

MUNICIPAL COUNCIL

Monday, March 4, 2024

COUNCIL CHAMBERS/YOUTUBE STREAMING CHANNEL

1. Call to Order
2. Moment of Silence
3. Land Acknowledgement
4. Approval of Agenda
5. Emergency Resolutions
6. **Errors and Omissions/Corrections to Minutes**
 - a. Regular Session February 7, 2024
7. **Correspondence Not Requiring Action**
 - a. NSFM Endorses Creation of Vulnerable Persons Registry
 - b. Nova Scotia Government's introduction of The Future of our Coastline: Nova Scotia's Plan to Project
8. **Reports Not Requiring Action**
 - a. New Scotland Business Inc.
9. **Presentation**
 - a. 7:30 p.m. - 144 Construction Engineering Flight – Lt. Sydney Beuell will speak about how the flight can work with municipalities as well as explain employment opportunities it offers.
10. **Business Items or Items Requiring Action**
 - a. Municipal Service Grant– Clr. Parker
 - b. Community Generator Fund Approvals – Clr. Butler
 - c. Recreation Grants – Clr. Palmer
 - d. Tender for Internet Vehicle – Clr. Palmer
 - e. Property Tax Write Off – Clr. Thompson
 - f. Citizen Appointments – DW Murray
 - g. New Glasgow Farmers Market - Request for letter of support.
11. **Consideration of Deferred Business**
 - a. Coalition for Healthy School Food – Presentation by Lindsay Corbin was given on Feb. 7th Council Meeting.

12. Community Announcements

13. Motions of Reconsideration

14. Adjournment

February 7, 2024

The Municipal Council for the Municipality of the County of Pictou met in the Council Chambers of the Municipal Administration Building by videoconference and teleconference on Wednesday, February 7, 2024, at 7:00 p.m.

PRESENT

Dist:

- 1 Clr. Don Butler
- 2 Clr. Deborah Wadden
- 3 Clr. Darla MacKeil
- 4 Clr. Mary Elliott
- 5 Deputy Warden Wayne Murray
- 6 Warden Robert Parker
- 7 Clr. David Parker
- 8 Clr. Larry Turner
- 9 Clr. Peter Boyles
- 10 Clr. Randy Palmer
- 11 Clr. Andy Thompson
- 12 Clr. Chester Dewar

IN ATTENDANCE

Brian Cullen, CAO, Municipal Clerk-Treasurer
Sueann Musick, Director of Corporate Services/Deputy Clerk
Logan McDowell, Director of Public Works & Development
Evan Hale, Director of Emergency Services
Shellie Pettipas, Administrative Assistant
Adam MacInnis, Communications Officer

ABSENT

Karen Cornish, Deputy Municipal Treasurer

CALL TO ORDER & LAND ACKNOWLEDGEMENT

Warden Parker called the meeting to order and invited Councillors to pray or reflect, as may be their preference, to help Council focus and properly do the work of the Municipality and to remember our Indigenous communities. He acknowledges that we are on the ancestral territorial lands of the Mikmaq people and would like to thank the Mikmaq people today for their ancestors sharing these precious lands with all our ancestors, whether they arrived here 400 years ago or four years ago. May we all live in peace and harmony together.

AGENDA

It was moved by Clr. Boyles and seconded by Clr. Parker that the agenda be approved as presented. **Motion Carried**

EMERGENCY RESOLUTIONS

Warden Parker added an emergency discussion about the storm to the agenda as item 10E.

ERRORS AND OMISSIONS/CORRECTION OF MINUTES

The minutes of the January 8, 2024, Council Meeting were reviewed by the Municipal Council. Warden Parker proclaimed the minutes of the meeting of January 8, 2024, as the official record of the meeting.

The Municipal Council reviewed the In-Camera minutes of January 8, 2024. Warden Parker proclaimed the minutes of the In Camera meeting of January 8, 2024, as the official record of the meeting.

CORRESPONDENCE

A letter was received from Alexandra Stalley in support of CARMA Cat Rescue.

An email was received from Prime Minister Justin Trudeau's office acknowledging the letter about CEBA repayment.

PROCLAMATION

RESOLUTION

WHEREAS Nova Scotia has more than 50 historic African Nova Scotian communities with a long, deep, and complex history dating back more than 400 years.

WHEREAS African Heritage Month provides an opportunity to celebrate and promote the culture, achievements, and contributions of people of African descent in Nova Scotia – past and present.

WHEREAS The 2024 African Heritage Month theme is **Our Smiles, Our Joy, Our Resilience as African Nova Scotians**. This month is a time to celebrate and recognize the history and culture of people of African descent. The theme aligns with the final year of the United Nations' International Decade for People of African Descent 2015-2024 with a goal to strengthen global cooperation in support of people of African descent, increase awareness and recognize their full and equal participation in all aspects of society.

THEREFORE BE IT RESOLVED by the Municipal Council for the Municipality of the County of Pictou that the Month of February be proclaimed African Heritage Month and we encourage all residents to partake in events and celebrations taking place throughout the county and province.

Dated the 7th day of February 2024 in Pictou, NS.

(Sgd.)

Warden Robert Parker

**PROCLAMATION
WOMEN'S INSTITUTE WEEK**

WHEREAS the first Women's Institute in Nova Scotia was formed in 1913 in Salt Springs, Pictou County;

WHEREAS for 111 years, the Women's Institutes in Nova Scotia continue to provide women opportunities to improve the quality of life for families in their local and global communities through community service and involvement, education, and personal and leadership development;

THEREFORE, BE IT RESOLVED by the Municipal Council for the Municipality of the County of Pictou that February 18th – 24th be proclaimed as "Women's Institute Week" in the Municipality.

DATED at Pictou, NS, this 7th day of February 2024.

(Sgd.)

Warden Robert Parker

Debbie White, WI District President

PRESENTATION

Lindsay Corbin, Coordinator for the Nova Scotia Coalition for Healthy School Food presented to Council and requested Council to become an endorser of a Canada-wide school food program.

Ms. Corbin said that only 1/3 of children in Canada eat enough fruits and vegetables daily and that 1/3 of elementary and 2/3 of secondary school students do not eat a nutritious breakfast. Ms. Corbin said the Coalition for Healthy School Food advocates for a universal, cost-shared, healthy Canada-wide school food program.

Clr. Turner asked if the provincial government would support the program if it received federal funding, and Ms. Corbin said the province would sign the agreement if federal funding were received. Clr. Turner stated there would be a downstream of benefits, and Ms. Corbin said there was good research data from other countries.

Clr. Parker, a member of the School Advisory Board at Northumberland Regional High School, said that this school didn't wait, and they went ahead with the Karma Closet. Clr. Parker questioned how to convince other schools to take that approach. Ms. Corbin said there are a lot of opportunities and ways to do this, and there are grants out there that schools are taking advantage of.

Clr. Dewar questioned how to get this across to the children. Ms. Corbin replied that nutrition education and food literacy is an important part of the program, and schools across the county have been pleasantly surprised at the involvement and what kids are willing to eat when they are learning about the food and helping to prepare it.

Clr. Wadden asked Ms. Corbin if a motion is just Council showing support to the coalition, and Ms. Corbin said that the ask is for MOPC to become an endorser to support this coalition.

BUSINESS ITEMS OR ITEMS REQUIRING ACTION

MUNICIPAL SERVICE GRANTS

Clr. Dewar presented the following resolution to Council:

RESOLUTION

BE IT RESOLVED the Council for the Municipality of the County of Pictou the following Municipal Services Grants:

District 11

a. Bridgeville Community Club	\$2000.00	Operating Costs
b. SBI 4H	<u>\$ 250.00</u>	Program Expenses

Total \$ 2250.00

Dated the 7th day of February 2024 in Pictou, NS.

(Sgd.) Clr. Chester Dewar
Clr. Andy Thompson

MOTION

It was moved by Clr. Dewar and seconded by Clr. Thompson that the preceding resolution be adopted as presented. **Motion Carried**

Clr. Wadden presented the following resolution to Council:

RESOLUTION

BE IT RESOLVED the Council for the Municipality of the County of Pictou approve the following sponsorship request:

Pictou County Chamber of Commerce Awards Banquet and AGM - \$1800.00
Dated the 7th day of February 2024 in Pictou, NS.

