome: Edmontonians are connected to the city in which they live, work and play			
Outcome(s)	Measure(s)	Result(s)	Target(s)
Public places support downtown vibrancy and community connectivity	Average weekly number of public attendees to the City Market in City Hall (range)	2014/2015: 1,886 (range 731 - 3,894) 2015/2016: 1,967 (range 810-4,326) 2016/2017: 2,529 attendees/week (range 750-6,114)	2018-2020: 2,000* *2016/17 attendance levels are anticipated to be impacted by scheduled Renewal Projects in both Sir Winston Churchill Square and City Hall Plaza

Risk Assessment

Risk Element	Risk Description	Likelihood	Impact	Risk Score (with current mitigations)	Current Mitigations	Potential Future Mitigations
Political Influence	The City Market is the only recognized commercial activity currently permitted in City Hall, other commercial organizations may seek similar exemptions to the Policy.	2 - Unlikely	1 - Minor	2 - Low	City Market will continue to be the exclusive commercial activity permitted in City Hall.	Revise agreements and exceptions to the City Hall Public Space Use Policy to evolve with public expectations and approval by Council.

Public Perception	If renewal of City Market licence to use City Hall is not approved, may be poor perception from public for reduced service and usage of City owned facility.	3 - Possible	3 - Major	9 - Medium	City Market is permitted to use City Room in City Hall to host market.	If City Market is not permitted to use City Hall, may require City assistance to secure alternate indoor venue for market to ensure public expectations are met.
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Attachments

1. Edmonton Downtown Farmers’ Market Agreement
2. City Policy C561A City Hall Public Space Use Policy

Others Reviewing this Report

- T. Burge, Chief Financial Officer and Deputy City Manager, Financial and Corporate Services
- C. Campbell, Deputy City Manager, Communications and Engagement
- D. Jones, Deputy City Manager, City Operations
- A. Laughlin, Deputy City Manager, Integrated Infrastructure Services
- L. McCarthy, Deputy City Manager, Urban Form and Corporate Strategic Development