



Small City,
Big Heart

City Market Resourcing 2024

Department of Growth and Community Services

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Saint John City Market

Destination Excellence.

- City Market Strategic Plan was adopted in the summer of 2023
- The plan recommends 65 actions to be delivered over the next 10 years
- Approximately 20 actions will require dedicated oversight, fundraising, and project management support to be fully realized:
 - 10 actions considered significant operational and structural improvements
 - 10 actions are directly related to those improvements



SAINT JOHN



Saint John City Market

Strategic Direction



Make the Market a place of storytelling and nostalgia



Work together to achieve destination excellence



Embrace inclusion and make a positive community impact



Provide space to shop, move, experience, and gather



Connect indoors and outdoors



Continuously improve sustainability and overall building efficiency



Implement the Strategic Plan and review governance, leasing and operations



Saint John City Market

Enhancements.

- Implement a two-aisle layout with kiosk bench vendors, a central seating area and public art
- Move existing vendors and fit up vacant stalls to ensure the Market is ready for 100% occupancy
- Develop South Market as a pedestrian active transportation priority space
- Scope design concept and costing estimates for a publicly accessible mezzanine
- Improve bathroom design for quality, safety, capacity, inclusion and accessibility
- Explore future design potential for the plaza at the intersection of Germain and South Market

Strategic Direction



Provide space to shop, move, experience and gather



Connect indoors and outdoors



Saint John City Market

Enhancements.

- Foster arts and culture with potential for a learning corner and flexible bandstand
- Introduce storytelling elements and relocate existing artefacts to pedway connection
- Construct a professional incubator kitchen for short-term rental by emerging businesses
- Consider solar or micro-wind turbine generation, options for a green rooftop, or occupied patios
- Improve waste management system in response to federal legislation banning single use plastics

Strategic Direction



Make the market a place of storytelling and pride



Embrace inclusion and have a positive community impact



Continuously improve sustainability and overall building efficiency



Saint John City Market

Capacity Building.

A new contracted project manager will help initiate and propel enhancements

- These projects will be most indicative of forward movement
- Physical developments will improve overall visitation and tenancy

Allow existing staff to focus on achieving operational objectives

- Updated leasing procedures, governance review
- Implementation of core hours, addressing vacancies
- Communications strategy, updated bench program etc.

Potential to unlock additional funding

- Concerted effort on identifying and securing capital funding



Saint John City Market

Reimagined.





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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.