(Sgd.) Clr. Deborah Wadden
Clr. Larry Turner

It was moved by Clr. Wadden and seconded by Clr. Turner that the preceding motion be approved as presented. **Motion Carried**

Clr. Thompson presented the following resolution to Council:

RESOLUTION

BE IT RESOLVED the Council for the Municipality of the County of Pictou approve the following policy:



Policy 2024-02-05

Municipality of the County of Pictou Community Hall Internet Program Policy

Purpose

1. To establish a uniform policy for the provision of Internet services to community organizations.

Policy

2. The Municipality will provide free internet services to community organizations and their facilities under the following conditions:
 - a. The community organization has been designated as a warming/comfort centre (Schedule A) by the Pictou County Regional Emergency Management Resource Plan.
 - b. The facility provides the opportunity for programs or events that serve the broader community and not strictly the organization's membership.
 - i. The community organization may be required to demonstrate the use of the facilities through a calendar of events or booking records.
 - c. The facility can be adequately serviced by the Municipality's broadband project in terms of minimum speeds.
 - i. Fibre Network (50 Mbps download/10 Mbps Upload)
 - ii. Wireless Network (25 Mbps download/5 Mbps Upload)
3. If an application is received from a community organization that does not meet the criteria established in Section 2 above; staff shall prepare a recommendation report for the Financial Services Committees review.
 - a. The report shall highlight the ability of the location to be adequately serviced by the network (fibre/wireless).
 - b. The report shall also indicate the proximity of the location to other facilities designated in section 2.
 - c. The report shall also indicate the typical usage of the hall in terms of frequency; which can impact data and bandwidth costs.
 - d. The Financial Services Committee shall decide if the organization shall be granted free internet services.

Dated the 7th day of February 2024 in Pictou, NS.

(Sgd.) Clr. Andy Thompson

Clr. Chester Dewar

MOTION

It was moved by Clr. Thompson and seconded by Clr. Dewar that the preceding motion be approved as presented. **Motion Carried**

Clr. Palmer presented the following resolution to Council:

RESOLUTION

WHEREAS the Municipality of the County of Pictou issued a Request for Proposals for qualified engineering consulting firms to provide design consulting services to extend the Municipality's water distribution systems in the MacLellans Brook and Coalburn areas.

WHEREAS the Municipality received responses from three engineering consulting firms which were reviewed and scored by staff and brought to the Property Services Committee for consideration. These firms included:

Strait Engineering Limited
CBCL Limited
WSP Canada Inc.

BE IT RESOLVED the Council for the Municipality of the County of Pictou award the design tender to Strait Engineering Limited as presented in its proposal for a total value of \$251,180.00 (excluding HST).

Dated the 7th day of February 2024 in Pictou, NS.

(Sgd.) Clr. Randy Palmer
Deputy Warden Murray

MOTION

It was moved by Clr. Palmer and seconded by Deputy Warden Murray that the preceding motion be approved as presented. **Motion Carried**

EMERGENCY DEBATE ABOUT THE STORM

Warden Parker said it was a difficult week for many residents in the County. The Warden said three meetings were held on Monday with himself, Deputy Warden Murray, CAO Cullen, Evan Hale, and John Davison (REMO). The first concern was how to help people and discussions on declaring a state of emergency were had. The Warden said that in the end, the conclusion was that declaring a state of emergency would not significantly

change anything. The Warden did interviews with the media and radio and felt that Pictou County was hit hard by the storm and was not being recognized.

Mr. Hale said that 5 snowmobiles were in the County and 5 more would be arriving the following morning. Each snowmobile has two people, and the Rubicon team is expected to identify areas of homes they can go into and help people shovel. Mr. Hale said that an emergency phone line will open in the morning and operate from 8:30 a.m. until 8:30 p.m. daily until the call volume stops and forms are now available online. The number for residents to call is 1-902-485-3445 for non-emergency calls.

MOTION

It was moved by Clr. Elliott and seconded by Clr. Parker will meet to discuss procedures during a state of emergency, including snowstorms, hurricanes, flooding, and forest fires.

Motion Carried

Clr. Wadden said it was bothersome that the Council did not meet for 8 days following the disaster, and people were scrambling to get answers. There should also be something complete with a list of vulnerable residents.

Clr. Parker thanked Mr. Hale for doing a good job and said the thing now needed is to get a list of contractors with a loader that could be given to residents with difficulty cleaning long driveways. Mr. Hale said he would investigate this. Clr. Turner asked if the SimplyCast program had been in place and operational if it would have been beneficial to residents to communicate. CAO Cullen said that information could have been pushed out to residents, and the hotline could have taken information in. Mr. Cullen said the subscription has been renewed, and work has begun on the emergency side of it.

Clr. MacKeil asked Mr. Hale what worked well during this storm. Mr. Hale said it was too early to call it done. Some things that would be good to bring to the future meeting would be what worked well, what was done, how many people were helped, and where the struggles were.

Warden Parker said that Council's role is to be the contact between the public and the people who can make things happen.

CONSIDERATION OF DEFERRED BUSINESS

There was no deferred business.

COMMUNITY ANNOUNCEMENTS

There were no community announcements.

MOTIONS OF RECONSIDERATION

There were no motions of reconsideration.

ADJOURN

With no further business to come before the meeting, the Warden declared the meeting adjourned at 8:54 p.m.

WARDEN

MUNICIPAL CLERK

Brian Cullen

From: Wesley Petite <WPetite@nsfm.ca>
Sent: Thursday, February 8, 2024 2:24 PM
To: Robert Parker; Brian Cullen
Subject: NSFM Public Safety Advisory Committee Update
Attachments: NSFM Advisory Committee Overview.pdf

WARNING:
This email originated from a sender outside of your organization.

Hello, Warden Parker and Mr. Cullen,

As the staff person supporting the NSFM Public Safety Advisory Committee, I'd like to provide you with an update regarding your request that Vulnerable Persons Registries (VPRs) become an advocacy priority for NSFM.

The Board has approved the Public Safety Advisory Committee's recommendation that the creation of VPRs become an advocacy priority for NSFM. Here is the language of the Board motions that were approved on February 2, 2024.

Motion:

The Board endorses working towards the creation of a voluntary Vulnerable Persons Registry, or voluntary Vulnerable Person Registries, supported by collaboration between municipalities and the provincial government, and that it becomes an official advocacy priority for NSFM, as recommended by the Public Safety Committee.

Moved: Andy Thompson

Seconded: Eldon MacDonald

Motion Carried

Motion:

The Board directs the CEO to engage with the Department of Municipal Affairs and Housing to finalize Vulnerable Persons Registry guidelines and to host a one-day workshop on this subject, as recommended by the Public Safety Committee.

Moved: Belle Hatfield

Seconded: Chasidy Veinotte

Motion Carried

I've also attached some further information on the how the Advisory Committees work, which may be useful for future requests from your council.

Please let me know if you have any questions. Thanks very much for contributing to the new Advisory Committee process.

Wesley Petite, PhD | Policy Advisor

Nova Scotia Federation of Municipalities

T: 902-943-7930

nsfm.ca | [facebook](https://www.facebook.com/nsfm) | [twitter](https://twitter.com/nsfm) | [linkedin](https://www.linkedin.com/company/nsfm) | [instagram](https://www.instagram.com/nsfm)



February 26, 2024

Dear Mayors, Wardens, and Councillors:

Today, February 26, the Government of Nova Scotia announced *The Future of our Coastline: Nova Scotia's plan to protect people, homes, and nature from climate change*.

This plan has 15 actions for property owners, municipalities, and the province to keep coastal homes, communities, and natural areas safer from the impacts of climate change, such as rising sea level and more frequent and intense storms which lead to coastal flooding and erosion. You can read it at novascotia.ca/coastal-plan.

Nova Scotians are a coastal people, and being near the ocean contributes significantly to our quality of life – people want to live by it and enjoy it safely. As the elected representatives of our communities, we all share the same vision – safe, sustainable, healthy, and climate-resilient communities.

Nova Scotians in every part of the province are now experiencing the negative effects of climate change. Last summer's flooding and wildfires were a heartbreaking reminder of that. Our coast is on the front lines of climate change. In response, we are taking action. We are:

- achieving the ambitious targets set out in the *Environmental Goals and Climate Change Reduction Act*,
- providing important climate information to Nova Scotians through the first provincial Climate Risk Assessment developed since 2005,
- making significant progress on achieving the 68 goals in the Climate Change Plan,
- designating new protected areas,
- implementing a new strategy to achieve 20 per cent land and water protection by 2030, and
- introducing a new coastal protection plan that responds to specific concerns related to the impacts of climate change on our coast such as erosion, rising sea levels and coastal flooding.

We developed this plan after listening to Nova Scotians, municipalities, and other stakeholders. We also did thorough and thoughtful analysis of all possible options. It does not involve proclaiming the *Coastal Protection Act*, which was too limiting in that it only applied to new builds.

