

**TOWNSHIP OF WEST LINCOLN  
ALL COMMITTEES MEETING (INCLUDING PUBLIC MEETINGS)  
AGENDA**

**MEETING NO. ONE**

**Monday, January 13, 2025, 6:30 p.m.**

**Township Administration Building**

**318 Canborough Street, Smithville, Ontario**

**NOTE TO MEMBERS OF THE PUBLIC:** All Cell Phones, Pagers and/or PDAs to be turned off. Members of the public who are attending and participating virtually are reminded to keep their microphones muted until they are acknowledged to speak. Additionally, for your information, please be advised that this meeting will be livestreamed as well as recorded and will be available on the Township's website.

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**Pages**

**1. CHAIR - Mayor Cheryl Ganann**

Prior to commencing with the All Committees (Including Public Meetings) meeting agenda, the Mayor will note the following:

1. Comments from the public for a matter that is on the agenda may be provided in person by attending the meeting and advising the Chair during the "Request to Address an Item on the Agenda" Section of the agenda.
2. For those individuals that are unable to attend the meeting in person, you may submit comments for matters that are on the agenda by either
  - a. emailing [jpaylove@westlincoln.ca](mailto:jpaylove@westlincoln.ca) before 4:30 pm. on the day of the meeting. Comments submitted will be considered as public information and read into public record; OR,
  - b. by contacting the Clerk's Department to request a Zoom Link to attend the meeting virtually.
3. Tonight's All Committees Meeting will be livestreamed as well as recorded and available on the Township's website by visiting [events.westlincoln/meetings](https://events.westlincoln.meetings)

**2. LAND ACKNOWLEDGEMENT STATEMENT**

The Township of West Lincoln, being part of Niagara Region is situated on treaty land. This land is steeped in the rich history of the First Nations such as the Hatiwendaronk, the Haudenosaunee, and the Anishinaabe, including the Mississaugas of the Credit First Nation. There are many First Nations, Métis, and Inuit from across Turtle Island that live and work in Niagara today. The Township of West Lincoln, as part of the Regional Municipality of Niagara, stands with all Indigenous people, past and present, in promoting the wise

stewardship of the lands on which we live.

**3. CHANGE IN ORDER OF ITEMS ON AGENDA**

**4. DISCLOSURE OF PECUNIARY INTEREST AND/OR CONFLICT OF INTEREST**

**5. APPOINTMENTS**

5.1 Peggy Cook and Gord Szaszi  
Re: Community Improvement Plan - Waiving of Development Fees  
**POWERPOINT PRESENTATION**

1

**6. PUBLIC MEETING(S)**

6.1 9127 Regional Road 20 - Mr. Larry Pomerantz (Agent) on behalf of Mr. Giovanni Diflavio (Owner)

An application for an Extension to a Temporary Use By-law (By-law 2024-10 – T13) Mr. Larry Pomerantz (Agent) on behalf of Mr. Giovanni Diflavio (Owner) – Municipally known as 9127 Regional Road 20.  
**File No. 1601-010-23**

6.2 7793 Young Street - Poly Dome Ontario Inc. (Serberras Engineering Group– Brandon Barnim–Agent)

An application for a Zoning Bylaw Amendment has been made to rezone the property legally described as as South Grimsby Gore A, Part Lot 14 RP 30R2653 Parts 1 and 2, RP 30R11938 Parts 1 and 2, in the former Township of South Grimsby, Municipally known as 7793 Young Street  
**File No.: 1601-013-24**

**7. REQUEST TO ADDRESS ITEMS ON THE AGENDA**

**NOTE: Procedural By-law Section 10.13(5) – General Rules**

One (1) hour in total shall be allocated for this section of the agenda and each individual person shall only be provided with five (5) minutes to address their issue (some exceptions apply). A response may not be provided and the matter may be referred to staff.

**8. CONSENT AGENDA ITEMS**

8.1 CONSENT AGENDA ITEMS:  
There are no Consent Agenda Items.

**9. COMMUNICATIONS**

There are no Communications.

**10. STAFF REPORTS**

10.1 Growth and Sustainability Committee

1. Director of Growth and Sustainability (Gerrit Boerema) and Senior Planner (Madyson Ettl)  
Re: Technical Report PD-01-2025 Application for Zoning Bylaw Amendment – 7880 Concession 7 Road and 7793 Young Street

9

**RECOMMENDATION:**

1. That, Technical Report PD-01-2025, titled "Application

for Zoning Bylaw Amendment – 7880 Concession 7 Road and 7793 Young Street" dated January 13<sup>th</sup> 2025, be received; and,

2. That, a Recommendation Report be submitted to a future Committee meeting once a full administration and agency review has been completed.

2. Senior Planner (Susan Smyth) and Director of Growth and Sustainability (Gerrit Boerema) 24  
Re: Technical Report PD-02-2025 Extension Request for Temporary Use (T13) at 9127 Regional Road 20 (File No. 1601-010-23)

**RECOMMENDATION:**

1. That Technical Report PD-02-2025 titled "Extension Request for Temporary Use (T13) at 9127 Regional Road 20 (File No. 1601-010-23)" be received; and,
2. That, a Recommendation Report be submitted to a future Growth and Sustainability Committee and Council meeting once a full Staff and agency review has been completed.

10.2 Community and Protective Services Committee

1. Fire Chief (Dennis Fisher) 32  
Re: Information Report WLF01-2025 - Monthly Update – December 2024

**RECOMMENDATION:**

That, Information Report WLF01-2025 titled "Monthly Update – December 2024" dated January 13, 2025, be received for information.

2. Coordinator of recreation Services (Wendy Beaty) and Director of Operations (Mike DiPaola) 35  
Re: CS-01-2025 - Music, Market and Park It Event Assessment

**RECOMMENDATION:**

1. That, Information Report CS-01-2025, titled "Music, Market and Park It Event Assessment", dated January 13, 2025, be received for information.

**11. OTHER BUSINESS**

11.1 Members of Committee

11.2 Members of Council

1. Councillor Mike Rehner  
Re: Budget Report and Presentation Delivery  
**FOR DISCUSSION**

**12. NEW BUSINESS**

**13. CONFIDENTIAL MATTERS**

**RECOMMENDATION:**

That, the next portion of this meeting be closed to the public to consider the following pursuant to Section 239(2) of the Municipal Act 2001:

13.1 Councillor Mike Rehner  
Re: Update regarding Legal Counsel  
**FOR DISCUSSION**

**Applicable closed session exemption(s):**

- personal matters about an identifiable individual, including municipal or local board employees.

13.2 Councillor William Reilly  
Re: Council/Administration Relations Discussions  
**FOR DISCUSSION**

**Applicable closed session exemption(s):**

- personal matters about an identifiable individual, including municipal or local board employees.

13.1 Councillor Mike Rehner  
Re: Update regarding Legal Counsel  
**FOR DISCUSSION**

13.2 Councillor William Reilly  
Re: Council/Administration Relations Discussions  
**FOR DISCUSSION**

**14. CONFIDENTIAL RESOLUTION DISCLOSURE**

**15. ADJOURNMENT**



# Legion Villa

## Seniors' Community Housing Development Project:

# Fee Waiver Request 2025

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161 / 171 MILL STREET, SMITHVILLE



# Who we are: Legion Villa

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- Established non-profit charity organization proud to provide affordable housing to seniors here in West Lincoln for over 30 years
- Volunteer board made up of community-focused West Lincoln residents
- We successfully operate 2 affordable seniors' apartment buildings and property at 161 & 171 Mill Street (30 units & 32 units)
- 94% Operational Review in March 2024 conducted by Niagara Region as Service Manager



# Proposed Development:

## WHY DEVELOP?

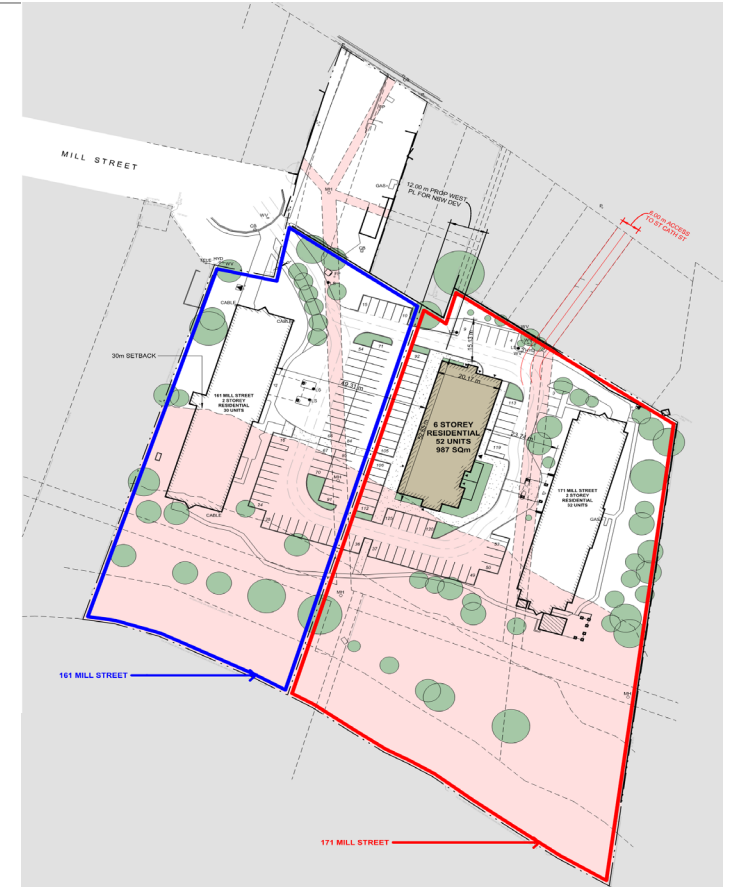
- Housing crisis across Niagara, including need for 55+ affordable housing in West Lincoln
- Legion Villa current waitlist is 12 years for a rental unit



NORTH-WEST PERSPECTIVE

## ANSWER:

- Proposed 6-storey, 52-unit infill apartment on 171 Mill Street
- Safe, welcoming and affordable living for low-income seniors
- Various on-site programs and services for tenants
- Accessibility and Aging-in-Place features incorporated into design
- Emphasis on Energy Efficiency to maintain low utilities costs





# Project Status & Proposed Timeline:

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## Project Work Completed:

- ESA Phase 1
- Land Appraisal
- Updated Land Surveys
- Site Feasibility Study & Design
- Town Preconsultations 1 & 2
- NPCA Support and TOR
- Land Transfer from Legion Branch
- Lot Consent Application
- Geotechnical Study
- CMHC Seed Funding
- FCM Studies Grant Funding
- Fundraising Campaign Consulting

## Project Work Upcoming:

- Finalize Lot Severance
- OPA / ZBA application Jan. 2025  
(ready for submission)
- SPA submission Spring 2025
- Capital Fundraising Campaign Launch 2025
- Grant Applications (various) Fall 2025
- Detail Design Phase Winter 2025
- CMHC Capital Funding Application 2026
- Groundbreaking 2026





# What we are asking from Council:

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## 1. Town Planning Fees waiver or reimbursement:

a) Reimburse Planning Act Consent & Lot Boundary Adjustment fees paid:	\$ 1,408
b) Zoning By-Law Amendment fees identified in Precon #2:	\$10,112
c) Site Plan Approval fees identified in Precon #2:	<u>\$ 8,894</u>
<b>Total Town Planning Fee Waivers:</b>	<b>\$20,414</b>

\*may need to be adjusted to 2025 rates?

