


## GENERAL INFORMATION

Name of Organization Requesting Grant: <i>(Please list parent/sponsor organizations in parenthesis)</i>	The Whistler Farmers' Market
Name of the program(s) (if applicable):	
Society Registration Number:	<b>S0043702</b>
Organization Mailing Address:	<b>Po Box 344, Whistler, BC,</b>
Contact Name & Title:	<b>Bree Eagles, Market Manager</b>
Organization Phone Number:	
Organization Email Address:	<b>management@whistlerfarmersmarket.org</b>
Organization Purpose or Mandate: <i>(Please provide this answer in one sentence)</i>	The Whistler Farmers' Market strengthens local food systems and supports small businesses by creating vibrant and welcoming markets that build community, feed people, and support small farms and producers.
Organization Category (choose between Environment, Social Services, Community Services, Recreation and Sports, Arts and Culture)	Community Service

## ORGANIZATION INFORMATION

How many years has the organization existed?	<b>31 years</b>
How many active members/participants does the organization have in the current year? <i>(e.g. how many athletes have signed up for this year)</i>	140 membership (vendor) applications have been received for 2025 and are currently being evaluated. On a typical year we have approximately 120 members and estimate 4-6K customers visit the markets weekly.
For sport organizations, how many youth (U18) participants are enrolled in your programs?	
How many Whistler residents members does the organization have in the current year?	Typically, 60% of the Whistler Farmers Market membership reside in Whistler, and 75% reside locally between Squamish and Pemberton.
How many volunteers/executive/staff are required to administer the organization in the current year?	1 full time staff, 1 full time student ( TBC, funded by Canada Summer Jobs program), 1 part time employee, 2-5 volunteers, plus 9 Directors on the Board
Age range of participants in the organization:	<b>16 years to 60+ years</b>

Please list active website URLs and active social media accounts (Facebook, Twitter, Instagram, etc.):	Web: <a href="https://www.whistlerfarmersmarket.org/">https://www.whistlerfarmersmarket.org/</a> Facebook: <a href="https://www.facebook.com/WhistlerFarmersMarket">https://www.facebook.com/WhistlerFarmersMarket</a> Instagram: <a href="https://www.instagram.com/whistlerfarmersmarket">https://www.instagram.com/whistlerfarmersmarket</a>
What are the membership and participation requirements?	Members of the Whistler Farmers Market must 100% bake, make, grow or raise the products they sell at market. Priority is given to Farm members, members that reside in the Sea to Sky region and returning members. Members must participate in at least one Whistler Farmers Market in the 2023 season and be in good financial standing with the organisation.
Does the organization have any outstanding debts or other means of funding from the RMOW? If yes, please state the amount and reason.  <u>Note:</u> Please include any Value In Kind support that you receive from the RMOW (eg. reduced rent, utilities in RMOW buildings)	No

**GRANT INFORMATION**

<b>1. Purpose of Grant</b>	<i>Explain in detail how the funding will be spent. Please refer to Council Policy A-7 Community Enrichment Program, available at <a href="http://www.whistler.ca/cep">www.whistler.ca/cep</a> for funding criteria and eligibility. Please be as concise as possible using the space below.</i>
<p>The purpose of this grant funding is to continue to improve our organisation's environmental footprint. Specifically, the money will be directed towards working with AWARE Whistler to bring their Zero Waste Hero's program to the Whistler Farmers Markets.</p> <p>AWARE hosts a station at the market location where customer waste is directed into the correct stream (e.g. landfill, compostable, recyclable etc.) and disposed of appropriately. There is an educational component where the community can engage with AWARE staff. AWARE also work with our members/vendors to educate them and help them make environmentally friendly choices for packaging.</p> <p>The cost for this service in 2024 was \$5,367.50 (\$2,000 covered by CEP funding). We estimate this to be over \$6,000 in 2025 and we are requesting this amount in CEP funding to support this initiative.</p> <p>Having CEP financial support in these area allows our organsition to continue hosting other programs such as paying local musicians to be at the market each week. This not only supports social connection and wellbeing for our customers, but allows local artists opportunities for paid gigs. It also allows us to continue to keep our vendor fees down and accessible for small businesses.</p>	