This plan is broader, more flexible, and comprehensive. It is about empowering coastal property owners to make informed decisions, supporting municipal leadership, and taking provincial action to empower our people and our communities to adapt to the impacts of climate change. It is about giving municipalities, communities and private property owners options, because one size fits all doesn't work.

It is the best and most effective path forward to protect the coast and all homes along it – whether they were built 50 years ago or are being planned for the future.

Municipalities are leaders in climate change adaptation and mitigation, and have been for years. Every day, you are leading the change needed to make sure our communities are climate-resilient. Whether that is installing EV chargers, moving to green energy like wind and solar, greening your municipal fleet, or retrofitting buildings and installing heat pumps, you are helping prepare our province for the future.

As Mayors, Wardens, and Councillors, you are leaders in your communities, and you know them best. At the council table, you navigate difficult decisions regarding land-use planning, zoning, by-laws, policies and permits day-in, day-out. This is why we believe that municipalities are best equipped to take critical action designing and building coastal communities that are safe and resilient to climate change, especially as Nova Scotia is experiencing rapid growth. Your leadership is essential in meeting our goals, and working together we cannot fail.

We know you are working tirelessly to manage many issues and priorities and our aim is that you will see the benefits and embrace the actions in this plan. Our government will support you by:

- investing in more flood line maps for you to use in your zoning and planning work,
- investing in your climate adaptation and mitigation work through funding programs like the Sustainable Communities Challenge Fund and the Community Climate Capacity Program, and
- conducting a province-wide erosion risk assessment, and more.

In the coming months we will continue to thoughtfully engage with municipal leadership through the Nova Scotia Federation of Municipalities, the Association of Municipal Administrators Nova Scotia, and directly with you and your municipality.

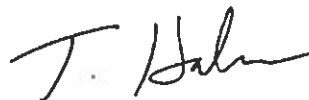
By working together, the Province, municipalities and property owners will ensure our coastal communities are designed, planned and built to help protect them from climate change impacts.

With these actions we've set out today, we look forward to continuing to work with you to create thriving, sustainable and resilient communities in Nova Scotia.

Our best regards,



Honourable John A. Lohr
Minister of Municipal Affairs and Housing



Honourable Timothy Halman
Minister of Environment and Climate Change

Additional Resources:

Environmental Goals and Climate Change Reduction

Act: <https://nslegislature.ca/sites/default/files/legc/statutes/environmental%20goals%20and%20climate%20change%20reduction.pdf>

Our Climate, Our Future: Nova Scotia's Climate Change Plan for Clean Growth:

<https://climatechange.novascotia.ca/sites/default/files/uploads/ns-climate-change-plan.pdf>

Weathering What's Ahead: Climate Change Risk and Nova Scotia's Well-being:

<https://climatechange.novascotia.ca/climate-impacts>

More information on the Sustainable Communities Challenge Fund is available at:

<https://nschallengefund.ca/>

More information on Community Climate Capacity Program is available at

<https://cleanfoundation.ca/ccc/>



BUSINESS DEVELOPMENT REPORT

February 2024

East River Business Park

- Ongoing communication with the real estate development group who own the property of Lot 10A and things are still on schedule for a 2025 start.
- Continued communication with local service business interested in relocating and expanding business into ERBP / Site design is ongoing and the site layout is dependent on the availability of accessing the rear parking lot via North Novie Extension / Survey to be determined.
- Ongoing communication with investment group from outside of the province and consulting with architects regarding interest in multi-unit mixed residential/commercial development for lot A-1.
- Exit 25 – continued communication with stakeholders, particularly the ownership group / Pursuing traffic study to determine access potential for future land development potential.
- Ongoing email correspondence and communication with regional retail product chain of stores looking to build or lease up to 10,000 sq ft for presence in the region.
- Communication and assistance to national chain looking for approximately 8000 sq ft of warehouse and office space to operate a business in our region / Researched and provided several options for their consideration.
- Assisted a local agency in searching for space to lease by researching and providing details on several space opportunities.
- Communication with real estate developer and facilitated tour of building for future consideration of an operations building.
- Ongoing assistance to a regional company in finding a suitable site for inventory storage.

RESOLUTION

BE IT RESOLVED the Municipal Council for the Municipality of the County of Pictou approve the following Municipal Services Grant:

District 7

a. Union Centre Community Hall **\$ 2558.00** Insulation Upgrades

Dated the 4th day of March 2024 in Pictou, NS.

Sgn _____

RESOLUTION

BE IT RESOLVED the Municipal Council for the Municipality of the County of Pictou approve the following Community Generator Fund Grants:

a. Barney's River Fire Department	\$ 3453.00 - Contribution to Generator
b. Union Centre Community Hall	\$ 2953.00 - Contribution to Generator
Total	\$ 6406.00

Dated the 4th day of March 2024 in Pictou, NS.

Sgn _____

RESOLUTION

BE IT RESOLVED the Municipal Council for the Municipality of the County of Pictou approve the following Recreation Grants:

Sponsorship Grant:

- | | |
|---|----------------------------------|
| a. Pictou County Trails Association | \$ 1000.00 - Workshop |
| b. 2023/2024 Fundy Highland Stars U13 AAA | \$ 250.00 - Provincials |
| c. Pictou County Seniors Festival | \$ 500.00 - Programming Expenses |

Capital Grant:

- | | |
|-------------------------|---------------------------------|
| a. IOOF Moore Lodge #17 | \$ 1000.00 - Replace Stair Lift |
|-------------------------|---------------------------------|

Total **\$ 2750.00**

Dated the 4th day of March 2024 in Pictou, NS.

Sgn _____

RESOLUTION

WHEREAS tenders have been called for the purchase of a new cargo/utility install van for the Municipality of Pictou County's Department of Innovation and Technology (Rural Broadband Department):

WHEREAS a total of 3 tenders were received as follows:

Highland Ford	Ford Transit 350 Cargo	\$63,900	Electric Model
Highland Ford	F-150 4x4 Reg Cab	\$51,900	Gas Model
Herron GM	GMC Sierra 4x4 Dbl Cab	\$62,648	Gas Model

BE IT RESOLVED the Municipal Council for the Municipality of the County of Pictou approve the purchase of the F-150 4x4 Reg Cab from Highland Ford for **\$51,900.00**.

Dated the 4th day of March 2024 in Pictou, NS.

Sgn _____

RESOLUTION

BE IT RESOLVED the Municipal Council for the Municipality of the County of Pictou approve the following write-off on taxes, the same having been reviewed and approved by the Financial Services Committee:

ACCOUNT #	ACCOUNT NAME	AMOUNT	REASON
00618663	Jennifer Suzanne Sutherland	\$2398.76	Appeal of Assessment

Dated the 4th day of March 2024 in Pictou, NS.

Sgn _____

RESOLUTION

BE IT RESOLVED the Municipal Council for the Municipality of the County of Pictou approve the following Citizen Appointments from April 1st, 2024, to March 31, 2026:

Audit Committee

- a. Rick Feehan
- b. Susan Robinson

Police Advisory

- a. Kevin MacDonald

Riverton Guest Home Association

- a. Bonnie Allen

Climate Change Advisory

- a. Violet McCullough
- b. Ed Kennedy
- c. Reg Brightman
- d. Pierre Bredall
- e. Troy Kyle

Fences Arbitration

- a. Joyce Roode

Accessibility Advisory Committee

- a. Susan Matheson
- b. Rick Parker
- c. Grace Maxner
- d. Rae Gunn

Dated the 4th day of March 2024 in Pictou, NS.

Sgn _____

February 21st, 2024

To Whom It May Concern,

On behalf of the Municipality of Pictou County, this letter serves as support for the New Glasgow Farmers Market's initiative to replace their current seasonal structure with a year-round space.

The New Glasgow Farmers Market, bustling with activity every week, serves as the regional market for Pictou County. It supports over 150 small businesses and entrepreneurs, many of whom are from the Municipality of Pictou County. Every week, farmers and artisans from across the region showcase their goods and services.

The New Glasgow Farmers Market offers an inviting community space for neighbors and friends to gather, socialize, and explore a variety of local food, artisanal creations, and handcrafted goods, connecting with local residents and welcoming visitors from around the globe.

The new year-round space would allow the Market to increase capacity during shoulder seasons while offering market vendors greater certainty, knowing that they have a reliable, safe and dependable space to earn their living.