## 2. Town Building Permit waiver:

a) Building & Encroachment Permits Total prelim estimate:	<b>\$100,000</b>
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# What we are asking from Council:

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- **Total Fee Waiver Request:**

\$20,414 (planning) + \$100,000 (permits)

- **Why this is critical for the project:**

1. Legion Villa is a non-profit charity with limited funds – government incentives allow the project to move through planning and approvals
2. Financial support from all levels of government and private entities is critical to maintain deep affordability:

**Less Debt Financing = Lower Rent Rates**

3. CMHC and other Capital Funding Programs need to see FULL Municipal Partnership
  - De-risks the project (budget, approvals, timelines)
  - Significantly increases likelihood of funding application success



# What we are asking from Council:

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## **Current examples of Niagara Municipalities supporting Non-Profit Affordable Housing projects:**

### **1. City of Port Colborne – 9 Chestnut Street Development**

- Land donation, Full Planning Fee and DC waivers, Land Survey costs
- Approximate value \$565,000

### **2. Town of Fort Erie – 255 High Street Development**

- Full Planning Fee, Parkland Fee and DC waivers, Archaeological Study costs
- Approximate value \$700,000

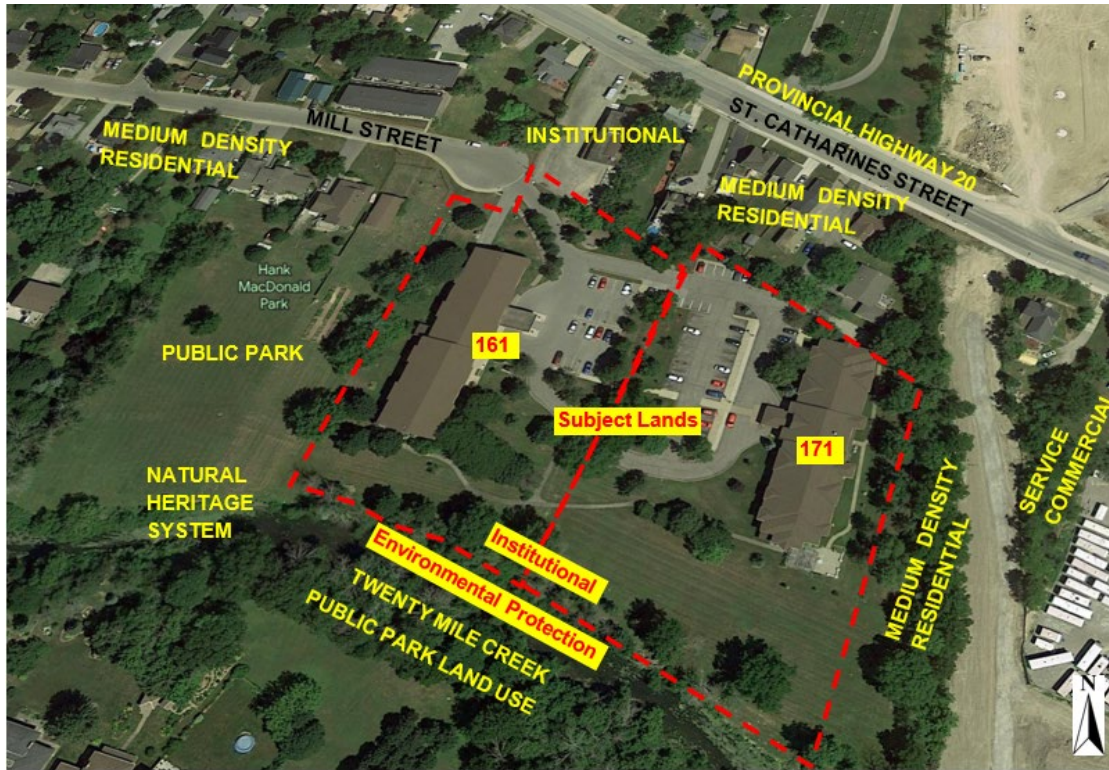
### **3. City of Niagara Falls – 8055 McLeod Road Development**

- Full Planning Fee, DC, Community Benefit and Building Permit waivers
- Approximate Value \$1,295,000
- A copy of the NF Staff Recommendation report has been provided to West Lincoln staff



# Thank You for your Support

- Questions?



N.T.S



WEST PERSPECTIVE



EAST PERSPECTIVE

**DATE:** January 13, 2025

**REPORT NO:** PD-01-2025

**SUBJECT:** **Technical Report- Application for Zoning Bylaw Amendment – 7880 Concession 7 Road and 7793 Young Street,”**

**CONTACT:** Gerrit Boerema, Director of Growth and Sustainability  
Madyson Ettl, Senior Planner

**OVERVIEW:**

- A Zoning Bylaw Amendment application for was submitted by Serberras Engineering Group on behalf of the property owners of 7880 Concession Road 7 and 7793 Young Street. Agri-plastics, a local plastic manufacturing business that supports the agricultural sector, is located on 7880 Young Street and this rezoning is to facilitate a future expansion.
- This application for rezoning is required as a condition of consent for a Severance File B01/2024WL. This consent application was approved on February 18<sup>th</sup> 2024 to permit a boundary adjustment where 1.2 acres from 7880 Concession Road 7 was added to 7880 Young Street to accommodate an existing parking lot as well as a future 2,679 square metre building addition which will connect the three existing warehouse buildings. The full planning review for the boundary adjustment can be found in the [Committee of Adjustment Report COA-03-2024](#).
- This application proposes to rezone the Agricultural ‘A’ farmland that had been severed and used as a parking lot on the west side of the property to the Agricultural Related ‘AR-51’ zone with the existing site specific exception that covers the remainder of the property.
- This application also requests to extend the Agricultural Related ‘AR-51’ zone to the east of the property as well to cover the warehouse that is being used as part of the business and the proposed expansion.
- Administration will prepare a Recommendation Report following input from the public meeting and any agency comments, and will be presented at a future Committee or Council Meeting.

**RECOMMENDATION:**

1. That, Technical Report PD-01-2025, titled “Technical Report- Application for Zoning

Bylaw Amendment – 7880 Concession 7 Road and 7793 Young Street,” dated January 13<sup>th</sup> 2025, be received; and,

2. That, a Recommendation Report be submitted to a future Committee meeting once a full administration and agency review has been completed.

**ALIGNMENT TO STRATEGIC PLAN:**

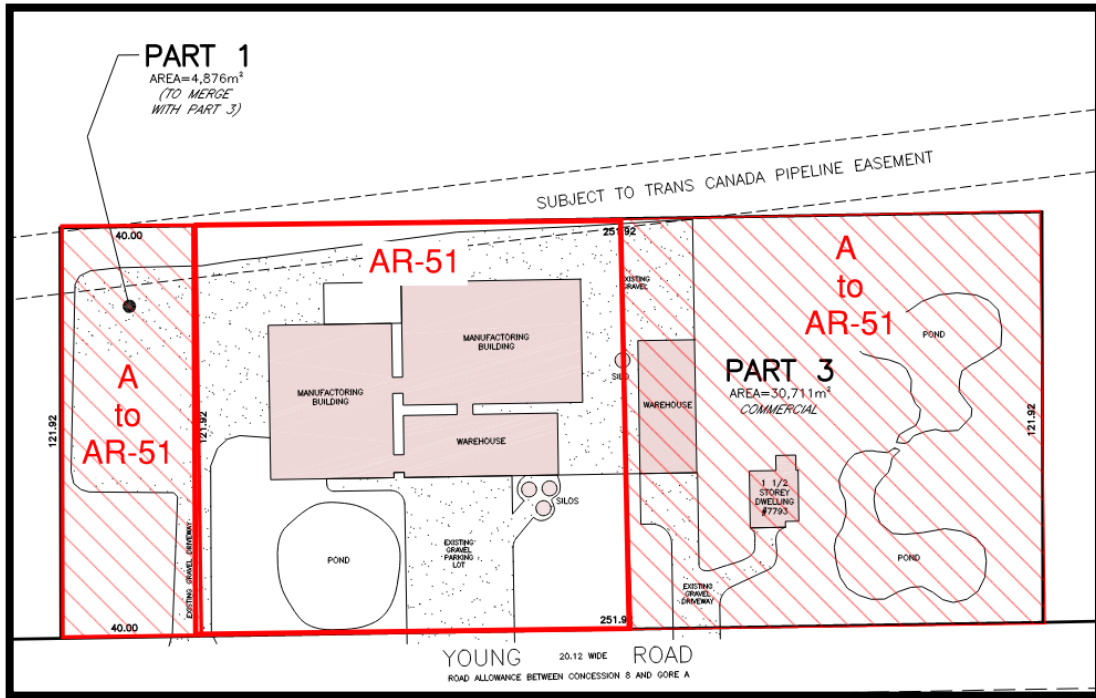
**Theme #2 & #3**

- **Champion** – Strategic Responsible Growth
- **Enrich** – Strong Agricultural Legacy

**BACKGROUND:**

An application for a zoning bylaw amendment has been made by Serberras Engineering Group on behalf of property owners of 7880 Concession 7 Road and 7793 Young Street. 7793 Young Street is approximately 3 hectares (7.59 acres) in size and is home to a local plastic manufacturing facility known as Agri-Plastics. Agri-Plastics is an agriculturally related use which manufactures livestock and other agriculturally related plastic products. The property is situated on the north side of Young Street, east of Grassie Road and west of South Grimsby Road 10. 7880 Concession 7 Road is an abutting 148 acre farm property surrounding the business property and which a portion is also being rezoned.

In February of 2024 the Township Committee of Adjustment approved a conditional consent application which severed over an acre of land from the farm located at 7880 Concession 7 Road (Part 1 on the severance sketch below) and added it to the commercial business property located at 7793 Young Street (Part 3). This boundary adjustment is to provide for additional parking to the manufacturing facility, as well as to allow for a future expansion of the building.



The rezoning application proposes to zone Part 1 and Part 3 from Agricultural 'A' to Agricultural Related 'AR-51' to match the existing zoning of the business. Part 3 currently contains a dwelling and a portion of the business and is zoned Agricultural 'A'.

**CURRENT SITUATION:**

Township administration have completed a preliminary review of the application to determine alignment with the relevant Provincial, Regional and Local policies.

**Provincial Planning Statement 2024**

The Provincial Planning Statement permits agriculturally related uses in the Prime Agricultural Area provided that the agriculturally related use is compatible and shall not hinder surrounding agricultural operations. Further criteria has been established through the provincial guidelines on permitted uses in Ontario's Prime Agricultural areas.

The existing and proposed expansion is an agriculturally related use that services the local and international agricultural sector and the existing use has not had any negative impacts on surrounding agricultural operations.

**Niagara Official Plan, 2022 and Township of West Lincoln Official Plan 2014**

The Niagara Official Plan (NOP) designates the subject property as Prime Agricultural Area while the Township's Official Plan has the subject property designated as Good General Agriculture. Both Official Plans, in alignment with the Provincial Planning Statement, support existing, new and expanding Agriculturally Related Uses.

