



City of  
**Peterborough**

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**To:** Members of the General Committee

**From:** Sheldon Laidman, Commissioner of Community Services

**Meeting Date:** March 9, 2020

**Subject:** Report CSAD20-005  
Cancellation of Request for Proposals P-17-19 and Next Steps  
for Farmers' Markets on City-Owned Property

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## **Purpose**

A report to update Council on the cancellation of the Request for Proposals P-17-19 Operator for a Year-Round Farmers' Market at Morrow Park and the next steps for requests to operate a Farmers' Market on City-owned property.

## **Recommendation**

That Council approve the recommendation outlined in Report CSAD20-005 dated March 9, 2020 of the Commissioner of Community Services as follows:

That Report CSAD20-005 be received for information.

## **Budget and Financial Implications**

There are no budgetary or financial implications directly associated with receiving this report.

The Arenas Division budget does include expected annual revenues of \$55,000 for the rental of Morrow Park and associated buildings for a farmer's market in 2020 which may not be realized as a result of the cancellation of this RFP. Actual revenues will be the total generated from the property for the entire year.

## **Background**

### **Vendor Survey and Community Survey**

Report CSD19-014 Farmers' Market Survey Findings and Next Steps for Morrow Park Farmers' Market Operator Request for Proposal dated September 9, 2019 provided the results of a Vendor Survey and Community Survey conducted in the community in the summer of 2019. The key findings identified through these surveys provided the basis for RFP P-17-19 and were as follows:

1. "Local": Within a 100km radius was the closest consensus. The definition varied depending on several factors such as the location of products being sold, availability of other similar products, the interest of local farmers to be a vendor at a local market and availability of products not likely produced in the City/County (such as Niagara region peaches).
2. Diversity of Products: Just over half of Vendor and Community respondents agreed that only local goods should be sold at farmers' markets in Peterborough, suggesting that product variety and availability of products is important.
3. Re-selling is acceptable under certain circumstances: Forms of re-selling include selling produce from a neighboring farm, selling produce that is not available locally or selling produce that is out of season and not yet available locally. Most respondents were accepting of some form of reselling.
4. Transparency, honesty, and consumer choice are key priorities: Signage and verification are important factors. Customers want to know what it is they are buying, who they are buying it from and then be left with the choice of whether they only want to buy local.
5. Limited role of the City in market governance or management, if any role at all: The majority of Vendor and Community respondents felt that market vendors should be included on the Board of Directors.

### **Cancellation of Request for Proposal P-17-19 Operator for a Year-Round Farmers' Market at Morrow Park**

The RFP was issued on September 26, 2019 with a closing date of October 17, 2019. This solicitation process was a Request for Proposals where a number of criteria were used to evaluate submissions and was prepared by City staff. The RFP was reviewed and evaluated by the Commissioner of Community Services, the Associate City Solicitor, the Arena Division Manager and the Operations Manager, Peterborough Memorial Centre.

The RFP document contained items to which the City would be evaluating proposal submissions that were shown to be the community's preferences through the community survey undertaken earlier in 2019:

- a) Preference for a Farmers' Market with a wide variety of goods and produce that are produced and sold directly by local and regional farmers;
- b) Rules in place and some restrictions surrounding "re-selling" of products;
- c) Transparent and honest marketing and selling processes of vendors and the requirement to use signs to identify where their goods or produce are grown and produced.
- d) Proper governance documents, bylaws, and dispute resolution procedures.

Following the first stage of evaluation in the RFP process, consecutive negotiations through the procurement process to clarify final terms to be included in the licence agreement allowed the City to begin negotiations with the top-ranked proponent. During these negotiations, this proponent withdrew from the City's RFP process. The bid submitted by the second and only other proponent was not successful in advancing beyond the first stage of evaluation in the RFP process as it did not meet the minimum scoring required in all evaluation categories. As a result, the RFP process was cancelled.

A Bidder Debriefing meeting was held with the unsuccessful proponent as outlined in the City's Bidder Debriefing Protocol through the City's Procurement By-Law. Per City policy, the Bidder is entitled to an explanation of the reasons why its bid was not selected and the relative advantages of the successful bid.

### **Future Farmers' Markets on City-Owned Property**

Requests have been made or are expected to be made to the City for the operation of Farmers Markets on Charlotte Street, Morrow Park, and other future city locations in the future such as the Urban Park.

The City's Special Event Application Process and submission of the City's Booking Request Form for rental of Arena facilities are the current processes in place to address requests to use City-owned property and facilities. Going forward, all applications for use of City-owned property and facilities that include the operation of a Farmers' Market will be required to use these application processes and meet the terms of the related licence agreement. Licence agreements related to Farmers' Markets will include conditions that relate to the findings identified in the Vendor Survey and Community Survey referred to above and consequences if those conditions are not met.

## **Summary**

The Vendor Survey and Community Survey conducted in 2019 assisted in identifying the key findings that are important to the community regarding Farmers' Markets in the

City. These priorities and City policies will be addressed in licence agreements for Farmers' Markets on City-owned property and facilities. The City's Special Event Application Process and Booking Request Form are the current processes in place for applications to rent City-owned properties and facilities and will be required for applications including the operation of a Farmers' Market.

Submitted by,

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Commissioner of Community Services

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