The proposed year-round space for the New Glasgow Farmers Market has the potential to become a dynamic and multifunctional community asset, enhancing not only local food security but also contributing significantly to the arts, community events, and various programs that enrich the fabric of our community. The New Glasgow Farmers Market has the opportunity to increase their role in fostering partnerships and collaboration among a variety of community-driven projects.

The Municipality of Pictou County endorses this initiative, anticipating a thriving future where the market increases their support to small business, fosters partnerships and enriches our community.

Sincerely,

[Name]

[Position]

Municipality of Pictou County



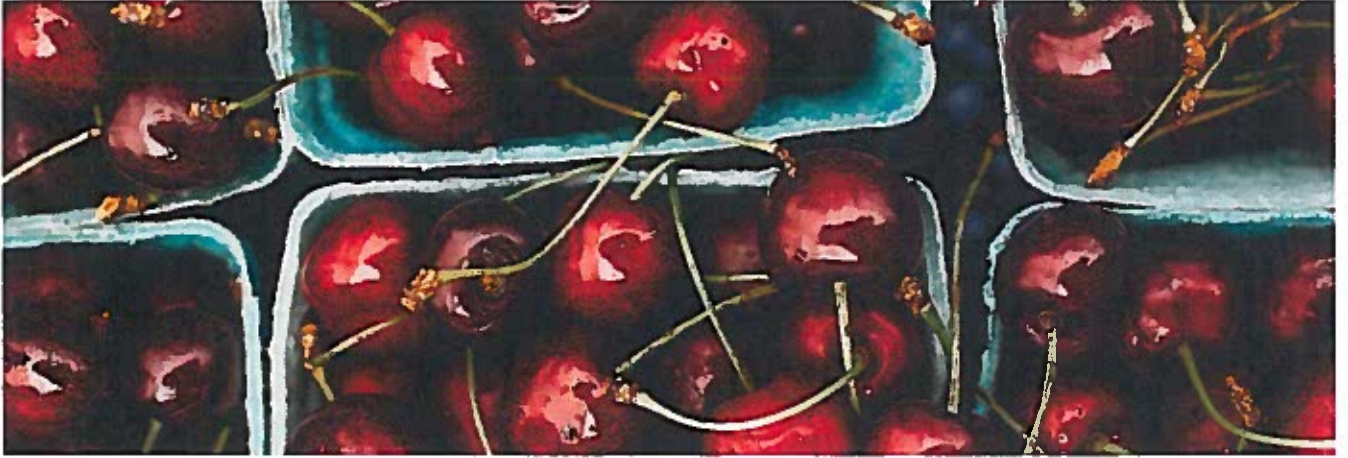
A PLAN FOR THE FUTURE



BUSINESS PLAN

New Glasgow Farmers Market
Redevelopment Initiative

CONTENTS



Executive Summary 01

Past, Present & Future of the NGFM 02

Arts, Culture & Entertainment 03

Culture & the Social Connection 04

Nourishing Communities 05

Tourism 06

Market & Demographics 08

Competitive Analysis 10

Strategic Partnerships 12

Economic Impact 13

Projections & Financial Considerations 14

Preliminary Cost Estimates & Financial Supports 18

CONTENTS continued



Design, Engineering & Construction 19

NGFM Legend & Scope of Work 20

Letters of Support 24

Certificate of Incorporation

Our Team

Community & Vendor Support

Thank yous

EXECUTIVE SUMMARY

The New Glasgow Farmers Market (the Market) is the regional farmers market for Pictou County. It is a thriving hub of activity on Saturday mornings, located on the banks of the scenic East River. It is an accessible, welcoming, and inclusive gathering space where people come together weekly to shop for local food and goods but also to socialize, re-connect and create new connections.

The Market is a small business incubator, supporting more than 140 businesses annually. Through its valuable partnerships and networks, vendors have access to resources including training, insurance discounts and other supports they may need to grow their business.

With the support of the Town of New Glasgow and other stakeholders, a new year round building would replace the current seasonal "dome" tent structure. The proposed new space will lessen barriers to food producers through improved equipment access and will allow other qualifying businesses access through our retail storefront. This space will provide enhancements including the flexibility to transform into an event space, a gathering space complete with an amphitheatre and will solidify the Market's place in the community landscape.

This project will provide our vendors consistent access to a heated and secure space. It will improve food security in the community by making local food and goods accessible through an expanded market and retail storefront. Furthermore, it will compliment and improve the existing Nourishing Communities food security program.

The improved space will not only address the immediate concerns regarding lack of insulation/security, capacity constraints and structural integrity, but it will also elevate the community experience with the flexibility to host a range of community and private events.

P. L. L. L. L.

THEN & NOW

WHERE WE WERE

Our very first market was held July 12, 2008 at Glasgow Square Theatre. It ran for three hours and most of the 11 vendors sold out within the first hour. That year we held a total of 12 markets.

By 2010, the Town of New Glasgow had secured funding, with support from ACOA and the other municipalities in Pictou County to build our first permanent home along the river, what is now known as "the dome". With this permanent space we continued to grow with an average of 34 vendors each week.

Once again running out of space, we partnered with the Town of New Glasgow, the Municipality of Pictou County and ACOA to secure funding for a second and year round building which opened in November of 2015. Having two buildings allowed us to double our space to 64 spaces.



WHERE WE ARE

Since the addition of a permanent year round building, we have continued to grow. In 2022, we welcomed 144 small businesses including farmers, producers and artisans. Thirty percent of those were new vendors to us. Six percent were newcomers and more than 98% of businesses are women-led.

We have been able to extend the shoulder seasons in the dome through December with the help of propane heaters that the Market fundraised for and installed in 2018. In the months of January through March, we must condense into one building and rotate vendors who wish to attend.

In 2022, we had enough demand to open the dome at the end February for the season. While we did not have too many that wished to be in the cold, the only alternative was to turn them away. This creates a challenge for vendor retention; vendors who are not able to attend in the colder months may not return for the warmer ones when we have more space.

In 2023, the trend continued. We opened the dome January 28, the earliest ever. We had to close it twice due to extreme cold which resulted in the cancellation of vendor dates and loss of revenue for the Market totaling an estimated \$1000 per market. We also expanded outside much earlier and welcomed a total of 153 vendors. We were fully booked for our fall and holiday season (October-December) by March.

THE FUTURE

WHAT THE FUTURE HOLDS

We continue to see unprecedented growth and demand, especially in our prepared foods category. We finished 2023 with a record of 153 vendors. Where we're going depends on the ability to replace the dome with a year-round structure.

If we do nothing, we are positioned for decline. The dome has roughly a ten year lifespan, we are now moving into year 14.

The loss of the dome would set the New Glasgow Farmers Market back fifteen years.

What would we lose?

- We would lose more than 50% of our indoor space
- Prepared food producers would drop by 60%
- Our revenue would dramatically decrease as we would lose table fees as well as fundraising revenue generated by our current cafe and store setup. This would lead to increased table fees for vendors
- It is also reasonable to surmise that we would see a decline in customer traffic, especially in the shoulder seasons
- We could only serve 20% of our current vendors at a time, decreasing vendor retention and customer selection
- Programs like Nourishing Communities would suffer a accessibility and selection issues
- we become less attractive to events and tourists

With an improved building and community space, we will continue on our current trajectory with an improvement in services and supports.

- we can triple the amount of food vendors we can currently accommodate in the dome
- we will be able to place greater emphasis on arts and community events with the enhancement of our gathering space
- enhance the waterfront by adding interest along local trails and adding to activities and development in downtown New Glasgow
- add a community event space complete with approved kitchen for private and public events
- focus will move to enhancing programs, events and



Christine Whelan Photography



Christine Whelan Photography



Christine Whelan Photography

MORE THAN A FARMERS MARKET

The proposed new space is more than a farmers market. It has been thoughtfully designed not only to meet the business needs of the market and it's vendors, but to enhance and connect community through a multi-purpose venue.

LOCATION, LOCATION, LOCATION

Nestled in the heart of downtown New Glasgow, The Market stands as a central point along the scenic East River. Conveniently located just a stone's throw away from the local Marina and a few steps from Glasgow Square Theater, it offers visitors the opportunity to walk or bike along beautiful trails that connect to other attractions. While in the area, visitors can explore the downtown shops and partake in nearby local events.

ARTS, CULTURE & ENTERTAINMENT

The NGFM supports arts, culture and entertainment in its regular operations. We offer a space for aspiring young musicians to come and play for the public and seasoned musicians enjoy playing in the welcoming, informal atmosphere where they can also perfect their material.