The subject property in the Regional Official Plan has a special policy designation (Policy 8.13.2) which permits the property to be used for an agriculturally related use. This was related to a Regional Official Plan Amendment that was approved by the Region in 2007.

The applicants have indicated that the boundary adjustment and expansion is for continued production of products that support the agricultural sector and would still fall within the definition of Agricultural Related Use.

**Township of West Lincoln Zoning Bylaw**

The subject farm property located at 7880 Young Street is currently zoned Agricultural 'A'. The benefitting business property located at 7793 Young Street is zoned Agricultural 'A' and Agricultural Related 'AR-51' with a site specific exception which permits an industrial use that is limited to the manufacturing, warehousing, and distribution of primarily agriculturally-related plastic. Furthermore, the site specific exception permits a minimum lot area of 1.5 hectares, a minimum lot frontage of 1.5 metres, a minimum rear yard of 18 metres, a maximum lot coverage of 30% and the existing driveway to have a width of 6 metres and partially located on the adjacent lot to the west is permitted.

The zoning bylaw application is proposing to rezone the remaining area of 7793 Young

Street to Agricultural Related 'AR-51' as well as to rezone the lands that were severed from 7880 Concession 7 Road from Agriculture 'A' to Agriculture Related 'AR-51'. These zoning amendments would recognize an existing parking area used as part of the business as well as facilitate a building expansion on the property.



**FINANCIAL IMPLICATIONS:**

There are no financial implications associated with this report.

**INTER-DEPARTMENTAL COMMENTS:**

Notice of the Public Meeting was circulated to all relevant agencies and departments on December 4th, 2024 and the notice was also posted to the Township's website.

**Regional of Niagara** – The Region of Niagara had provided comments as part of the consent application and have no objection to the boundary adjustment or the related zoning bylaw amendment.

**The Niagara Peninsula Conservation Authority (NPCA)** – The NPCA provided comments as part of the consent application and have no objection to the boundary adjustment and related zoning amendment.

**Building** – The Township Building Department has provided comments outlining the need to apply for building permits and the potential for development charges. The Building Department also requests that an Ontario Building Code Matrix be provided which would determine the need for water for firefighting and sprinkler systems.



**Engineering** - No Comments at this time. Comments will be provided at time of site plan review.

**PUBLIC COMMENTS:**

A Notice of the Public Hearing was mailed to all residents within 120 metres of the subject property on December 4<sup>th</sup> 2024. In addition, a yellow sign was posted on the property on December 5<sup>th</sup>, 2024. As of the preparation of this Report, Staff have not received any public comments regarding this application.

**CONCLUSION:**

An application for a zoning bylaw amendment has been made by Serberras Engineering Group on behalf of property owners to rezone a portion of 7880 Concession 7 Road and 7793 Young Street. This rezoning application proposes to rezone the Agricultural 'A' farmland that had been converted into a parking lot on the west side of the property to the Agricultural Related 'AR-51' zone with the existing site specific exception that covers the remainder of the property. This application also seeks to extend the 'AR-51' existing zoning to the east of the property as well to cover the warehouse that is being used as part of the business and the proposed expansion.

Administration will consider any comments received and will bring a recommendation report forward at a future Growth and Sustainability Committee Meeting.

**ATTACHMENTS:**

1. Schedule A - Location Map
2. Schedule B - Site Plan

**Prepared & Submitted by:**

**Approved by:**

**Madyson Ettl**  
**Senior Planner**

**Gerrit Boerema**  
**Director of Growth and Sustainability**

**Truper McBride**  
**CAO**





**Location Map**  
7793 Young Street

0 30 60 120 Meters

**West Lincoln**  
Your Future Naturally

**Legend**

- ZoneBoundary
- Subject Property

# 7793 YOUNG STREET

GRASSIE, ONTARIO



KEY PLAN - 7793 YOUNG STREET  
SCALE: 1/4" = 10' AS SHOWN

COMMERCIAL INFORMATION:  
 ALPHAVICTO MANUFACTURING HEAD OFFICE  
 DARREN WARDLLEN, RESIDENTIAL COO  
 7793 YOUNG STREET, GRASSIE, ONTARIO, L0R 1M0  
 905-463-1116  
 DARREN@ALPHAVICTO.NET  
 INFO@ALPHAVICTO.COM  
 DAVID BERBERIS, P. ENG.  
 BERBERIS ENGINEERING GROUP  
 A DIVISION OF BERBERIS PROFESSIONAL SERVICES  
 P.O. BOX 874  
 ST. GEORGE, ONTARIO  
 L7R 4R1  
 CELL: 905-520-8802  
 EMAIL: DBERBERIS@HOTMAIL.COM

DRAWING INDEX:  
 SP-1 EXISTING SITE PLAN  
 SP-2 EXISTING SERVICE PLAN  
 SP-3 EXISTING LANDSCAPING PLAN  
 SP-4 EXISTING LANDSCAPING PLAN  
 SP-5 PROPOSED EROSION AND SEDIMENT CONTROL PLAN  
 SP-6 PROPOSED SITE PLAN  
 SP-7 PROPOSED SITE PLAN  
 SP-8 PROPOSED GRADING AND DRAINAGE  
 SP-9 DETAILS  
 SP-10 PROPOSED FLOOR PLAN  
 SP-11 PROPOSED STORAGE BUILDING ELEVATIONS

7793 YOUNG STREET, GRASSIE, ONTARIO  
 ISSUED FOR BOUNDARY ADJUSTMENT 26-JAN-24  
 ISSUED FOR SITE PLAN CONTROL APPROVAL 28-OCT-24  
 ISSUED FOR ZONE BY-LAW AMENDMENT 28-OCT-24



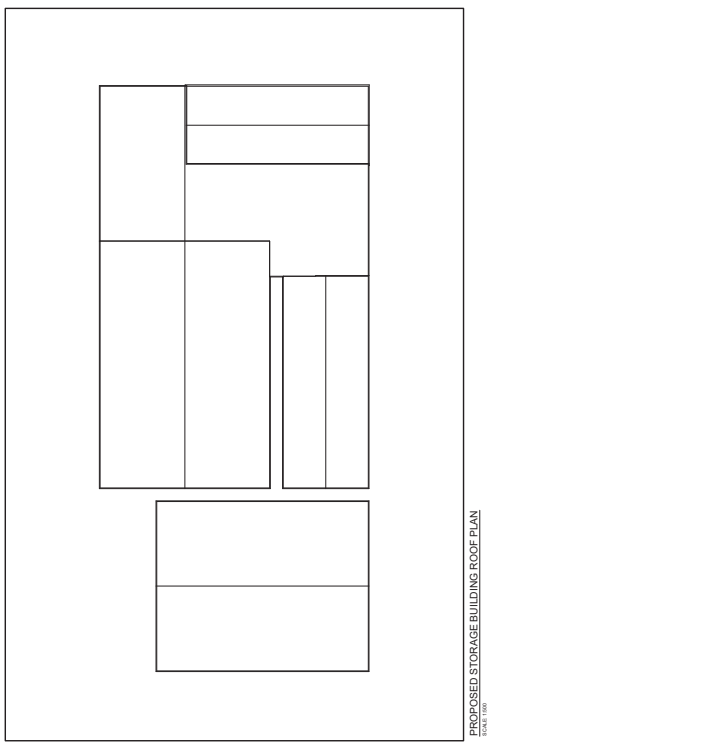




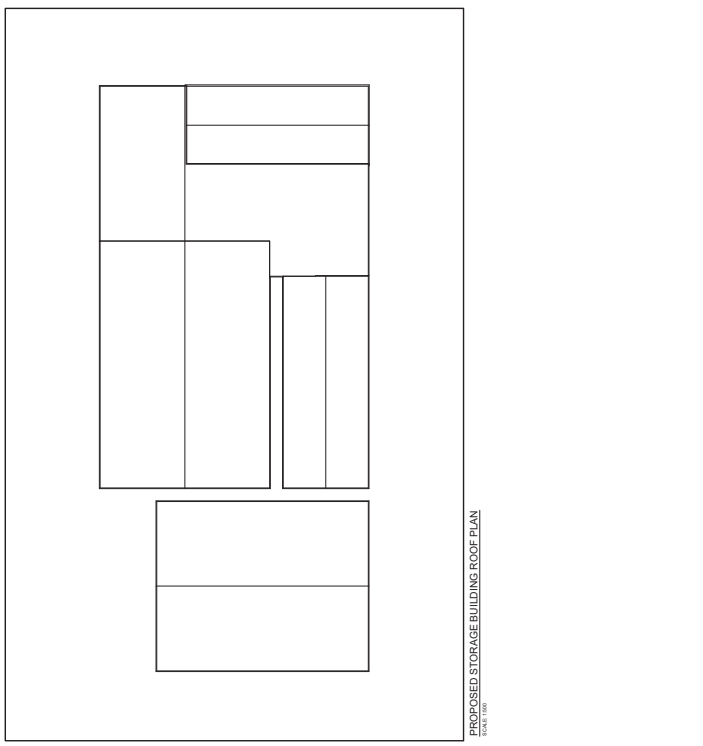








PROPOSED STORAGE BUILDING FLOOR PLAN



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SECTION/DRAWING NUMBER: DWG NO. WHERE DETAIL IS LOCATED

No.	Revised	Date
1	ISSUED FOR PERMIT	11/15/24
2	ISSUED FOR CONSTRUCTION	11/15/24
3	ISSUED FOR CONSTRUCTION	11/15/24
4	ISSUED FOR CONSTRUCTION	11/15/24
5	ISSUED FOR CONSTRUCTION	11/15/24
6	ISSUED FOR CONSTRUCTION	11/15/24
7	ISSUED FOR CONSTRUCTION	11/15/24
8	ISSUED FOR CONSTRUCTION	11/15/24
9	ISSUED FOR CONSTRUCTION	11/15/24
10	ISSUED FOR CONSTRUCTION	11/15/24

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1700 BOWEN ST. GEORGE, ON. N6H 2M9  
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PROPOSED STORAGE BUILDING FLOOR PLAN AND ROOF PLAN

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TEL: (519) 536-7144

PROPOSED STORAGE BUILDING FLOOR PLAN AND ROOF PLAN



**DATE:** January 13, 2025

**REPORT NO:** PD-02-2025

**SUBJECT:** **PD-02-2025 titled “Extension Request for Temporary Use (T13) at 9127 Regional Road 20 (File No. 1601-010-23)**

**CONTACT:** Susan Smyth, Senior Planner  
Gerrit Boerema, Director of Growth and Sustainability

**OVERVIEW:**

- An application requesting an extension to the Temporary Use By-law for 9127 Regional Road 20 was submitted by Mr. Larry Pomerantz (Agent) on behalf of Mr. Giovanni Diflavio (Owner) to extend the permissions of the temporary use for outdoor storage of rain barrels/composters.
- The subject lands have a lot area of approximately 19.82 hectares (48.97 acres).
- Council approved By-law 2024-10 (T13) on February 26, 2024 to permit the temporary use for outside storage of rain barrels/composters for 12 months of which the permissions will lapse on February 26, 2025.
- The temporary outdoor storage area is 9,712.45 square metres (0.97 hectares/2.4 acres) approximately 5% of the total lot area.
- The outdoor storage area is situated behind the existing storage buildings fronting Regional Road 20 along the west side of the property below the existing berm.
- The subject lands are located in the Fulton Hamlet expanded settlement area and subject to the Fulton Employment Area Land Use Study which is now underway, but will not be completed until the fall 2025.
- The application has requested an extension for three years or until the recommendation of the Fulton Employment Land Use Study is provided.

