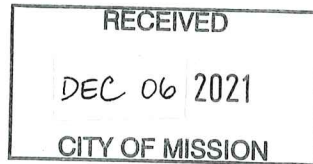




Established 1996



Mayor Paul Horn  
8645 Stave Lake St.  
Mission, BC

30 November 2021

Dear Mayor Horn and Council,

The Board, Market Manager, Vendors and Customers of the Mission City Farmers' Market would like to thank you for the part that you played in the success of our 2020-2021 season.

COVID19 brought on a set of challenges this past year that could not have been met and overcome without your encouragement and support.

This year we hosted 25 outdoor markets, averaging 23 vendors/market, plus fundraising egg sales at the Market Table. An estimated average of 678 people attended each week and vendors reported an average of \$4,016. in sales. We are very proud of these numbers, especially when you consider that we couldn't offer "Social" features of previous markets such as Heart of the Market, music, cooking demonstrations and children's activities and entertainment, to name a few.

These numbers show us, and you, our supporters, that the Mission City Farmers' Market is an integral part of our community and being able to keep it running to the capacity we did this year is in no small part thanks to you and our tireless and hardworking Market Manager, Market Assistant and a team of outstanding volunteers.

Our goals for our new year:

- ✓ Grow the Market
- ✓ Continue our partnerships with the BC Association of Farmers' Markets and the Nutritional Coupon Program
- ✓ Develop and implement a Volunteer Development Program
- ✓ Continue to work with partners such as yourself; I Love Mission, Provincial and Municipal governments, Fraser Health, Mission City Record, What's On! Mission, MOCAT and others
- ✓ Continue with Marketing Assistant position
- ✓ Introduce a new market logo and subsequent promotional campaign
- ✓ Belated 25<sup>th</sup> Anniversary celebration

Thank you again for your support and we look forward to another successful season starting May 2022!

Sincerely

Board of Directors  
Mission City Farmers' Market