We are a proud venue of events such as Art at Night. Many of our vendors are talented artisans who are fluent in a variety of mediums. We have also been privileged to join efforts with Coastal Nova Scotia, our local tourism partner to hold free community events such as Evergreen Pictou County which welcomes people from our community and beyond to connect in a festive and welcoming atmosphere.

The new venue space will allow us to enhance and expand our contribution to community events like these along the riverfront. A key feature of the new space is an outdoor amphitheatre space. It will have a stage and permanent seating, adding the ability to hold and expand pre-existing outdoor events that are already held in our community.

Inside, the floorplan lends itself to a versatile and flexible space that can be transformed into a fully functional event or meeting space.

This space will boast a fully functioning commercial kitchen suitable for caterers that will be out of sight elevating the event experience for hosts. This versatile space is wide open and well suited for hosting a multitude of gatherings from private events from weddings and dances to conferences, expos, workshops, lunch and learns and more.

Our central location along the riverfront will



MORE THAN A FARMERS MARKET - cont'd

CULTURE & THE SOCIAL CONNECTION

Farmers markets are more than just places to buy and sell local produce; they are also centres of cultural connection. They bring together communities, foster a sense of shared identity and celebrate the diverse traditions, cuisines, and crafts that make each region unique.

We are often the destination for people who have newly settled in our region. Whether as a resident or as a vendor, or both. Several newcomers who started their journey at the Market and have grown to own their own successful businesses and have settled into the community.

Furthermore, farmers markets contribute not only to the economic vitality of the community but also to the preservation and promotion of its cultural heritage. Visitors and locals alike can explore the rich tapestry of a region's culture through the diverse offerings, creating a dynamic and enriching experience for everyone involved.

Social connections facilitated by farmers markets extend beyond basic transactions; it builds relationships, strengthens community bonds, and creates a sense of belonging. In an increasingly digital age, these markets offer a tangible space for face-to-face interactions, fostering a communal atmosphere that is vital for the overall well-being of our community. By providing a platform for socializing and connection, farmers markets contribute to the social fabric of a region, making them integral components of vibrant and connected communities.



REAL FARMERS MARKET - cont'd

farmers market such a special place is that you're actually creating community around food.
BRYANT TERRY

NOURISHING COMMUNITIES

The New Glasgow Farmers Market had a vision of reaching people in the community who were experiencing food insecurity and how to make the market more accessible to them.

- ✓ Addressing Food Insecurity
- ✓ Building Community
- ✓ Supporting Small, Local Business

In 2018, the NGFM successfully applied to the Aberdeen Health Foundation for a grant that would allow us to partner with a community organization that would connect us with families who may benefit from the program.

Using the framework created by Wolfville Farmers Market as a guideline, we created our "NGFM Healthy Living Program" which allowed us to support 10 families in Pictou County. Each family received a set sum of "Market Money", an NGFM currency that can be used with any vendor at the Market. The benefits of this program are two fold

Farmers Markets of Nova Scotia, subsequently lobbied for funding for this program now called Nourishing Communities. Since it's start at the New Glasgow Farmers Market, we have now distributed more than \$100,000 to households experiencing food insecurity. In 2023, alone we served 26 households.

IN THE WORDS OF OUR PARTICIPANTS:

“ We have the ability to try new foods that have now become staples in our diet ”



“ Participating in this program to me means I can put healthy food on our table. ”

“Nourishing communities has helped give us a chance to support local vendors at our farmers market, while obtaining nutritious fresh produce and meat for our family, as well as other goodies from vendors. We have absolutely loved being part of this program and feel very lucky to have been part of it. We hope

TOURISM

Pictou County is nestled along Nova Scotia's Northumberland Shore. Home to beautiful, sandy beaches, hiking trails and waterfalls, there is no shortage of natural beauty.

Visitors can enjoy touring many small businesses and attractions. From craft distilleries and breweries, local restaurants and shops and all the amenities required to attract not only visitors, but business and individuals looking to settle in the area.

The county also is well-equipped with recreational facilities such as the Pictou County Wellness Centre, William M. Sobey Indoor Sports Complex, and Pioneer Coal Athletics Field

In 2022, Nova Scotia welcomed more than 1.5 million visitors to the province.

TOURISM & THE NGFM

Tourism is an integral part of the New Glasgow Farmers Market. It is a must-see destination for visitors our our region, especially in the summer months. Visitors often seek out local farmers markets when they visit to experience.

The food and goods made and sold at the market are a reflection of our local culture. We also have a wide variety of talented local musicians who busk at the Market and are often a highlight of any event held at the Market.

In 2019, we conducted an interactive exercise during the summer months. We asked our visitors to write down where they were visiting from. Each week, we took a photo of the board and pinned them on a map. We erased the board and redid the exercise weekly. These are the results.



MORE THAN A PLACE TO VISIT

Farmers markets contribute to the appeal of a community for those considering relocation by providing a welcoming, engaging environment that reflects local culture, supports local businesses, and promotes a high quality of life.

Community engagement and social connections provide a sense of belonging. Through the locally produced food and handcrafted products, the NGFM is a genuine representation of our community, its local "flavour" and local cultural identity. From ethnic foods to traditional crafts, and unique products, farmers markets often attract those interested in exploring different cultures or sharing their own cultural experience.

Access to fresh, locally grown produce and artisanal goods at a farmers' market not only enhances the quality of life but also nurtures overall well-being. This goes beyond just promoting nutritional health; it extends to fostering mental well-being through meaningful social connections.

The NGFM aims to improve our community experience by hosting a variety of community events, live entertainment, and family-friendly activities. This creates an inviting atmosphere, especially for families in search of a residential environment with a small-town charm and genuine connections.

When individuals choose to shop at the NGFM, they actively play a role in supporting local farmers and businesses. This is especially attractive for those who prioritize community values and aspire to be part of a network that values and promotes local entrepreneurship.

Ultimately, a well-supported farmers' market becomes a source of pride for the local community. This sense of pride has a contagious effect, drawing in individuals actively seeking a location where residents take genuine pride in their local offerings and communal spaces.

“

When we want healthcare providers and their families considering or relocating to our community to get a feel for the community, the New Glasgow Farmer's Market is always on our list. It's a wonderful place to meet people, feel a sense of belonging in a welcoming setting and be introduced to incredible local tastes, sights, smells and sounds that showcase the heart of this community – it showcases the type of community we're proud to be.

-Nicole LeBlanc

Project Navigator Healthy Pictou County

A physician-led effort supporting the attraction and retention of medical staff and students to

OUR MARKET & DEMOGRAPHICS

Population

The New Glasgow Farmers Market is the regional Farmers Market for Pictou County. Our vendors and customers come not only from New Glasgow, but Stellarton, Trenton, Westville, Pictou and Pictou County.

The NGFM also attracts both vendors and customers beyond our local geographic area. This ensures that our community and customer base has a wide variety and selection of local food and goods. Welcoming customers beyond our immediate geographic location, improves tourism and increases Economic Impact.

Population combined; approx. 66,189 (2021 Census Data)

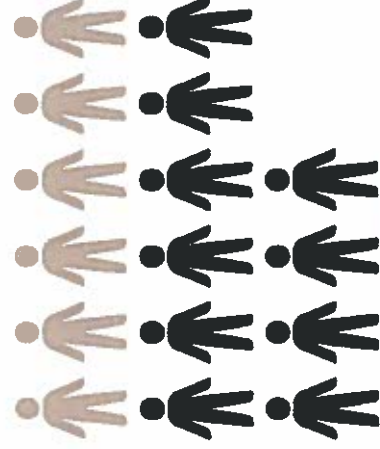


Target Market

The majority of our visitors are generally between the ages of 25 and 55, individuals and families, though we do have a number of seniors that frequently shop with us as well.

We welcome an increasing number of newcomers as both vendors and consumers. The Market plays a very important role for those new to our community, whether from another country or those who relocated from another province.

For those relocating from another country, the market is a great way to connect, communicate and experience local culture in their new home.



MARKET DEMOGRAPHICS

The New Glasgow Farmers Market has vendors of all backgrounds. We have also had the opportunity to welcome many newcomers over the years.



Our businesses are largely women-owned and cover all age ranges from retirees to youth vendors.

We have welcomed vendors who have relocated here from across our country or who are entirely new to Canada. For those new to our country, the market is a place to learn local and Canadian culture and hone their English skills, complimenting other language programs. In both cases, the Market is a great place for those new to our community to immerse themselves in an inclusive social setting where they can meet new people and begin to call Pictou County home.

