

COMMON COUNCIL REPORT

M&C No.	2024-142
Report Date	May 08, 2024
Meeting Date	May 27, 2024
Service Area	Growth and Community Services

Her Worship Mayor Donna Noade Reardon and Members of Common Council

SUBJECT: City Market Resourcing Request 2024

AUTHORIZATION

Primary Author	Commissioner/Dept. Head	Chief Administrative Officer	Growth Committee Chair
Tahlia Ferlatte	Amy Poffenroth/David Dobbelsteyn	J. Brent McGovern	Deputy Mayor John MacKenzie

RECOMMENDATION

The Growth Committee recommends that Common Council approve up to \$200,000 from the Growth Reserve for resourcing to support and expedite the implementation of the 10-year City Market Strategic Plan generally as presented to the Growth Committee on April 16, 2024.

EXECUTIVE SUMMARY

On the recommendation of the Growth Committee, Common Council approved the new 10-year City Market Strategic Plan which includes 65 actions to enhance and transform the City Market. The plan is ambitious and calls for significant changes to the City Market while maintaining its treasured history. Some of these changes include moving a number of vendors and fitting up vacant stalls, converting the layout to two aisles, improving the bathrooms, enhancing leasing standards, pedestrianizing South Market, and implementing other structural and operational enhancements. There is also considerable opportunity to obtain funding from other partners to align with the 150th birthday of the City Market in 2026. The plan itself also calls for one (1) additional full-time equivalent (FTE) to support the City Market especially for the implementation of the plan. Staff is recommending that Council approve a withdrawal from the Growth Reserve of up to \$200,000 to hire a project manager on a contract basis for three years to support and accelerate the implementation of the City Market Strategic Plan.

PREVIOUS RESOLUTION

Growth Committee – April 16, 2024

RESOLVED that the Growth Committee recommends Common Council approve

up to \$200,000 from the Growth Reserve for resourcing to support and expedite the implementation of the 10-year City Market Strategic Plan generally as presented to the Growth Committee on April 16, 2024.

Growth Committee - July 4, 2023

With the support of the City Market Strategic Plan Steering Committee, it is recommended that Growth Committee endorse the 10-year City Market Strategic Plan and recommend to Common Council that the Chief Administrative Officer be directed to:

1. begin implementation of the plan; and
2. bring a resourcing plan to Common Council on an annual basis for the duration of the strategic plan for their consideration as part of annual budget deliberations.

Common Council – July 24, 2023

Moved by Councillor Killen, seconded by Councillor Hickey:

RESOLVED that Common Council adopt the 10-year City Market Strategic Plan and direct the Chief Administrative Officer to:

1. begin implementation of the plan; and
2. bring a resourcing plan to Common Council on an annual basis for the duration of the strategic plan for their consideration as part of annual budget deliberations. MOTION CARRIED with Councillor Radwan voting nay.

REPORT

The 2023-2033 Saint John City Market Strategic Plan charts a vision forward under key direction to maintain its reputation as the premier destination and gathering place for locals and tourists alike. The strategic plan development process began in January 2022 and included a series of community, vendor, and stakeholder engagements, which resulted in a set of priority actions. The plan includes sixty-five actions to be implemented over the next 10 years. There are approximately twenty actions that will require dedicated oversight and project management support to be initiated and handed over to permanent staff for full implementation, predominantly focused on procuring conceptual and detailed designs for physical changes to the interior of the facility and surrounding property:

- Implement a two-aisle layout with kiosk vendors, a central seating area and public art.
- Move existing vendors as required and fit up vacant stalls to ensure the Market is ready for 100% occupancy.
- Develop South Market as a pedestrian active transportation priority space.
- Improve bathroom design for quality, safety, capacity, inclusion and accessibility.
- Explore design potential for the plaza at the intersection of Germain and South Market.
- Improve waste management system in response to federal legislation.

- Foster arts and culture with potential for a learning corner and flexible bandstand.
- Introduce storytelling elements and relocate existing artifacts to pedway connection.
- Construct a professional incubator kitchen for short-term rental by emerging businesses.
- Consider solar or micro-wind turbine generation, green rooftop, or occupied patios.
- Scope design concept and costing estimate for a publicly accessible mezzanine.

Due to the volume of work required, specifically concerning project management, there is a need for additional resources to expedite implementation of operational and structural improvements. The need for additional staffing is already called for in the plan and is reflected in Common Council's prior resolution on implementing the City Market Strategic Plan.

While in the longer term the plan calls for the hiring of new staff to assist with programming, vendor management, and marketing at the City Market, in the short term there is more need for the City to have project management support to help initiate the plan, in addition to securing funding from other partners for these projects, especially in line with the City Market's 150th anniversary of the current building in 2026. The City would hire a staff person on a three-year contract to launch select initiatives within the City Market Strategic Plan to be implemented and carried out in the long-term by permanent staff.

STRATEGIC ALIGNMENT

This resourcing request will directly support the delivery of five (5) Strategic Directions with the 10-Year City Market Strategic Plan:

Strategic Direction 2: Provide space to shop, move, experience and gather.

Strategic Direction 3: Connect indoors and outdoors.

Strategic Direction 4: Make the market a place of storytelling and pride.

Strategic Direction 5: Embrace inclusion and have a positive community impact.

Strategic Direction 6: Improve sustainability and building efficiency.

Council Priority – Grow and Belong We enable population and business growth by focusing on key infrastructure investment, strategic communications, service delivery, and partnerships to achieve growth initiatives that align with the principles of smart growth in PlanSJ; and enhance quality of life and social well-being in a safe place to live, offering recreation, arts and cultural opportunities that align with PlanSJ, PlaySJ and other related plans.

SERVICE AND FINANCIAL OUTCOMES

Staff is recommending up to \$200,000 from the Growth Reserve to support resourcing the City Market Strategic Plan, with most of the cost to be used for a project manager position. One (1) additional staff resource will help to initiate and

accelerate structural and operational projects in the Saint John City Market Strategic Plan over the next three years. This position will also be focused on identifying and securing external capital contributions, coinciding with the 150th anniversary of the City Market.

Common Council earmarked \$500,000 within the Capital Reserve in 2023 to support the implementation of the City Market Strategic Plan. The request is being made of the Growth Reserve since the Capital Reserve cannot be utilized for staff positions. It is anticipated that the city and other funding partners will need to make significant capital contributions to fully realize the vision of the City Market strategic plan over the next 10 years.

The Growth Reserve balance is \$335,010; approval of this expenditure would leave a balance of \$135,010 remaining for other Growth Initiatives. The Strategic Real Estate Reserve and Community Services Reserve are still available to the Growth Committee.

INPUT FROM OTHER SERVICE AREAS AND STAKEHOLDERS

Growth and Community Services, Asset Management, Utilities and Infrastructure, Finance, and the CAO have reviewed this report.

ATTACHMENTS

Presentation: Growth Committee – City Market Resourcing Request 2024