



Novemeber 1st, 2022

To who it may concern,

This year marked our 7th season at the Georgina Farmers Market! During these past seven years we have become a staple of the community, attracting locals from across Georgina, as well as many visitors from surrounding areas. Many seasonal cottagers find the market a great place to enjoy the outdoors while also filling up their fridges and pantries with local products. For many in Georgina the Farmers Market has become a regular part of their seasonal experience, a place where social interaction and familiar faces, brings joy each and every Sunday.

The number of vendors at the market has remained strong, and demand to take part is more than we can allow since we limit the number of booths selling the same products. When one vendor moves on we have been able to fill that vacancy with relative ease.

Despite challenges during the Covid Pandemic the Farmers Market has been able to continually provide the same level of service to the community, while balancing safety and the need for economic activity. We've pushed through many challenges this year, including slightly lower attendance and greater economic sensitivity of the customer. The ongoing trend of inflation is definitely impacting the purchasing power of those in attendance, and the spill-over into the local economy is apparent. Despite the decrease in purchasing power of the average customer, vendors who have booths at more than one Farmers Market have consistently described the Georgina Farmers Market as being one of the more active markets in terms of customer spending, due in large part to the organization and friendly atmosphere created by the Georgina Farmers Market team, and our consistency in terms of providing a balance of products to meet various consumer demands.

This year we re-implemented the Food Bank donation box (which was put on hold during the pandemic for health reasons), where we collect money every Sunday to gift the Food Bank at the end of the season. We also allocate free booths to local non-profit groups for outreach, groups such as Routes and Hospice. On Sunday the Georgina Chamber of Commerce also opens their doors, taking advantage of the surge of traffic generated by the Market.

The impact our market has in bringing traffic into the Sutton core can't be understated, this increase in traffic benefits local businesses, and provides a highlight for other organizations located in the Sutton Link. Our support for local farmers, and small businesses has been unwavering for the past 7 seasons, and the financial support from the Town of Georgina has been helpful in allowing us to provide a better experience for attendees, where we have live bands, and occasional booths offering face painting, portrait artists, and balloon stations for children. This continued support in the amount of \$8000 from the Town of Georgina is much appreciated.

In summary we are pleased to have become a contributing member of the local community, providing a consistent experience for attendees who have come to expect great product selection, friendly faces, and a wholesome family setting. We look forward to serving the community in the years to come, and welcome all the support we can get to make our market bigger, better, and stronger as we continue to grow with Georgina.

Please don't hesitate to reach out if you have any questions.

Thank you kindly,

Natalia Zammitti  
President and Founder

**GEORGINA FARMERS MARKET**  
**2022 YEAR END FINANCIALS**

***Revenue***

|                        |              |             |  |            |              |
|------------------------|--------------|-------------|--|------------|--------------|
| Grant                  | \$ 8,000.00  |             |  |            |              |
| Vendor Fees            | \$ 15,875.00 |             |  |            |              |
| Sponsorship            | \$ 1,000.00  |             |  | Revenue    | \$ 24,875.00 |
|                        |              |             |  |            |              |
| <b><i>Expenses</i></b> |              |             |  |            |              |
|                        |              |             |  |            |              |
| Entertainment          |              | \$ 4,500.00 |  |            |              |
| Market Manager Wages   |              | \$ 3,300.00 |  |            |              |
| Volunteer Pay          |              | \$ 4,700.00 |  |            |              |
| Adertising/Promotion   |              | \$ 8,841.40 |  |            |              |
| Expenses               |              | \$ 701.50   |  |            |              |
| Insurance              |              | \$ 1,440.75 |  |            |              |
| Rental                 |              | \$ 1,792.63 |  | Expenses   | \$ 25,276.28 |
|                        |              |             |  |            |              |
|                        |              |             |  |            |              |
|                        |              |             |  | Difference | -\$ 401.28   |
|                        |              |             |  |            |              |