

For Immediate Release
Saturday, September 8, 2001

MARKET SQUARE BACKGROUND

Department: Mayor's Office

• Today's official opening of Market Square marks the latest chapter in the history of farmers' markets in Sudbury. The first market was located on Borgia Street, which was razed in 1973 to make way for the City Centre. • There were temporary market sites until 1988 when the Downtown Sudbury Farmers' Market was initiated as a seasonal operation located in the municipal parking lot on Shaughnessy Street. The Ontario Ministry of Agriculture, Food and Rural Affairs was instrumental, through a special Northern Ontario Marketing Program, in the establishment of some 12 markets. The Shaughnessy Street Market was a partnership between the City and Region of Sudbury and Sudbury Metro Centre. Since 1988, management and promotion of the Market have been the responsibility of Sudbury Metro Centre. And since then, a goal has been to develop the Market into a permanent, year-round facility. • The Shaughnessy Street market was an outstanding success, attracting dozens of vendors and thousands of customers each week in the peak season. It recorded steady annual growth, from 15 vendors in 1988 to 40 in 1996, and had season attendance that grew from 100,000 in 1988 to 170,000 in 1996. By 1996, however, it had outgrown the Shaughnessy Street site. • From a community development, economic development and tourism perspective, a farmers' market is a significant asset. Successful farmers' markets like the St. Lawrence Market in Toronto, the Byward Market in Ottawa and the Kitchener Farmers' Market are vibrant urban gathering places with tremendous spinoffs. Farmers' markets promote healthy living and multiculturalism and they enhance quality of life. • For these reasons, the City of Greater Sudbury is a strong supporter of the Downtown Sudbury Farmers' Market. A vibrant downtown is vital to our future, and Market Square is key to downtown's success. • In 1996, finding a permanent home for the Farmers' Market became a priority for the former City of Sudbury, former Region of Sudbury and Metro Centre under the Downtown Action Agenda. In 1999, City Council approved the concept of locating the permanent Market at Elm and Elgin Streets and authorized purchase of the old CPR Telegraph and Ticket Office (built in 1912 and now known as the AT&T Building), the adjacent CPR rail shed (built in 1905) and parking lots. • FedNor and HRDC, together with City Council and Sudbury Metro Centre, provided the funding to build Market Square. The breakdown of funding is as follows, including the purchase of the property, architectural design, supervision and construction: Metro Centre \$ 165,000 FedNor 500,000 HRDC 500,000 City 1,150,000 Sale of existing lot 600,000 TOTAL \$2,915,000 • The renovated CPR shed building was designed by Sudbury architect Oryst Sawchuk. Mr. Sawchuk says the renovated building preserves the historical legacy of the original buildings and adapts them to today's needs. Like Mr. Sawchuk, City Council and the funding partners see Market Square as an incubator for small business start up and cultural showcase as well as a public market and downtown landmark. • In May 2000, the market moved to its new home to operate from the parking lot. Construction of Market Square began in September 2000. On June 1, 2001, seasonal vendors began operating on the west deck of the building. On July 13, 2001 permanent vendors began indoor operations at Market Square, marking a major step forward in a long-time dream. • Oryst Sawchuk envisions the market as "a place where people will find the sound of music and curious smells – a blend of fresh-baked bread, fresh fish, onion and coffee, as well as fresh air." • Mayor Jim Gordon, former Councillor Dr. Ricardo de la Riva, and the Honourable Diane Marleau, MP for Sudbury, have provided the leadership to bring to reality the beautiful facility we see today at the historic corner of Elm and Elgin. -30- FOR MORE INFORMATION, PLEASE CONTACT: Maureen Luoma, Executive Director, Sudbury Metro Centre, 674-5115