**RECOMMENDATION:**

1. That Technical Report PD-02-2025 titled “Extension Request for Temporary Use (T13) at 9127 Regional Road 20 (File No. 1601-010-23)” be received; and,
2. That, a Recommendation Report be submitted to a future Growth and Sustainability Committee and Council meeting once a full Staff and agency review has been completed.

**ALIGNMENT TO STRATEGIC PLAN:**

**Theme #2 – Strategic Responsible Growth**

**Theme #3 – Enrich Strong Agricultural Legacy**

**BACKGROUND:**

The lands subject located at 9127 Regional Road 20 are on the north side of Regional Road 20, west of South Grimsby Road 18 and in the expanded Fulton Hamlet settlement area. The subject lands have a lot area of approximately 19.6 hectares (48.7 acres) of which 0.97 hectares are being used currently for barrel storage. Refer to Schedule A for a map of the subject lands.

Administration Staff presented the application for a temporary use for the outside storage of rain barrels/composters at the Public Meeting held on Monday January 15, 2024 and the information of the proposal is found in report [PD-01-2024](#). Members of the public attended and presented a number of concerns including drainage and flooding.

Upon consideration of the intended use along with the agency and public comments received, Administration Staff recommended approval of the temporary use for 18 months. The full details of the report are found in report [PD-07-2024](#). Council approved, through By-law 2024-10 a reduced length of the temporary use by-law from 18 months to 12 months.

A condition of the temporary use by-law was to have the applicant enter into a temporary use agreement and this was completed on March 18, 2024. The agreement required a \$5,000 security deposit to ensure the property was re-instated to the previous use, and a \$20,000 security deposit to ensure that the grading and drainage works were completed to the satisfaction of the Township. Staff attended the site in December of 2024 and the site works were not completed which is in contravention of the Temporary Use Agreement.

**CURRENT SITUATION:**

Currently, the Township's Official Plan provides policy relating to the use of temporary use by-laws. Temporary use by-laws authorize the temporary use of lands, buildings or structures for any purpose set out therein that is otherwise prohibited by the Zoning By-law. It is Council's discretion to extend the term of the by-law, by a further by-law amendment, for a maximum of an additional three (3) years. In doing so, the Official Plan states that Council shall be satisfied that the proposed use is temporary, and will not create detrimental effects on the surrounding area.

Upon expiry of the temporary use by-law, uses permitted by that by-law must cease and cannot be considered as non-conforming uses, unless addressed by the Official Plan land use designation changes and zoning by-law amendment confirming the temporary use is deemed appropriate and meets the intent of the rural employment area.

The Township has awarded the Fulton Employment Land Use Study project to WSP Canada Inc. in late 2024. The study is expected to take up to eight months to complete

including public consultation and engagement sessions with anticipation to present a recommendation report for Council adoption/approval of the amendments to the Official Plan land use designations and Zoning By-law provisions for rural employment uses in late September 2025.

Administration contacted the Applicant by letter on November 25, 2024 indicating that the temporary use by-law is set to expire on February 26, 2025 and the site alteration approval by the Township has not been completed and requested a site visit.

The Applicant indicated that no major site works took place until the site drainage plan was completed and approved by Administration. The site drainage and grading plan was provided via email on July 19, 2024 (refer to Attachment 1) and was approved by Staff on August 8, 2024.

The Applicant noted that the site received deliveries of the rain barrels/composters in late August until mid-December 2024, and indicated that inventory typically increases during the slow growing months of the year and that is why no major site works took place until late November and was unable to get it completed without the proper equipment.

Staff conducted a site visit on December 17, 2024 and confirmed that the site grading and site works as approved on the grading and drainage plan was not completed in contravention of the Temporary Use Bylaw and Agreement. The works not yet completed included grading of the berms, soil and erosion control measures and tree planting, which are required as part of the site alteration and use of the property.

Below captures some of the photos taken during the site visit and the condition of the site.

	
<p>Looking south from Regional Road 20 into the site.</p>	<p>Looking along the west side of the site from Regional Road 20.</p>



Looking south into the site with new delivery of rain barrels/composters to be assembled with the lids and stored.



Looking south from the east edge of the site to where the storage area is to start.



Debris around the barrel storage area.



Berms located along the east side of the site and uncompleted stormwater works.

Open pond area with an outlet that reaches the eastern edge of the site.



Landscape trees to be planted.

Improvements to the site to align with the approved plans of the Temporary Use Agreement are necessary to be in compliance with the Temporary Use Agreement and

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bylaw.

A full planning review will be completed prior to the presentation of a recommendation report at a future committee meeting.

**FINANCIAL IMPLICATIONS:**

The Applicant provided the application and fee for the extension of the temporary use on December 2, 2024. Since the temporary use by-law lapses on February 26, 2025, the Applicant is requesting the extension for up to three years or at least until the Fulton Employment Land Use Study is completed to determine whether or not the outdoor storage use is feasible.

Although there may not be a direct financial implication to the Township, Administration Staff note there is a security amount of \$20,000 and this amount will not be returned until the Applicant completes the necessary site works including the grading and improvements to the berms. Staff note there is more work yet to be done and to comply with the approved plans and satisfy the requirements of the Township.

Additionally, a security deposit of \$5,000 was provided for clean-up of the site and removal of the rain barrels/composters if the temporary use lapses, although this amount might be insufficient for the work necessary to complete such task.

**INTER-DEPARTMENTAL COMMENTS:**

Region of Niagara

The Region noted that the proposed temporary use would not negatively impact the ability of the lands to meet rural employment growth forecasts, and Regional staff is satisfied that the proposed temporary use by-law application would not be contrary to the applicable Provincial and Regional policies. As such, Regional staff offers no objection to the proposal.

Furthermore, as the proposed temporary outdoor storage is located more than 120 metres of the Provincially Significant Wetland (PSW) and other wetlands, and adjacent to existing storage buildings, staff has no requirements for the application from an environmental perspective.

An approximate road widening of 4.07 metres for a small section of this property would be required through any future development application.

Public Works Department

Based on the site visit on December 17, 2024, the work completed on site does not completely align with the grading and erosion control plan. The berms are not sloped or sodded causing concern for erosion. The trees proposed for screening are not planted as

the area is blocked by the berm. The Township is still holding \$20,000 for those works.

**CONCLUSION:**

An application to extend the Temporary Use By-law for outdoor storage of the rain barrels/composters has been submitted by the agent Mr. Larry Pomerantz for the subject lands located at 9127 Regional Road 20.

The Temporary Use Agreement including the deposited security amounts would remain applicable until the permissions of such use expires and or are extended.

**ATTACHMENTS:**

1. Site Grading and Erosion and Control Plan

**Prepared & Submitted by:**

**Susan Smyth**  
**Senior Planner**

**Approved by:**

**Gerrit Boerema**  
**Director of Growth and Sustainability**

**Truper McBride**  
**CAO**



**DATE:** January 13, 2025  
**REPORT NO:** WLFD-01-2025  
**SUBJECT:** **Monthly Update – December 2024**  
**CONTACT:** Dennis Fisher

**OVERVIEW:**

- This report will address December 2024 fire responses and activities.

**RECOMMENDATION:**

That, Information Report WLFD-01-2025 titled “Monthly Update – December 2024” dated January 13, 2025, be received for information.

**ALIGNMENT TO STRATEGIC PLAN:**

**Theme # 1 and # 4**

- **Build** – a safe, connected, caring and active community
- **Advance** – organizational capacity and effectiveness

**CURRENT SITUATION:**

**Emergency responses Calls:** See Attached Schedule "A" for December’s calls.

**New Recruits:**

The recruit class of 12 (4 for station # 2 and 8 for station # 1) two orientations were held, one for the families of the hired and one onboarding orientation with Deputy Chief Hofsink and various firefighters. Their training program started on Monday January 6, 2025. The recruitment training is expected to be completed in the next eight months.

**Retirement:**

Firefighter Ross Robins has retired from active duty with 15 years of service.

**Promotions:** No promotions

**Station # 2 Progress:**

Work is continuing at Station 2 regarding the outstanding warranty items. The Station is fully occupied and is functioning well. Some items are still in progress, with work continuing on the internet cabling, HVAC system and floors

**Training**

This month's training consisted of updates for Medical / AED Recertification, Self-Contained Breathing Apparatus maintenance. Three members attended the Incident Safety Officer Course held at the Grimsby Regional Training Centre. Training staff commenced using the new OFM learning portal for training and certification ease.

**Fire Prevention:** Nothing to report

**Apparatus Fleet**

Delivery of the new tanker # 2 is anticipated to be delivered by the middle of February, pending approval during the final inspection.

**Fire Services Activities**

No activities for December

**FINANCIAL IMPLICATIONS:**

There are no financial implications with this report.

**INTER-DEPARTMENTAL COMMENTS:**

N/A

**CONCLUSION:**

This report is to inform Committee and Council of the December 2024 operations of West Lincoln Fire and Emergency Services.

**Prepared & Submitted by:**

Dennis Fisher  
**Fire Chief**

**Approved by:**

Truper McBride  
**CAO**

Jurisdiction

WEST LINCOLN

## 2024 MONTHLY DISPATCHES BY DETERMINANT

Determinant Group	January	February	March	April	May	June	July	August	September	October	November	December	Total
⊕ Burning Complaint	1			2	1		1	2		2			9
⊕ Carbon Monoxide	1		2	1			2				3	2	11
⊕ Emergency Assistance	3		1		2	1	2			2		2	13
⊕ Grass/Tree/Brush Fire			2	2	1		1		1	1	1		9
⊕ Hazmat			1				1						2
⊕ Medical	6	5	8	3	7	8	11	8	5	4	8	5	78
⊕ MVCs	9	3	12	4	9	8	11	6	9	7	6	4	88
⊕ Non-Emergency Assistance		1		1	2							1	5
⊕ Non-Emergency Medical												1	1
⊕ Other Fire			1		1					2	2	1	7
⊕ Preliminary Assignment	1									1			2
⊕ Remote Alarm	4	1	2	2	3	2	2	3	3	2	1	3	28
⊕ Rescue													
⊕ Structure Fire	1			1	1	2	2	1	2	1	2	3	16
⊕ Unknown 911													
⊕ Vehicle Fire			1			2	1		2	1		1	8
⊕ Water Rescue													
<b>Total Responses within Municipality</b>	<b>26</b>	<b>10</b>	<b>30</b>	<b>16</b>	<b>27</b>	<b>23</b>	<b>34</b>	<b>20</b>	<b>22</b>	<b>23</b>	<b>23</b>	<b>23</b>	<b>277</b>

WEST LINCOLN

27

Year-to-Date Responses Out of Area

277

Total Events This Year

**DATE:** January 13, 2025  
**REPORT NO:** CS-01-2025  
**SUBJECT:** **Music, Market and Park It Event Assessment**  
**CONTACT:** Wendy Beaty, Coordinator of Recreation Services  
Mike DiPaola, Director of Operations

**OVERVIEW:**

- The purpose of this Report is to provide Committee with an assessment of the 2024 Music, Market and Park It event series.
- Based on the vendor applications received, the Market portion of the Music, Market and Park It events was presented as an open market format because a registered Farmers’ Market would not have been a viable option for the 2024 season, due to low participate of farm vendors.
- Based on input from event participants and visitors and the assessment provided in this Report, Administration considers the Music, Market and Park It event series a successful endeavour.
- This Report along with the data and analysis provides insight for future event planning, and Administration will continue to deliver this event in a similar structure in 2025.

