



Ryan and Jessica Statham
The Brandywine, Inc.
25714 Pioneer Line
West Lorne, ON N0L 2P0

Thursday, April 20, 2023

Municipal Clerk
Municipality of West Elgin
22413 Hoskins Line
Rodney, ON N0L 2C0

To Whom it May Concern,

We are a local small farm-based business in West Lorne and we are looking for municipal support in the organization of a producer-based farmers' market. Taking place on a Friday evening, monthly, from July to October, the farmers' market will feature locally grown and produced wares, including vegetables, flowers, meat and artisan goods, as well as prepared foods and live music. We believe that a cash bar would benefit the event and are writing this letter to ask for your support in designating these events as "municipally significant" so that we may submit our application for a Special Occasion Permit to the Alcohol and Gaming Commission of Ontario (AGCO).

The inaugural market will take place at our farm, at 25714 Pioneer Line, West Lorne, on Friday, July 14, from 4:00 pm to 9:00 pm. Dates for the August, September and October markets have yet to be determined. We have already met with the municipal planner, who has deemed that our zoning is appropriate for such events.

These events will benefit the community at large by increasing tourism dollars spent within our area. We have a strong following of customers in the St. Thomas and London area and will be advertising locally as well as farther out to encourage people to visit West Lorne. We feel that these markets will also stimulate economic growth by encouraging expansion of the agri-business sector through new value-added and agriculture-related enterprises. We are here to support not only small producers who are already established and looking to expand their customer base, but also new and young entrepreneurs who wish to experience farmers' markets for the first time. These events will also encourage the expansion of business activity for existing commercial businesses in the downtown.

The Municipality of West Elgin's Official Plan - Draft #1 (April 2023) specifies goals and objectives within agricultural areas. This farmers' market would directly assist with increasing opportunities in agriculture, agriculture-related and on-farm diversified uses (please see attached pages 48-50 of the draft plan, sections 7.1.1 to 7.1.5). To wit, we believe that the market not only promotes West Elgin as a tourism destination, but also contributes to achieving the stated goals of the municipality. A local farmers' market would provide increased business to local growers and producers, as well as increased exposure to small home-based businesses. Having a monthly farmers' market means these products will be available throughout the growing season for our community to explore and enjoy.

The farmers' market will be open to the public and will be advertised through social media, radio, flyers, local municipal LED signs and word-of-mouth. We will have volunteers to help direct traffic off the main road and within the parking area to facilitate the flow of vehicles entering, exiting and parking. All emergency services have been informed of the event; please see attached letters directed to local EMS, fire and police services. Also attached is proof of farm insurance, via Salus Mutual and their underwriters. Southwestern Public Health has also been notified, and individual vendors have the link to complete the necessary forms. We have produced a vendor agreement form (attached) that each vendor will read and sign.

Ultimately, our goal is to provide a venue for the community to experience everything that West Elgin has to offer: from local maple syrup to local lamb, produce and hand-made goods and musical talent. We believe that a farmer's market will benefit the community as a whole, and also fulfill a much-needed niche with respect to locally-produced food. Please accept this correspondence as our official request to have the events deemed municipally significant.

Thank you for your consideration,

Ryan Statham, Director
The Brandywine, Inc.

Jessica Statham, Director
The Brandywine, Inc.