The NGFM is not only a destination here, but is an integral part of the quality of life for those who call it home.



of market businesses are women owned; all or in-part



identified themselves as New Canadians



identified themselves as part of an underrepresented group

COMPETITIVE ANALYSIS

The New Glasgow Farmers Market is the regional Farmers Market for Pictou County and has been formally operating since 2008 and registered as a non-profit organization since 2009.

TRURO FARMERS MARKET

The Truro Farmers' Market is home to over 50 vendors each Saturday during peak season. A vibrant gathering place located downtown Truro. The TFM's home is in an old firehall. Like most markets, they feature fresh local produce, a wide array of baked goods, jams and sauces, specialty handcrafted goods, decor, body product, spirits and prepared foods to eat on site or take away.

They are a non-profit cooperative and have been in operation since approximately 1980.

The Truro Farmers; Market is located more than 59km from Pictou County and is not readily accessible for Pictou County residents who do not have access to transportation.

Saturdays year round.

April through December: 8am until 1pm

January - March: 9am until 1pm

TATAMAGOUCHE FARMERS MARKET

The Tatamagouche Farmers Market is located in the seaside village of Tatamagouche, 50km west of Pictou. The Market itself is located in Creamery Square a local attraction for visitors.

They are a smaller year-round market that welcomes roughly 30 weekly vendors. It's rural location and distance is unreachable for anyone without transportation

Saturdays 9am until 1pm

ANTIGONISH FARMERS

MARKET

The Antigonish Farmers Market is located in Antigonish, just off the highway on route to downtown, near St. FX.

Their non-profit organization was formed in the 1990's. They operated seasonally until their expansion into a year round facility in 2019. This fundraising and expansion effort was initiated by the Market. The currently host 50+ vendors during peak season.

They are located approximately 58km from Pictou County, also making the market largely in accessible to residents that do not have access to transportation.

Summer: Saturdays: 8:30 am until 1pm

Winter: Saturdays 10am until 1pm

COMPETITIVE ANALYSIS

WHISTLEBERRY MARKET

The Whistleberry is located on Hwy 4 and Highway 104, just off exit 20 in Pictou County. This space is open daily, with the exception of Sundays. This recently opened store sells locally raised and smoked meats and carries a number of products from the local area.

Convenient for those living in the immediate rural area, a lack of transportation makes accessibility a challenge. While it does offer local food and goods, it is largely a retail experience as opposed to a traditional market atmosphere. Consumers do not have the same opportunity to attend events and it lacks the connection with community and local producers that traditional farmers markets offer.

CONSIDERATIONS TO COMPETITIVE ANALYSIS

The New Glasgow Farmers Market enjoys a central location, along the banks of the beautiful East River. Surrounded by recreational trails and within walking distance of downtown shops and dining establishments, the market is accessible by transit and just up river from the Marina. Many popular events are held nearby making the new venue a welcome and complimentary addition to the area.

We have the opportunity to add much needed flexible venue space that will have a meaningful and positive impact for residents, other local events, organizations and businesses. It will be an important part of waterfront development and improvement in downtown New Glasgow. With the residential and community development plans, the new venue will be an attractive addition to local residents.

With a consistent year-round building that does not contract in size in shoulder season, vendor attraction and retention is expected to increase.

It is also important to note, that while Truro, Tatamagouche and Antigonish Farmers Markets are listed as competitors and operational policies, procedures and organizational structures vary, farmers markets often work collaboratively and share vendors. We all have a common goal of supporting farmers,



STRATEGIC PARTNERSHIPS

Currently the New Glasgow Farmers Market has one full time employee, the Market Manager. In 2023, the NGFM hired a part time Market Co-ordinator to recruit and schedule volunteers and to assist the Market Manager with operations on Saturdays.

Once the expansion is complete, the Market Assistant role is poised to grow into a full time position responsible for the NGFM General Store and Cafe operations.

CURRENT PARTNERSHIPS & OPPORTUNITIES FOR FUTURE COMMUNITY COLLABORATIONS COMMUNITY PARTNERSHIPS

The NGFM currently works alongside many community organizations to support vendors by helping to funnel resources from community partners to market vendors and customers through our community table. We enjoy community connections with the following organizations:

- Ignite Atlantic
- Mentors Plus
- Pictou County Chamber of Commerce
- Coastal Nova Scotia
- Pictou County Partnership
- New Glasgow Library
- Kids First
- Pictou County Womens Centre
- Pictou County Solid Waste
- YMCA - Y on the Move
- Creative Pictou County
- NOBL
- East Coast Credit Union
- Nova Scotia Cooperative Council

The following organizations for potential future partnerships and collaboration:

- Summer Street Industries (potential greenhouse collaboration)
- Various Seniors Groups
- Viola's Place
- School's Plus
- Highland Community Residential Services
- Green Schools
- New Glasgow Kinsmen
- Nova Scotia Community College
- Local Elementary, Middle and High Schools

“THE NEW GLASGOW FARMERS MARKET NOT ONLY FOSTERS A VIBRANT LOCAL ECONOMY BUT ALSO SERVES AS AN INVALUABLE INCUBATOR FOR VALIDATING NEW BUSINESS IDEAS. THE DIRECT ENGAGEMENT WITH THE COMMUNITY ALLOWS ENTREPRENEURS TO TEST AND REFINE THEIR PRODUCTS, ENSURING THEY RESONATE WITH CONSUMERS. THE MARKET BECOMES A DYNAMIC HUB FOR INNOVATION, CONNECTING PASSIONATE CREATORS WITH EAGER CUSTOMERS, LAYING THE FOUNDATION FOR SUSTAINABLE AND SUCCESSFUL VENTURES.”

WES SURRETT
NORTHERN REGIONAL MANAGER

The New Glasgow Farmers Market currently plays an important role in serving our community, however once this final infrastructure program is complete, we will be able to shift our focus to further expand our community and vendor supports. The finished project will empower us to pursue programming opportunities for our community that we are

ECONOMIC IMPACT

Market Attendance

Each day of operation, customer counts are taken throughout the day. These counts show that the average attendance at the NGFM is estimated to be more than 1800 visitors every Saturday during the peak season. Since our first expansion in 2015, we have seen more than a 60% increase in traffic.

Market Sales

Each day the Market is in operation, the vendors were asked to submit their sales totals from the previous week. This data is collected anonymously but felt to be accurate. It is estimated that average monthly sales at the NGFM were roughly \$40,000 in 2019 with annual sales estimated at approximately half a million dollars.

The Multiplier Effect

Customers at the New Glasgow Farmers Market spent an average of \$46 per customer in 2019. This gives an estimate of the economic impact of the market to be more than \$3,000,000 annually.

Indirect Economic Impacts

Many of the customers who come to New Glasgow on Saturday to shop at the NGFM also take advantage of the opportunity to shop at businesses in the surrounding areas.

In addition to visitors from our local community, we also welcome guests from around the globe who also visit other businesses and attractions in the area. A 2013 survey of 21 farmers markets in Nova Scotia by FMNS, estimated that shoppers spend an average of \$15.37 at other businesses. By 2019, that number skyrocketed to \$41. In that time, we expanded once and have seen a 62% increase in spending at area businesses and attractions.

Using the \$41.00 number from 2019 and multiplying this by the number of average visitors in 2019, gives indirect spending of \$2.7M at surrounding businesses.

Adding this to the direct impact found above gives us a Total Economic Impact of = \$3,000,000 + \$2,700,000 = \$5,700,000 With a new venue this number will only grow.

PROJECTIONS & FINANCIAL CONSIDERATIONS

Projected Impact of a modernized,
multi-use venue

COMMERCIAL KITCHEN

The proposed new venue will house a large approved commercial kitchen, complete with a commercial dishwasher what we are currently unable to accommodate. This means that this space can be utilized not only by vendors, but for those wishing to rent the venue for events requiring catering or food service.

For prepared food vendors, the new venue will potentially increase our commercial kitchen rental space by 200% In 2023 our kitchen rental revenue potential was \$5948, actual (we were at capacity for food vendors) was \$2974. A new venue would be able to accommodate two vendors at once, in addition to the space we already have, this bring potential revue to approximately \$7953

INCREASED PREPARED FOOD SPACE

The proposed venue has been designed to maximize space and electrical requirements for prepared food vendors, a current limitation that has resulted in loss of vendors due to the inability to accommodate them and/or their required equipment.

The new venue would increase capacity from 4 food vendors in the current dome space to 12 food vendors in the enhanced venue.

For those wishing to rent the space, this venue will offer flexibility in being able to accommodate several event formats. The layout is ideal for food focused events wishing to showcase a variety of foods, conferences and events who are looking to have a buffet style, catered event and more.