**RECOMMENDATION:**

1. That, Information Report CS-01-2025, titled “Music, Market and Park It Event Assessment”, dated January 13, 2025, be received for information.

**ALIGNMENT TO STRATEGIC PLAN:**

**Theme #1**

- **BUILD** – a safe, connected, caring and active community.

**Theme #3**

- **ENRICH** – our strong agricultural legacy.

## **BACKGROUND:**

In 2021, the Township received a grant through the Rural Economic Development (RED) program in the amount of \$71,800 with an end date of March 2023. The grant was to create a Farmers' Market in West Lincoln through funding that supported operational costs and the hiring of a Market Coordinator until March 2023. The Market Coordinator hours were equivalent to approximately 0.4 Full Time Equivalent (FTE). Due to a late start in 2021, an extension to the time period of the grant was approved, extending the grant funding period until September 2023.

The 2021 and 2022 Farmers' Markets were implemented through the office of the CAO. The markets in 2021 ran from July 23 to October 8 on Fridays from 3:00 p.m. to 6:30 p.m. and there was a Winter Market held in November. In 2022, there was an Easter Market held in April and the regular season markets ran from May 27 to September 30 on Fridays from 3:00 p.m. to 7:00 p.m. There was also a Winter Market held in November of 2022. The average number of vendors who participated in the 2021 and 2022 seasons ranged from 12 to 14 with a peak of 24 vendors.

In 2023, the Market Coordinator portfolio was transferred to the Public Works and Recreation Department. Two, pre-season, plant markets were held on May 16 and 23. The regular season markets ran from June 13 to October 3 on Tuesdays from 3:00 p.m. to 7:00 p.m. and there was a Winter Market held in November. The number of vendors who participated in 2023 averaged 12 to 15.

Planning for the 2024 Farmers' Market began in September of 2023 as financial support through the Rural Economic Development (RED) grant came to an end and the Market Coordinator position was no longer funded. In September 2023 the following recommendations were approved and ratified by Council to support future planning of events in an effort to prepare for the 2024 year.

1. That, Recommendation Report REC-05-2023, re: West Lincoln Santa Claus Parade Event, dated September 18, 2023 be received; and,
2. That, Council approve the extension of the Recreation and Wellness Programmer contract from January 1, 2024 to March 1, 2024 funded through a transfer from the Contingency Reserve in the amount of \$14,000.

Administration completed the following Farmers' Market related tasks during the months of January, February and March of 2024.

- Consulted Farmers' Markets Ontario (FMO) to discuss
  - The Market Vendor Member Program
  - Requirements for registration as a Farmers' Market with FMO
  - Insurance coverage options
  - Farm vendor eligibility
- Consulted with Niagara Region Public Health Department to discuss
  - Public Health Requirements and documentation



- Food safety at Farmers' Markets
- Farmers' Market eligibility
- Process of registering as a Farmers' Market with the Niagara Region
- Contacted the following businesses, organizations and individuals to gather information
  - Niagara Region Farmers' Market Managers in other municipalities
  - Potential market vendors (farms, farm businesses)
  - Potential car show clubs
  - Chamber of Commerce
- Development of application forms
- Coordination with internal staffing to develop operational event logistics

Administration was not able to finalize and promote details at this time as the 2024 Budget had not been approved yet. Administration proposed a service level request of 1.0 FTE (Full Time equivalent) for an Events Planner position to administer a full season Farmers' Market and to assist in the conversion of the Santa Claus Parade event to a Township operated event.

Through the 2024 Budget deliberations, a new event series was approved by Council for the 2024 season, marrying the West Lincoln Farmers' Market with the Music in the Park concert series and adding a car show.

The 2024 Approved Budget included a temporary 0.5 FTE to administer the new Music, Market and Park It event along with the Santa Claus Parade event under the portfolio of the Events Planner.

Music, Market and Park It was planned to include a total of 6 events plus 2 special markets (Canada Day & Parade Day-Holiday Market) in 2024. Those events were as follows:

1. Canada Day – Market at the Canada Day event – July 1
2. Music, Market and Park It – July 16
3. Music, Market and Park It – July 23
4. Music, Market and Park It – July 30
5. Music, Market and Park It – August 6
6. Music, Market and Park It – August 13
7. Music, Market and Park It – August 20
8. Parade Day – Holiday Market – November 30

The Parade Day - Holiday Market was recently presented to the community on November 30 on the morning of the Santa Claus Parade event. There were approximately 40 vendors that participated in the Holiday Market. This event and its related details, including the financial information, are excluded from this report.

During the 2024 Budget approval process, Council requested that the Administration report back with an update on the event format. This update was provided in April 2024.

## CURRENT SITUATION:

At the April 15, 2024 Public Works Committee meeting, the following resolutions were adopted.

1. That report REC-01-2024 titled “Music, Market and Park It Update”, dated April 15, 2024, be received for information; and
2. That staff be directed to report back to a Public Works Committee meeting at the conclusion of the 2024 “Music, Market and Park It” event to provide for an assessment of the event, including a full assessment of the cost, to assist in planning future events.

Administration has prepared this Report to provide an assessment of the Music, Market and Park It events that took place from July 16 to August 20. The assessment process included the collection of data and feedback through observation and surveys with vendors, musicians, car show participants and visitors. The results are provided in this Report.

In order to complete a full assessment of the event and the cost, this Report is divided into two parts. Part One of the Report discusses the **Planning Phase and Event Details**. Part Two of the Report is focused on **Results, Outcomes and Budget**.

### Part 1 - Planning Phase and Event Details

After the approval of the 2024 Budget, a Music, Market and Park It promotion and recruitment plan was developed and implemented through collaboration with the Communication Specialist. The promotion and recruitment plan included promotion of the new event format, recruitment of vendors for the market, recruitment of car show participants and recruitment of musical performers.

#### Promotion

Promotion of Music, Market and Park It began immediately after the approval of the 2024 Budget. On March 14, 2024 a media release was published and a new webpage was created. On March 21, 2024 a recruitment plan was initiated calling for vendors to contact the Township. A survey was conducted with potential vendors, which garnered 24 responses. Early promotional efforts were geared towards evaluating interest and data to finalize the event format for 2024.

A full breakdown of Administration’s promotion efforts is attached as Schedule A – 2024 Promotion Efforts for Music, Market and Park It.

#### Recruitment

The new webpage on the Township’s website was updated as the event format was finalized with the Report to Council in April. The webpage shared information about the

event format, how to apply to be a vendor, how to apply to be a musical performer and how to become a participant in the car show. A series of preliminary social media posts also provided event and application information. Recruitment of market vendors continued throughout the summer.

The following information summarizes Administration's recruitment efforts, broken down by category.

#### Music

- 65 emails were sent to potential musicians
- 70 applications were received by the end of the application period
- 6 applicants were selected for musical performances at six (6) events were made based on budget, genre and talent.

#### Market

- 271 emails were sent to potential market vendors, mostly farm vendors
- 32 applications were received by the end of the application period
- 3 applicants were farm vendors
- In order to register as a Farmers' Market, the market must have at least 51% farm vendors. With 3 farm vendors, this would result in a total of 5 vendors if the market were to register as a Farmers' Market.
- The decision was made to continue with an open market rather than registering the market with Farmers' Markets Ontario (FMO). Registration with FMO would have imposed limitations that would not allow for a viable market based on the applications that were received.
- Moving forward with an open market supported the 3 farm vendors by allowing all vendors to participate.
- Promotion and recruitment of market vendors continued and vendors were accepted throughout the entire event season.
- 5 new vendors also applied part way through the season
- Because of the decision to move forward with an open market, it was also decided that the cost of insurance for vendors would be covered under the Market Operating Budget. This could be done by utilizing the Township's User Group Insurance Program which did not impact the operating budget negatively.

#### Park It

- 62 emails were sent to potential car show participants which included car clubs, and individuals.
- Township social media posts were shared to various car club social media groups.
- Flyers were provided for a volunteer to distribute at upcoming car shows.

#### Event Details

- Location - West Lincoln Community Centre
  - Outdoors (band shell and south-west parking lot)
  - Indoors (arena floor and main lobby)

- Market and car show began at 4:00 p.m.
- Musical Performers (7:00pm to 8:45pm)
  - July 16 – Wicked Truth
  - July 23 – Doppelganger
  - July 30 – Fiddlestix
  - Aug. 6 – Marty Allen Band
  - Aug. 13 – The Rock “N” Ray Michaels Retro Rockers
  - Aug. 20 – Kelsi Mayne
- Music was (first set) 7:00 p.m. to 7:45 p.m. & (second set) 8:00 p.m. to 8:45 p.m.
- 6 events were held
  - 4 events were held outdoors (1 event ended early at 7:30 p.m. due to rain)
  - 2 events were held indoors

During the planning phase and throughout the events, it was noted that there is interest in the Music, Market and Park It event in the West Lincoln community; However, participation from farm vendors appeared to be low. There was a lot of interest from musical performers based on the number of applications that were received. Car show participants provided feedback encouraging continuation of the event, which may increase car show participation in future.

**Part 2 – Results, Outcomes and Budget**

Data and feedback were collected for both qualitative and quantitative outcomes. Information was collected during the planning phase and during and after the events.

Attendance and Participation

The following table summarizes the attendance and participation for each event of the Music, Market and Park It series.

			MUSIC	MARKET					PARK IT
	Indoor or Outdoor	Weather	Peak Concert Attendance	Food Vendors	Farm Vendors	Other Vendors	TOTAL Vendors	Peak Market Shopper Count	Car Show Participants
July 16	Outdoor	Rain	100	6	2	9	17	20	13
July 23	Outdoor	Clear	120	7	3	7	17	34	6
July 30	Indoor	Rain	176	5	4	10	19	64	1
August 6	Indoor	Rain	80	4	3	5	12	19	0
August 13	Outdoor	Clear	201	6	3	8	17	61	20
August 20	Outdoor	Clear	147	5	2	6	13	55	19
AVERAGES			137	6	3	8	16	42	10

*Peak Concert Attendance* - The number of attendees for the musical performance was counted for each event. The weather, and if the event was held indoors or outdoors, are factors that may contribute to attendance results, although a definitive correlation is difficult to conclude from this data. It would seem that the popularity of the performer and the desired genre of the performance may have been a higher influence on attendance.

*Peak Market Shopper Count* - Counts of the number of shoppers in the market area were done throughout each event. The chart below shows the highest number of shoppers counted. Generally, the highest shopper count was noted between 5:30 p.m. and 6:30 p.m. The weather and if the event was held indoors or outdoors are factors that may contribute to the market shopper counts, although a definitive correlation is difficult to conclude from this data.

*Market Vendors* - Vendors were able to register to participate in a single market, or multiple markets or the entire season (8 markets). This resulted in each market having a different selection of vendors. The charts below show the arrangement of vendors for each market based on product.

*Car Show Participants* - The chart above shows the total number of cars that participated in the car show portion of Music, Market and Park It each week. Car show participants arrived at various times beginning at 4:00 p.m. Weather greatly affected the number of participants in the car show portion.

