

October 24, 2023

Economic and Community Development Committee
City of Toronto
Toronto City Hall
100 Queen St W
Toronto, ON M5H 2N2
Canada

Attn: Nancy Martins, Secretariat

By email: ecdc@toronto.ca

Re: EC7.1 - Strengthening Toronto's Public Markets and Mid-Size Food Retail Infrastructure

Dear Members of the Economic and Community Development Committee,

I am writing to express our wholehearted support for MarketCityTO, and Marina Queirolo, who is focused on bringing together market managers, operators and the City of Toronto to strengthen all Toronto Public Markets. Northcrest Developments had the privilege of sponsoring the 11th International Public Markets Conference this past June and were excited at the announcement of Public Market Week by Councillor Shelley Carroll. We are genuinely inspired by MarketCityTO's mission and the positive impact they are making in our City.


MarketCityTO's efforts to promote public shopping markets in the City of Toronto align with Northcrest's values. We share a common vision of fostering equitable economic growth, enhancing community well-being, and addressing food security issues in the City. Therefore, we would like to kindly ask for the City's support in:

1. **Improving Permit Process and Regulations:** Streamlining the permit process and revising regulations to enable more effective public markets are crucial steps toward enhancing community engagement and supporting local businesses. We believe this will contribute to the overall growth and vibrancy of our city.
2. **Increasing Education and Awareness:** Elevating awareness about the importance of public markets and their role in city building is a commendable goal. Education and advocacy efforts can help the public and potential stakeholders better understand the benefits of public markets and encourage their support.
3. **Supporting Current and Building New Public Markets:** Ensuring equitable access to economic opportunities and locally produced food is of paramount importance, particularly for those who have been systematically marginalized.
4. **Building A Sector:** Help managers, operators, vendors, and regulators realize the industry's full potential by investing in their professional development.

5. **Building Public Market Infrastructure:** Investing in public market infrastructure can create opportunities for residents and businesses to flourish while ensuring that fresh, healthy food is readily accessible.
6. **Improving City and Region Integration:** Work with municipalities to strengthen distribution infrastructure to improve resilience.

Thank you for considering our endorsement of these proposals. We are eager to launch our own public market plaza in the near future and to collaborate with MarketCityTO and the City of Toronto to help realize these objectives together towards a brighter, more equitable, and prosperous future for our city.

Sincerely,



Christopher Eby
EVP: Corporate and Public Affairs
Northcrest Developments

CC.

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Vice Chair - Councillor Shelley Carroll
Deputy Mayor Ausma Malik
Councillor Jaye Robinson
Councillor Chris Moise
Councillor Paula Fletcher