PROJECTIONS & FINANCIAL CONSIDERATIONS

Continued

INCREASED OVERALL SPACE & INCREASED ATTENDANCE

The New Glasgow Farmers Market will increase in size and will be secure and heated. This will allow for expansion into the shoulder season, January through March. In a vendor survey, vendors indicated that they would be more likely to attend earlier in a heated space.

Currently, the NCFM contracts to half its size for these months. In the last couple of years as demand has steadily increased, vendors have been give the option to use the dome with the alternative being unable to attend their chosen dates, affecting their revenue and livelihoods.

Not taking into consideration the amount of increased vendor space, nor additional revenue from kitchen rentals - filling to current capacity in the shoulder seasons would increase revenue by roughly \$11,000.

Moreover, with the additional space, the NGFM will have the flexibility to add an indoor eating space as well as room for local musicians to perform which is not currently an option due to space constraints.

MARKET STOREFRONT

This new venue will also include a small market storefront. There are many small farms and businesses that do not have the human resources to staff a table nor is it financially or logistically feasible for them to have a presence at the market. These businesses would have the opportunity to sell their product in our NCFM General Store. This allows more choice for our consumers as well as offering an additional outlet for local suppliers.

The purpose of the store is to:

- assist farmers by adding flexibility to their distribution to maximize their return and lower food waste while increasing accessibility to local food for our community
- carry local (Nova Scotia) products that fill a void in the market that is not already satisfied by an existing business at the Market
- expand the hours the NGFM is accessible to the public in some capacity
- increase access to local food for vulnerable populations in our community through existing programs

PROJECTIONS & FINANCIAL CONSIDERATIONS

Continued

MARKET STOREFRONT CONT'D

To date we have been running this store format on a very small scale. We are limited by extreme temperature fluctuations, lack of security, the inability to install equipment due to those factors and lack of space. However, even in this very small scale, we have been successful. In 2022, our net profit was approximately \$8,500.



REVENUE STREAM SUMMARY

Additional Revenue streams created by an improved Market venue:

- Expanded table fees as a result of additional space & shoulder season expansion
- Increased kitchen rental fees, due to increased rental capacity
- Event rentals, both private and corporate Functions
- NGFM General Store expansion

OUTCOMES

The realized additional revenues generated from the market and all the newly created revenue streams from this venue will:

- create additional employment
- offset operating costs (in conjunction with table and membership fees)
- assist with keeping vendor fees low and
- focus on social enterprise efforts into programming such as Nourishing Communities
- expand into other areas of social enterprise as we transition into a growth phase

PRELIMINARY COST ESTIMATES & FINANCIAL SUPPORTS

CAPITAL BUDGET

CAPITAL COSTS

TOTAL CONSTRUCTION COSTS:

- Building \$4,365,000
- Site Construction \$1,274,730

Construction, including all contractor fees, etc.

Construction Contingency (30%): \$1,409,945

Architectural and consulting (already paid): \$46,400

Total Project \$7,096,075

INCOME

Federal Contribution (estimated): \$3,000,000

ACOA:(waiting to apply) \$500,000

Additional Funding & Grants: \$600,000

Provincial contribution (estimated):

\$2,000,000

Municipal contributions:

\$45,000 MOPC (committed),

TNG (minimum 10%)

NGFM Community & Private Contributions

(expected): minimum \$700,000

FINANCIAL SUPPORTS

We have received financial investments from the following contributors:

- Municipality of Pictou County \$45,000
- East Coast Credit Union \$10,000

We have a promise of financial commitment from the following when the project further progresses:

- Town of New Glasgow 10%
- Kinsmen \$11,000

NGFM contributions to date excluding the above: more than \$68,000

The Federal and Provincial governments who are in support of this initiative, are involved in ongoing communications regarding funding opportunities.

This ambitious endeavour was initiated by the New Glasgow Farmers Market. The market and our farmers and vendors are committed to its success. This initiative is for the community, as such we are engaging the community through our fundraising efforts. As of December 31, 2023, the NGFM has raised \$85,000 including the Kinsmen contribution, and not including Municipal contributions.

To date, vendors of the NGFM have contributed more than \$3000 to the redevelopment efforts. This accounts for more than 17% of funds raised through

NGFM SCOPE OF WORK

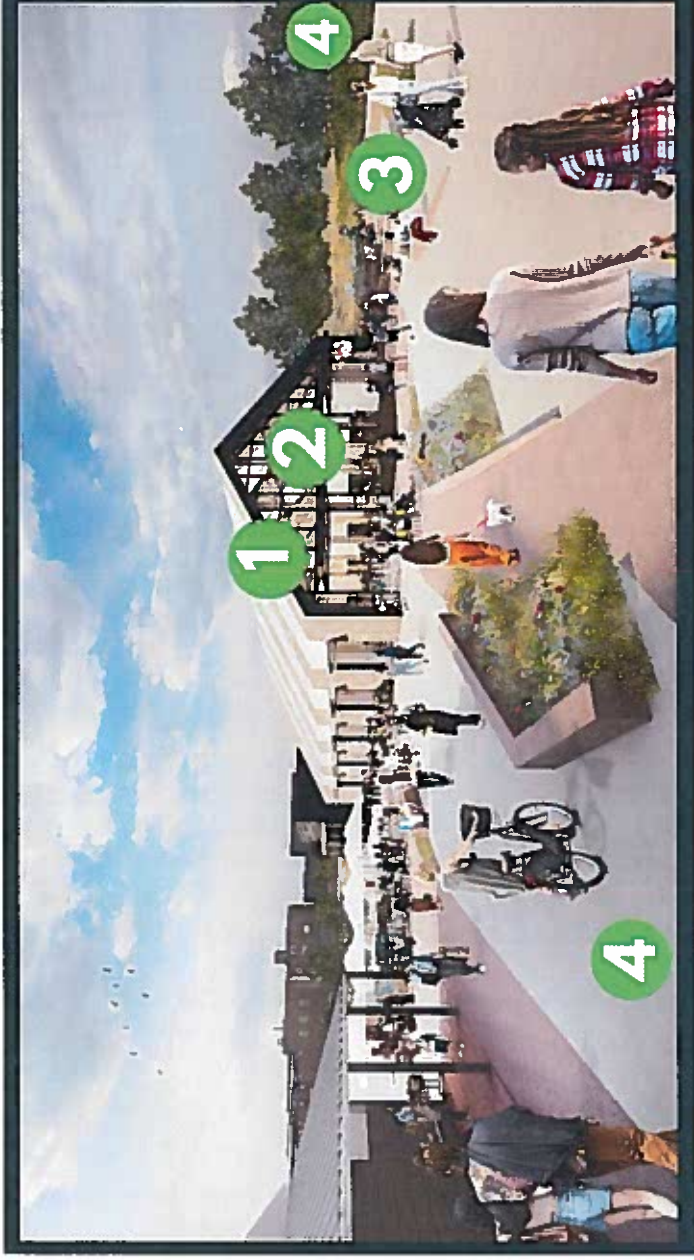
FRONT EXTERIOR



1. **Retail storefront** will have an entrance that opens to the outside gathering space, creating an accessible, welcoming atmosphere
2. **Main entrance** to the venue, this entrance would be the main entrance during inclement weather and shoulder seasons when the larger outdoor entrances cannot be utilized
3. **Light filtering panels** will not only provide passive solar to the space, but will keep the light, open and airy feeling that dome currently provides
4. **Fold-up garage style doors** will connect to the outside making the entire grounds and adjacent building feel like one cohesive gathering space. Additionally, the fact that these doors fold provides shelter for outdoor vendors and will stand up to wind, eliminating the use of tents and their costly replacement.
5. **Purposeful landscaping** connects the amphitheatre space and the