### Feedback

*Feedback During Events* - At each event, surveys were done randomly with visitors, vendors and car show participants. A summary of the survey questions and results is attached as Schedule B – Music, Market and Park It Events Surveys Summary. 68 surveys were completed.

*Post-Event Survey Results* - At the completion of the Music, Market and Park It summer events, a survey was sent to market vendors and musical performers and car show participants. The market vendors' survey was composed of different questions than the musical performances and car show participants survey. Both surveys were available via Survey Monkey and were open for responses for a period of two (2) weeks. 10 surveys (53% response) were completed by vendors and 16 surveys (62% response) were completed by musical performers and car show participants.

Results from the market vendor survey are attached as Schedule C – Market Vendor Survey Results.

Results from the musical performers and car show participants are attached as Schedule D – Entertainment Survey Results.

### Budget

The Music, Market and Park It event was implemented through two areas of the approved 2024 Operating Budget. The two areas (Music in the Park operating budget and Farmers’ Market operating budget) are shown below and represent the approved budget and the actual budget figures. There was not a car show budget and it was not necessary due to very low financial requirements.

The charts below do not reflect staffing costs.

2024 Music in the Park Budget		
	Budget	Actual
Revenue		
sponsors	(\$ 2,500)	(\$ 1,500)
Expenses		
advertising	\$ 700	\$ 140
program supplies	\$ 2,500	\$ 30
outside services (performers, sound production)	<u>\$16,200</u>	<u>\$14,900</u>
	\$19,400	\$15,070
<b>NET</b>	<b>\$16,900</b>	<b>\$13,570</b>

Note – in-kind sponsorship was also received

2024 Farmers’ Market Budget		
	Budget	Actual
Revenue		
vendor fees	(\$ 7,200)	(\$ 2,755)
Expenses		
mileage	\$ 200	\$ 0
advertising	\$ 2,500	\$ 299
program supplies	\$ 2,000	\$ 50
outside services (entertainment, rentals, FMO membership, insurance)	<u>\$ 6,200</u>	<u>\$ 1,552</u>
	\$10,900	\$ 1,901
<b>NET</b>	<b>\$ 3,700</b>	<b>(\$ 854)</b>

Note – Holiday Market is Excluded

Based on input from event participants and visitors and the assessment provided in this Report, Administration considers the Music, Market and Park It event series a

successful endeavour. The Strengths, Weaknesses, Opportunities, and Threats for the 2024 and 2025 Music, Market and Park It event are briefly summarized below. Administration will continue to deliver this event in 2025 in a similar format and structure as the 2024 event.

### Strengths

- value added to existing events through the combination of three features (music, market and car show)
- positive relationships were developed with vendors, musicians and car show enthusiasts
- positive feedback was received from vendors, participants and visitors

### Weaknesses

- did not grow the Farmers' Market as outlined in the 2023-2026 Strategic Plan
- low participation from farm vendors

### Opportunities

- continue to build relationships with vendors, musicians and car show enthusiasts to increase participation, specifically focused on farm vendor participation
- familiarity and awareness in the community has potential to increase attendance and participation

### Threats

- an open market format may be the result for future events, which does not fulfil the goal of growing the Farmer's Market specifically
- changes to future event format may slow progress for increasing participation
- separation of events in the future may not meet expectations of the community
- the Events Planner position, as a temporary/term position, may present a concern regarding proper resourcing of the event

## **FINANCIAL IMPLICATIONS:**

The Music, Market and Park It events were completed within the approved 2024 operating budget in the areas of Music in the Park and Farmers' Market.

The net financial result for the 2024 Music in the Park budget area is \$13,570 which is \$3,330 less than the approved net budget of \$16,900. The net financial result for the 2024 Farmers' Market shows that the revenue exceeds the expenses by \$854, which does not include staffing costs.

The staffing allocation for the Farmer's Market Coordinator for the 2021, 2022, and 2023 Farmer Markets was approximately 700 hours per year, which cost was partially funded (50%) through the Rural Economic Development (RED) Grant. In 2024, the approved staffing allocation for the Event Planner position to run the Music, Market, & Park It Event and the Santa Claus Parade was 910 hours, with 455 hours dedicated to

each event.

The Music, Market and Park It events for 2025 will be managed within the existing Recreation Budget and will proceed with the Events Manager position funded by the levy.

**INTER-DEPARTMENTAL COMMENTS:**

This Report was reviewed by the CAO, the Director of Finance and the Clerk's Department.

**CONCLUSION:**

The 2023-2026 Corporate Strategic Plan sets a goal to "Grow the Farmers' Market". Based on the market vendor applications that were received, the 2024 Music, Market and Park It event series was presented as an open market format, rather than a registered Farmers' Market due to the lack of farm vendors.

Based on input from event participants and visitors and the assessment provided in this Report, the Administration considers the Music, Market and Park It event series a successful endeavour. Results and Outcomes collected at the completion of the Music, Market and Park It events indicate a high level of satisfaction from participants and visitors to the event. The event as a whole was well received and results were positive.

Administration will continue to deliver this event in 2025 in a similar format and structure as the 2024 event.

**Prepared & Submitted by:**

**Wendy Beaty**  
Coordinator of Recreation Services  
**Mike DiPaola, P.Eng**  
Director of Operations

**Approved by:**

**Truper McBride**  
Chief Administrative Officer

Schedule A - 2024 Promotion of Music, Market & Park It  
Schedule B – Music, Market and Park It Event Surveys Summary  
Schedule C - Music, Market & Park It - Vendor Survey  
Schedule D - Music, Market & Park It - Entertainment Survey



## Schedule A - 2024 Promotion of Music, Market & Park It

### Planning Phase

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- March 14: 17 days after the 2024 budget passed, news release announcing Music, Market & Park It was published on the Township website, shared on the Township social media channels and emailed to subscribers and media contacts.
- March 14: A new webpage was created on the Township website, to serve as the hub of all information about Music, Market & Park It.  
[www.westlincoln.ca/musicmarketparkit](http://www.westlincoln.ca/musicmarketparkit)
- March 14: Graphic added to lobby screen in Community Centre directing to webpage for more information.
- March 21: Social media post calling for interested vendors to reach out to staff
- March 27: Social media post calling for interested vendors to reach out to staff
- March 26: Survey sent to 54 prospective vendors, which garnered 24 responses.
- April 30: Music, Market & Park It staff report included in April edition of Council Newsletter
- May 7: Social media post that applications were open for vendors
- May 8: LED signs at Admin and Community Centre calling for vendors
- May 8: Graphic added to lobby screen in Community Centre calling for vendors.
- May 15: Social media post for vendors
- May 22: Social media post for vendors
- June 22: Social media post for classic car owners/clubs to join Music, Market & Park It
- June 22: Graphic added to lobby screen in Community Centre calling for classic cars to join

### Event Phase

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- June-July: Regular promotion of Canada Day event, including first special market of the season
- June 18: Facebook Event Pages created for each Music, Market & Park It event
- July 2: LED sign changed to promote event dates
- July 2: Community Centre lobby screen graphic changed to promote event dates
- July 2: Music, Market & Park It events added to website calendar (automatically emailed to subscribers every Friday)
- July 3: Music, Market & Park It promoted in June edition of Council Newsletter
- July 4: Free advertising on Real Estate postcard
- July 4: Social media post for first event
- July 9: Social media post for first event
- July 12: Social media post for first event
- July 15: Social media post for first event
- July 16: Social media post for first event
- July 16: Social media post that first event has started, list of present vendors included
- July 17: Music, Market & Park It photo album added to Facebook

## Schedule A: 2024 Promotion of Music, Market & Park It

- July 17: Social media post for second event
- July 22: Social media post for second event
- July 23: Social media post for second event
- July 23: Social media post that second event has started, list of present vendors included
- July 25: Newspaper ad in News Now
- July 29: Social media post for third event
- July 30: Social media post for third event
- July 30: Social media post that third event moved indoors due to weather
- July 30: Post for third event moving indoors on Facebook Event page
- July 30: Series of Instagram and Facebook stories showcasing each individual vendor at third event
- July 30: Music, Market & Park It promoted in July Council Newsletter
- July 31: Market photos added to album on Facebook
- August 1: LED signs updated with just August event dates
- August 1: Newspaper ad in August edition of Niagara Farms
- August 6: Social media post that fourth event is moving indoors due to weather
- August 6: Post on Facebook Event page that fourth event is moving indoors due to weather
- August 6: Social media post that fourth event has started
- August 6: Series of Instagram and Facebook stories showcasing each individual vendor at fourth event
- August 9: Social media post for final two events
- August 12: Social media post for fifth event
- August 13: Social media post for fifth event
- August 13: Social media post that fifth event has started, list of present vendors included
- August 13: Series of Instagram and Facebook stories showcasing each individual vendor at fifth event
- August 16: LED signs updated to promote final event
- August 16: Social media post for last event
- August 19: Social media post for last event
- August 20: Social media post for last event
- August 20: Social media post that last event has started, list of present vendors included
- August 20: Series of Instagram and Facebook stories showcasing each individual vendor at final event

## Schedule B – Music, Market and Park It Event Surveys Summary

*Question 1 – Are you a vendor, car show participant or visitor?*

- 11 surveys were completed by vendors
- 6 surveys were completed by car show participants
- 46 surveys were completed by visitors

*Question 2 – Are you a West Lincoln Resident?*

- 50 are West Lincoln residents

*Question 3 – Where are you from?*

- non-residents who completed the survey noted they were from Elmer, Milton, Ridgevill, Lincoln, Grimsby, Niagara Falls, St. Catharines, Fenwick, Newfoundland, Wainfleet, Toronto, Stoney Creek and Hamilton

*Question 4 – How did you find out about Music, Market and Park It?*

- facebook, staff, friend, Instagram, family, signage, newspaper, musician, website, flyer, comes every year

*Question 5 – Why did you come to Music, Market and Park It?*

- Music – 33
- Market – 42
- Park It – 17

*Question 6 – Have you previously attended Music, Market and Park It this season?*