NGFM SCOPE OF WORK

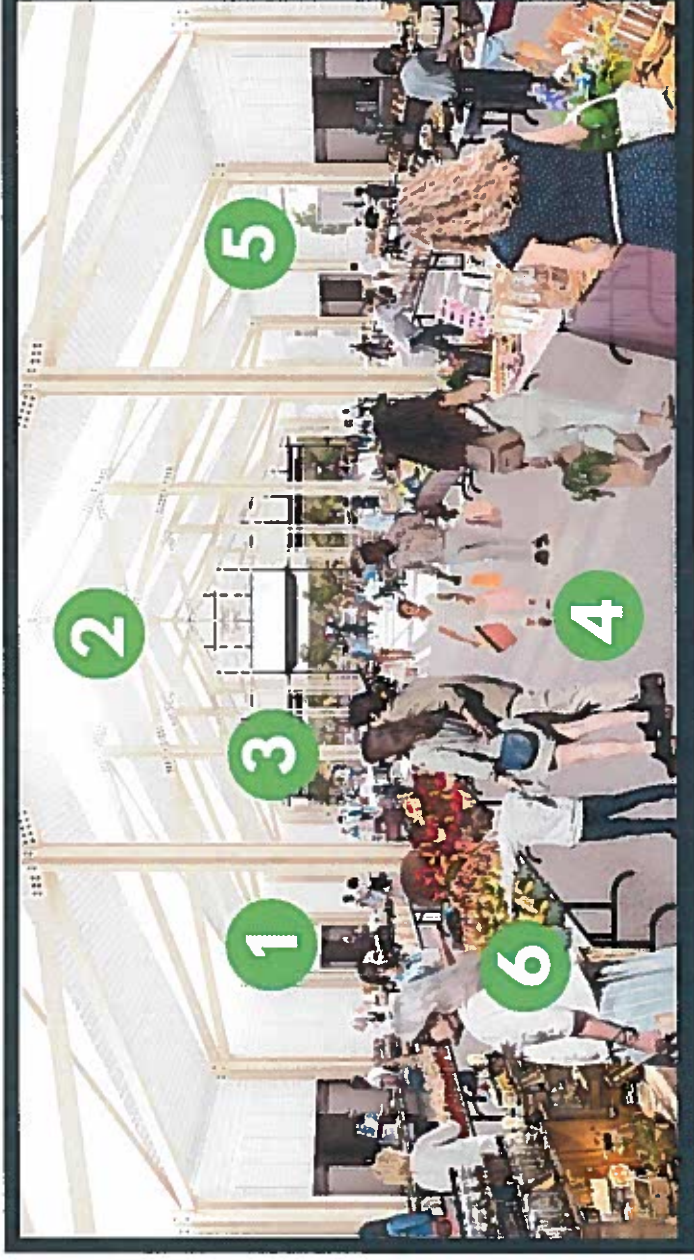
SIDE EXTERIOR



1. **Glass wall** connects the outside to the inside for an open feeling. It faces the scenic East River
2. **Folding glass doors** not only make the whole space a cohesive and inviting space, it allows an indoor/outdoor entertainment space.
3. **Built in seating** allows for entertainment seating but also a space for people to sit and enjoy their lunch riverside, this space will add additional space to utilize any time of the week
4. **Walk the trails** to or from the market. Once expanded, trails will line the riverfront connecting beside the new venue and behind the current market space. This makes the venue an easy and convenient way for trail users to access the market or events held at the venue. This fits in with those seeking the health and active lifestyle and enhances the venue as a convenient

NGFM SCOPE OF WORK

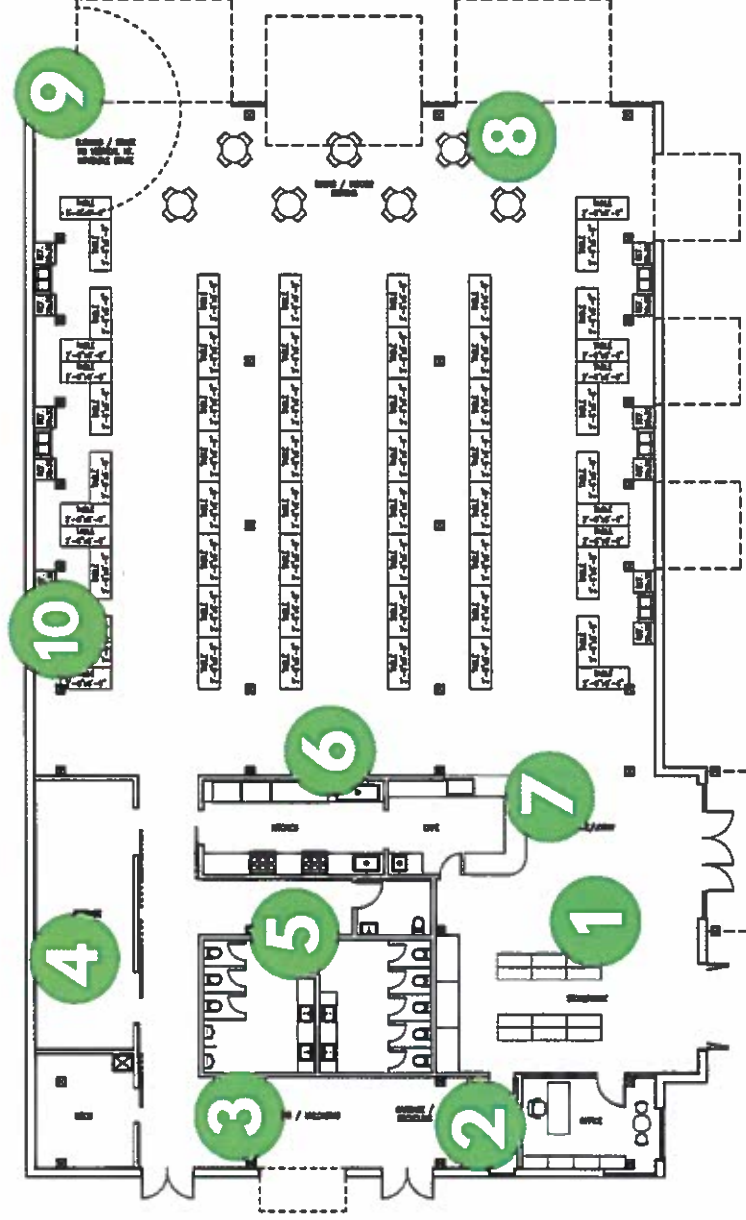
INTERIOR



- 1. Food Vendor space** will expand from 4 spaces to 12, tripling available space. We are unable to meet current demand due to insufficient electrical capacity. This also offers those who rent the space added flexibility for their events.
- 2. High Ceilings** not only serve as passive solar, but lends itself to an open and inviting space that vendors and customers currently enjoy.
- 3. Glass side entry** brings the outdoors in and links the entire grounds for a feeling of community connection for everyone.
- 4. In Floor Electrical** offers convenience and flexibility for vendor placement. The venue will also make use of in floor heating
- 5. Retractable windows** offer several entry points for customers during the busy summer season and allow farmers to have a space that offer produce shelter from the elements including the sun. They will also bring in light on grey winter days.
- 6. Onen floor plan** offers versatility for not only market operations but ensures

INQUIRY LEVEND

FLOOR PLAN



1. **General Farm Store** retail storefront that will expand access to the Market
2. **Office Space** will be added allowing the ability to hold office hours
3. **Flex Space** currently earmarked for loading and unloading, however likely will be reconfigured for a cooler, and cold/dry storage space
4. **Storage Space** will be added as we currently do not have any. This allows us the space to transition for events
5. **Additional Washrooms** including a separate accessible washroom
6. **Commercial Kitchen** will have the ability to accommodate 2 vendors at once and increasing accessibility to the kitchen by 200%
7. **Improved Cafe Space** will increase our revenue to offset market operations and enhance social enterprise efforts
8. **Addition of Indoor Eating Space** will allow customers a comfortable place to eat in shoulder seasons which will also potentially increase sales for food vendors
9. **Dedicated busking Space** A space will be set aside for musicians to entertain during shoulder seasons and inclement weather

SUPPORT PAGE

I love bringing the kids to the market; they've been going every week since they've been babies. This is where they learned to spend their allowance. Their weekly interactions with the vendors has really reinforced how important it is to get to know the people who make and grow our food. Having a second permanent building will be so great to make sure there's room for our favorites and to make sure there's space for new and businesses.

-Sharon Whyte
MARKET SUPPORTER

I absolutely love going to the New Glasgow Farmers Market. It is a great atmosphere with a great selection and a great way to see a lot of familiar faces. I always purchase or support something there every time I go. I am a firm believer in supporting our local entrepreneurs.

-Mike Maclean
Market Supporter

I see (the NGFM) as an integral, thriving piece of our community. The market gives myself and other creative vendors the opportunity to maintain our side hustles with a low overhead, and for some to supersede their own dreams and leave the 9-5 grind to work for themselves full time. Seeing our market manager and team struggle to make space for new vendors and accommodate the many different needs of each unique creator, just further solidifies the need for an improved and updated market space. The New Glasgow Farmers Market has become a cornerstone of our community in ways that are too great to list, and it is time she gets the face-lift and home she deserves.

-Darrah De Young
Owner/Baker
BAKED AND BOUJEE CHEESECAKES