- Yes – 36
- No – 25
- No answer – 7

*Question 7 – Did you visit the market vendors?*

- Yes – 53
- No – 10
- No answer – 5

*Question 8 – Did you visit the car show area?*

- Yes – 18
- No – 35
- No answer – 15

*Question 9 – Did you enjoy the music?*

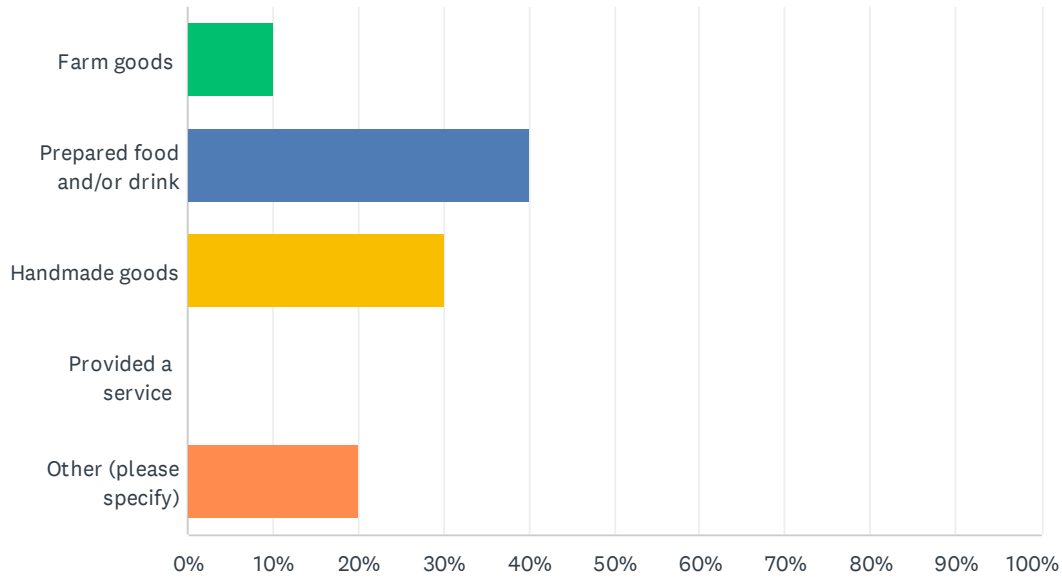
- Yes – 39
- No – 17
- No answer – 12

*Comments*

- Better advertisement
- Longer routine, big fan of the music
- Better layout for food vendors
- Excellent music and nice selection/variety of vendors
- Advertise more, signs, takes years to get a good crowd
- More vendors
- Keep talking to car clubs, broad advertising
- Wrong night for car show, great music, more vendors, Wednesday would be better day
- More food choices, lighting is bad in arena
- More advertising
- Coming back next week
- Great event
- More vendors example cheese, wine
- Came through today because of the library it was inside
- Love coming but disappointed it gets smaller every year due to lack of support from the community
- Love they take debit
- Day/time worked this year
- Tables for eating
- Vegan food trucks, I love the local, vendors, more seating for eating
- Great event (3)
- Made more, indoor worked better
- Good showing spent lots of money
- More ripe fruit
- Unfortunate of sound in the arena
- Stage if inside acoustics
- Will come back enjoyed music
- Rain slow business
- More vendors
- Food vendors
- Better advertising and better day/time
- Will come back took business cards
- Good variety, love that we can adjust during bad weather
- Came last week for Fiddlestix and came back disappointed in the crowd tonight
- Disappointed in the support from town
- Try to do a weekend
- More cars, maybe prize draws from vendors for car guys to attract, more advertisement, more cooperation between vendors
- Building the name, more variety
- Hand out flyers to car owners for the event, try to improve google analytics (search results)
- More vendors veg/fruit
- More weeks (3)
- More advertising, missed all 5
- Love it! Convenient walking distance
- More support vendors/cars/community
- More community support more vendors/food trucks

## Q1 What kind of products did you sell?

Answered: 10 Skipped: 0

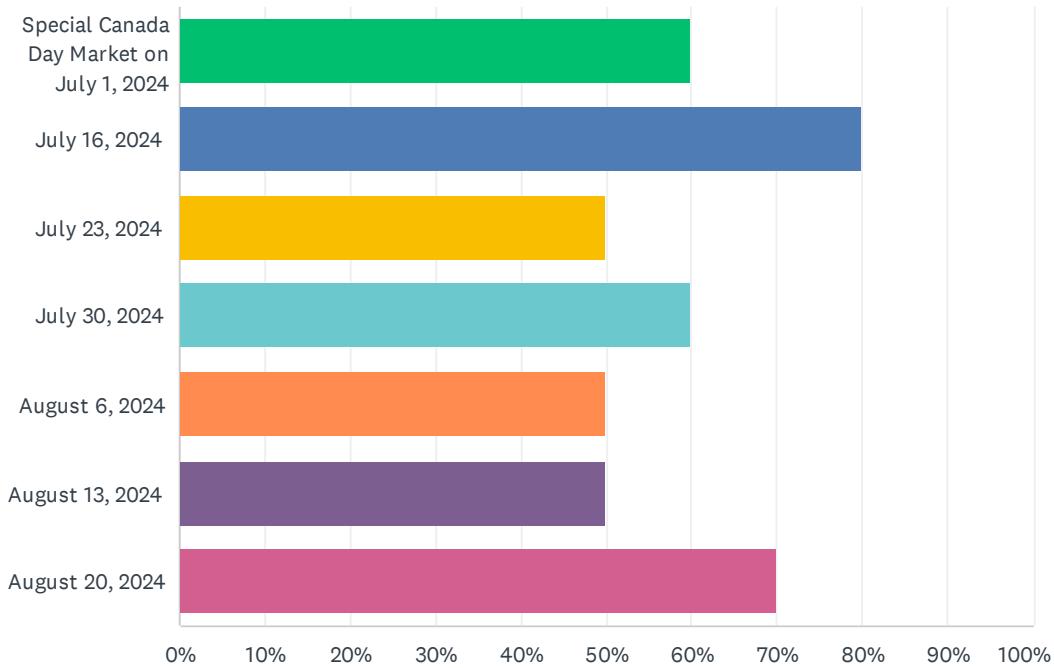


ANSWER CHOICES	RESPONSES
Farm goods	10.00% 1
Prepared food and/or drink	40.00% 4
Handmade goods	30.00% 3
Provided a service	0.00% 0
Other (please specify)	20.00% 2
Total Respondents: 10	

#	OTHER (PLEASE SPECIFY)	DATE
1	Home decor and gifts	10/4/2024 3:35 PM
2	Information table	9/19/2024 8:33 PM

## Q2 Which weeks did you participate? (Select all that apply)

Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Special Canada Day Market on July 1, 2024	60.00%	6
July 16, 2024	80.00%	8
July 23, 2024	50.00%	5
July 30, 2024	60.00%	6
August 6, 2024	50.00%	5
August 13, 2024	50.00%	5
August 20, 2024	70.00%	7
Total Respondents: 10		

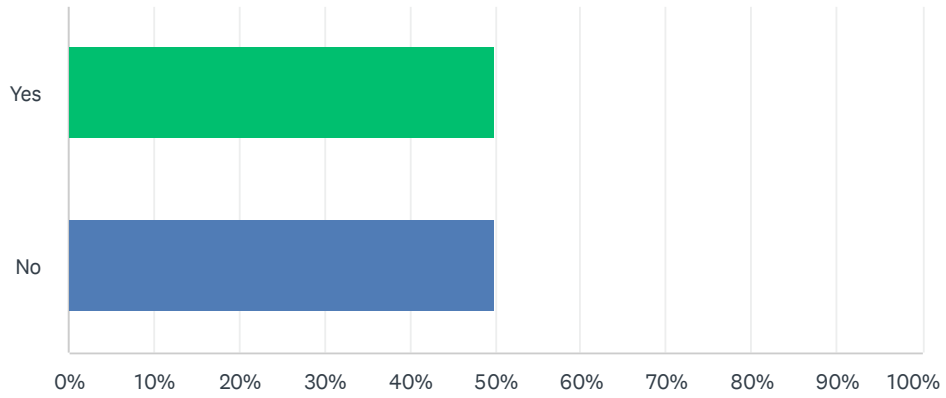
### Q3 If you did not participate some weeks, please let us know why.

Answered: 8 Skipped: 2

#	RESPONSES	DATE
1	Staffing.	10/4/2024 3:35 PM
2	Was away for a funeral	10/1/2024 12:38 AM
3	Possibility of rain other personnel commitment	9/29/2024 10:42 AM
4	Had a previous commitment And ill on 13th	9/27/2024 10:20 PM
5	Didn't want to be too busy over the summer.	9/23/2024 4:30 PM
6	Did not have paperwork ready in time	9/20/2024 12:30 PM
7	.Needed to try it to see if it would attract people interested in handmade items that are a bit more expensive	9/20/2024 6:42 AM
8	We were doing other markets in Niagara	9/19/2024 8:33 PM

### Q4 Have you participated in previous West Lincoln Market seasons?

Answered: 10 Skipped: 0

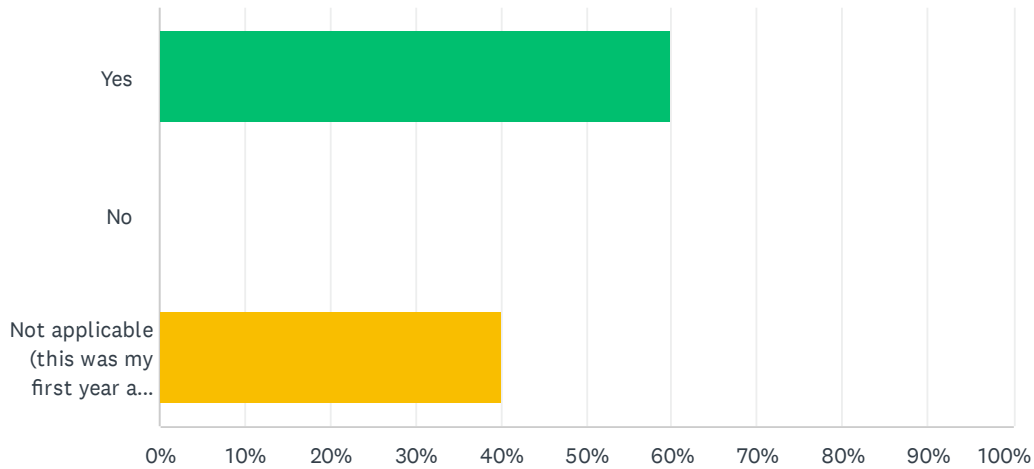


ANSWER CHOICES	RESPONSES
Yes	50.00% 5
No	50.00% 5
Total Respondents: 10	



### Q5 Thinking back on previous West Lincoln Market seasons you have participated in, do you think incorporating a concert and car show added value (increased foot traffic or sales)?

Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	60.00%	6
No	0.00%	0
Not applicable (this was my first year as a vendor)	40.00%	4
<b>TOTAL</b>		<b>10</b>

Q6 Please rate your level of satisfaction with Township Staff's communication with you and organization of this event.

Answered: 10 Skipped: 0

4.7★  
average rating



	VERY UNSATISFIED	UNSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	0.00% 0	0.00% 0	30.00% 3	70.00% 7	10	4.70

Q7 Please rate your level of satisfaction with how Music, Market & Park It was promoted.

Answered: 10 Skipped: 0

3.7★  
average rating



	VERY UNSATISFIED	UNSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	10.00% 1	30.00% 3	40.00% 4	20.00% 2	10	3.70

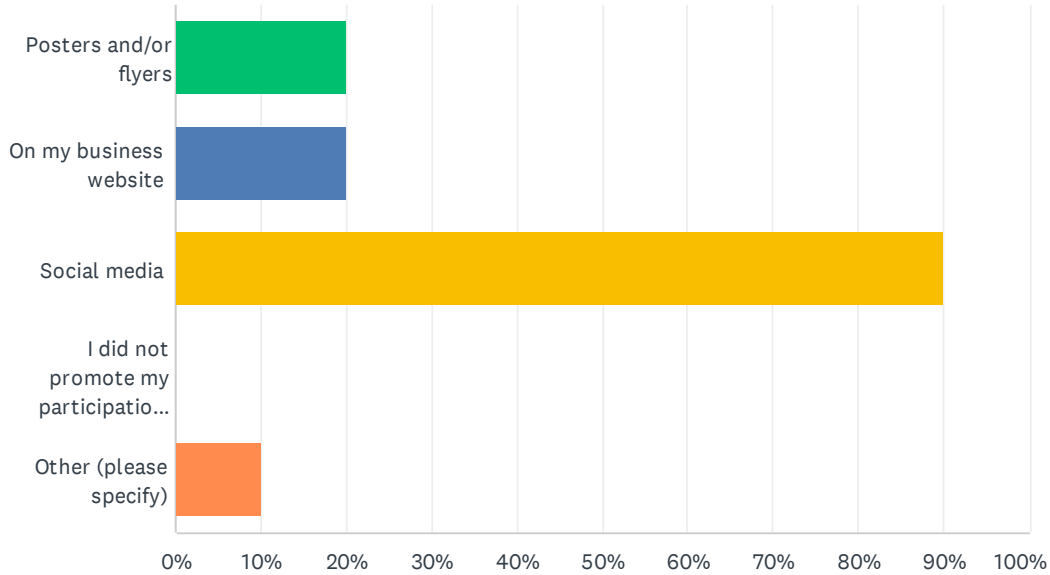
Q8 Music, Market & Park It was promoted through the Township website, Township events calendar, Township social media posts (Facebook, X, Instagram), Facebook event pages, news releases, newspaper advertisements, Council newsletters, posters and flyers in Township facilities and around the community, and LED signs at the Community Centre and Administration Building. Please provide any ideas or suggestions you may have for additional ways we could get the word out about this event.

Answered: 8 Skipped: 2

#	RESPONSES	DATE
1	I honestly did not see a lot of the promotions. Posting flyers in local businesses might help, or lawn signs throughout the community. Also asking vendors who are participating to post on social media.	10/4/2024 3:35 PM
2	All good media posts	9/29/2024 10:42 AM
3	Maybe advertise market more with signs on street at entrance way as many people never read or knew of market and times	9/27/2024 10:20 PM
4	Lampposts around town	9/27/2024 9:07 PM
5	Maybe more posters in areas further around the township? I'm not sure where you did them but somehow more people need to know about the market	9/23/2024 4:30 PM
6	Niagara 411, grocery store boards, News Now paper	9/20/2024 12:30 PM
7	I think what you did worked. Our sales were up over the last 2 seasons by huge amounts.	9/20/2024 12:22 PM
8	I think it will grow through word of mouth. It was very well organized and I think the people who came will return and tell others.	9/20/2024 6:42 AM

## Q9 How did you promote your participation in Music, Market & Park It? (Select all that apply)

Answered: 10 Skipped: 0

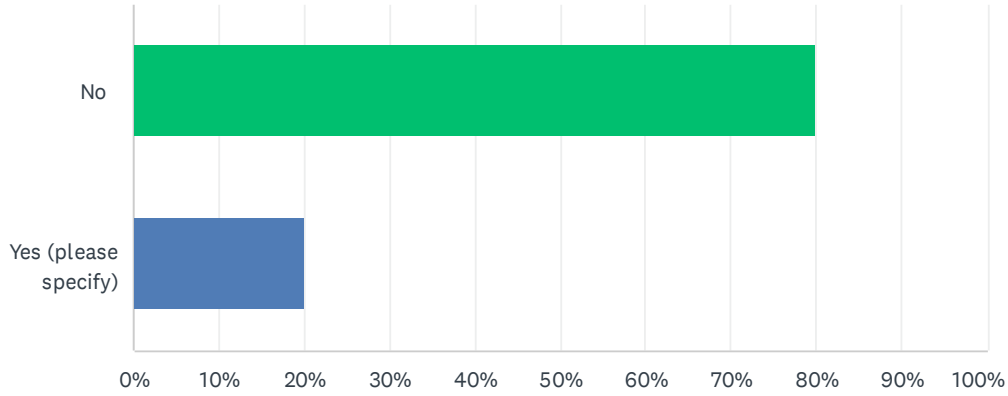


ANSWER CHOICES	RESPONSES
Posters and/or flyers	20.00% 2
On my business website	20.00% 2
Social media	90.00% 9
I did not promote my participation in Music, Market & Park It	0.00% 0
Other (please specify)	10.00% 1
Total Respondents: 10	

#	OTHER (PLEASE SPECIFY)	DATE
1	Special invites	9/27/2024 10:20 PM

## Q10 Did you encounter any challenges or barriers when participating in Music, Market & Park It?

Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES
No	80.00% 8
Yes (please specify)	20.00% 2
<b>TOTAL</b>	<b>10</b>

#	YES (PLEASE SPECIFY)	DATE
1	Wind and rain	9/27/2024 10:20 PM
2	Providing required paperwork (ph testing for shelf life) never had that request before.	9/20/2024 12:30 PM

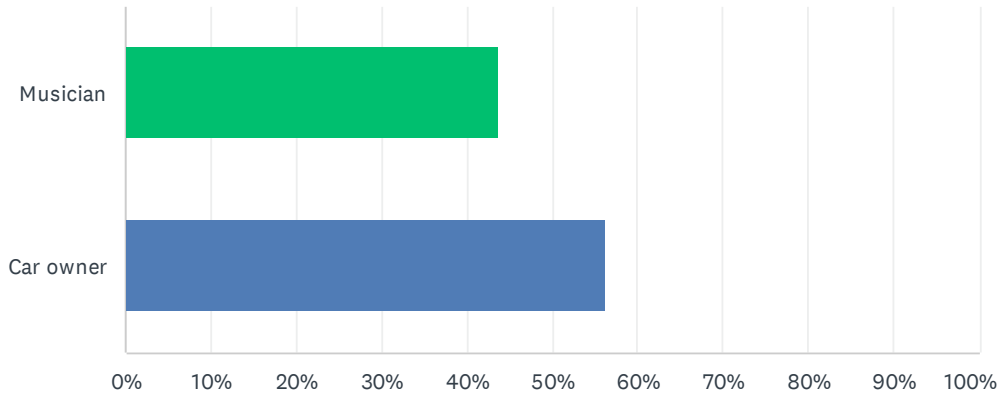
**Q11 Please provide suggestions or ideas for ways we could improve this event for the 2025 season to benefit the public and your general experience as a vendor.**

Answered: 10 Skipped: 0

#	RESPONSES	DATE
1	Having more vendors with fresh produce, baked goods, meat, etc. might increase foot traffic.	10/4/2024 3:35 PM
2	I enjoyed the market and would definitely be interested in future markets! All the staff did a wonderful job at communicating and advertising the events! It would be nice to see larger crowds. More food vendors may help. Kids activities. Face painting, magicians, out door games. We did have poor weather this summer which was a bummer.	10/1/2024 12:38 AM
3	none at this time	9/29/2024 10:42 AM
4	Ran very well, as you can't fight with Mother Nature	9/27/2024 10:20 PM
5	The public really enjoyed the music, market was a delightful surprise for some. More food trucks. Promoting it as an 'afternoon/evening out' for the whole family. Eg park for kids, date night, summer enjoyment. Seemed word didn't get to car club members (feedback I got). Worth exploring.	9/27/2024 9:07 PM
6	I didn't have many issues with the market season, besides I think attendance could have been higher. I like the idea of having a car show and music at the same time, I think that helped attract more groups of people	9/23/2024 4:30 PM
7	Specific list of what is required and dates required by. I would hand in what was required and then was told to bring in something else in addition. So I was late in providing it to you.	9/20/2024 12:30 PM
8	Keep the music and the cars. Heard from car guys who brought their cars to this event over others because of the music. Crowds were larger than Grimsbys music in the park. Our sales were double at your event over Grimsby.	9/20/2024 12:22 PM
9	I think you did an excellent job. It will grow over time.	9/20/2024 6:42 AM
10	More produce and food trucks	9/19/2024 8:33 PM

### Q1 Were you a musician or car owner?

Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES
Musician	43.75% 7
Car owner	56.25% 9
Total Respondents: 16	



## Q2 Please rate your level of enjoyment at our Music, Market & Park It event.

Answered: 16 Skipped: 0

**4.3**   
average rating



	BLEH!	DIDN'T LIKE IT	IT WAS OK	IT WAS PRETTY COOL	LOVED IT!	TOTAL	WEIGHTED AVERAGE
☆	0.00% 0	0.00% 0	6.25% 1	56.25% 9	37.50% 6	16	4.31

**Q3 Please provide suggestions or ideas for ways we could improve this event for the 2025 season to benefit the public and your general experience as a participant.**

Answered: 16 Skipped: 0

#	RESPONSES	DATE
1	All looked good to us.	9/27/2024 7:27 PM
2	Nothing really , Music was Great just the right volume ,hopefully as time moves on more cars will attend	9/27/2024 4:30 PM
3	Have folks sit closer if possible. Work with other car clubs to get the word out regarding the car show.	9/23/2024 3:16 PM
4	Some prizes or small incentives may help attract car clubs.. Control the weather..	9/22/2024 7:22 PM
5	My date was inside due to rain, missed not being outside with the car show and food trucks as I'm sure it would of been a hit! Non the less, you guys did great in hosting us and we still enjoyed playing for the fans	9/22/2024 8:00 AM
6	More, More, More Cars, and Vendors (you should be asking them also for input) The set up was fine lots of space for vehicles and participants, Music was a nice touch for the evening, at times we wish it to start a little sooner. A small goodie, baf for the Car Owners would be nice with samples from the vendors and info on the Town of Smithville and other activities along with shops that are there. We feel the weekly brochres with info on the musical talent performing that night was awesome (Kudos to the individual or Group that put it out there) Is it possible to change the schedule since you are competing with Tuesday Night at Grimsby's Casablanca Cruise which is very popular, and been a favorite staple in this area for many years. Try more to get the word out in your area, I know there are more Classic Car owners on the Hill. Would we go again SURE Would. "Cheers" Terry & Liz White (Beamsville)	9/21/2024 9:02 AM
7	Do it on Wednesday as the Grimsby car show is Tuesday and no shows around this area on Wednesday.	9/20/2024 9:39 AM
8	As far as we're concerned you did a great job. No suggestions. Keep at it. Hope to see you next year if we're still on the green side of the sod. M&D Wills	9/19/2024 8:27 PM
9	We performed inside as there was a chance of rain so it would have been nice to be outdoors but it was still a great turnout.	9/19/2024 8:10 PM
10	I think your event is Fantastic!!! In fact, I use the "Music, Market and Park It" as an example of how a community should run a summer concert series. The only thing I think could enhance the experience for us and your community, is if we could use our own sound technician and PA, but we are happy to work with anyone. Thanks Keep up the great work	9/19/2024 5:14 PM
11	I wish the audience would sit closer to the stage. We get a lot more energy and engagement when folks are closer!	9/19/2024 5:07 PM
12	Providing seating/covered seating for outdoor space	9/19/2024 4:53 PM
13	More food trucks and vendors. The bands were fabulous.	9/19/2024 4:47 PM
14	Have more vendors and put them on the grass so they are right in with the crowd...and one suggestion this is for Musicians...Maybe a handicap Portolet behind the stage it has more room. Other than those couple of suggestions...Wendy and Holli you did an outstanding job...and thank you. We hope to see you again in 2025. Rock "N" Rays Retro Rockers	9/19/2024 4:29 PM
15	It will grow as word gets around	9/19/2024 4:13 PM
16	More vehicle geared entertainment and attractions. Performance parts booths and so on. Wasnt really geared towards us gearheads. More advertisements, and trophies based on viewers votes	9/19/2024 3:54 PM