<b>2. Is This a New Program or Activity?</b>	<i>If yes, what are your targets and goals for this program/activity?</i>
<p>Partnering with AWARE is not a new activity for the Whistler Farmers Market. For 2024, our AWARE end of season report stated:</p> <p>Congratulations, in your tenth year working with AWARE's Zero Waste Heroes (ZWH), over 91% of the waste that flowed through AWARE's Zero Waste Stations at the Whistler Farmers Market was diverted from landfill! This report provides a brief summary of successes, waste weights for comparison against previous years and next steps for consideration for implementation in 2025. We would like to recognize and commend all of the market vendors for choosing to be proactive in managing their waste footprint by selecting compostable and recyclable packaging.</p> <p>Key Takeaways:</p> <ul style="list-style-type: none"> <li>- AWARE's Zero Waste Station was at 23 Whistler Farmers Markets, including 1 Saturday market, over the course of the 2024 season.</li> <li>- Over 6000 people used the station, with 334 engaged conversations about positive waste management reported.</li> <li>- Overall, 91.45% of the waste generated at the market that flowed through the station was diverted from landfill for recycling or composting. As more than 90% of waste was diverted from landfill, the 2024 Farmers Market, once again, achieved 'Zero Waste' status!</li> </ul> <p>For 2025, our goal is to reconsider the location of the AWARE tent and continue to strategise ways to increase the number of customers engaging with the program. In 2024, this included increased signage and social media information to increase awareness.</p>	

<b>3. Current Year Highlights and Community Benefits:</b>	<i>Detail the specifics of activities and community benefits your organization provides.</i>
<ul style="list-style-type: none"> <li>- In 2025, the WFM will host markets from May to October, allowing access for the community and visitors to essential items such as produce and food, while also creating a vibrant space for enjoyment. Just as importantly, the market serves as a space for local farmers, producers and creatives to sell their items and make an income. It is estimated that the WFM will be able to work with 140+ vendors in total for the 2025 season and host up to 70 vendors weekly. We estimate an average customer attendance of 4-6K people weekly.</li> <li>- WFM works closely with the Whistler Community Services Society and the BC Association of Farmers' Markets (BCAFM) to support food security. An average of \$14K (annually) worth of fresh produce reaches community members in need via the BCAFMs Farmers Market Nutrition Coupon Program. Additionally, the Whistler Food Bank collects and distributes produce from the weekly markets.</li> <li>- WFM is looking to strengthen our relationship with First Nations in 2025.</li> <li>- WFM is excited to continue supporting local entertainers through our music program - hosting (and paying) two local musicians every market.</li> <li>- WFM provides employment opportunities via: participation in the Canada Summer Jobs Program providing employment opportunities for youth, hiring 1-2 additional employees during market season and welcoming volunteers into the organisation.</li> </ul>	

<b>4. Existing Funding and Grant Applications:</b>	<ol style="list-style-type: none"> <li>1. <i>List the specific grants, funding and fundraising planned, approved or pending for the existing year, and</i></li> <li>2. <i>Please also list rejected or non-approved funding (with reasons).</i></li> </ol>
<p>A funding application has been submitted for the 2025 Canada Summer Jobs Program - to hire 1-2 full time employee/s (30-40 hours weekly) from June to August. WFM is awaiting the results of this application. We typically continue employing these candidates until the season ends in October.</p>	

**GRANT INFORMATION (CONTINUED):**

<b>5. Grant Request Amounts and Financial Breakdown:</b>			
<i>Please ensure numbers provided in this table coincide with the required financial documents you provide in your application</i>			
	<b>Annual Operating Budget</b>	<b>Grant Requested</b>	<i>Provide a brief description of the specific amount requested. (Ex: Products, services, staffing roles, advertising, etc.)</i>
Salaries/contracts:	46,100	0	
General operations:	82,240	0	
One-time project / program:	<b>6,000</b>	<b>6,000</b>	<b>AWARE Partnership</b>
Physical assets:	0	0	
Rent (RMOW facilities):	0	N/A	
Rent (other facilities):	0	0	
Other:			
<b>Total</b>	\$ 134,340	\$ 6000	_____ % (Grant request ÷ Annual budget amount)
<i>Reminder: The grant amount requested cannot be more than 50% of the annual operating budget of the organization.</i>			

<b>6. Additional Information:</b>	<i>Please list any additional information, details or explanations regarding your grant request that you would like to be considered by Council.</i>
	<p>WFM deferred \$2,000 from CEP 2024 funds allocated for Indigenous engagement. WFM will be deploying these funds in 2025 market season (May-Oct), working with SLCC on Indigenous engagement and reconciliation efforts. Once this project is complete WFM will provide the reports to RMOW.</p>



<b>7. Attachments:</b>	<i>Please indicate the attachments you are including with your Grant Application Form:</i>
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- Financial Statement (audited preferred) or Organization Budget (**Required**)
- Proof (copy) of registered not-for-profit society status or registered charity status (**Required**)
- Other:**

## COMMUNITY PERFORMANCE INDICATORS

<b>8. Please describe how your organization can contribute to the RMOW Strategic Plan:</b>	<p>Please visit <a href="https://www.whistler.ca/municipal-gov/strategies-and-plans/strategic-plan/">https://www.whistler.ca/municipal-gov/strategies-and-plans/strategic-plan/</a> to learn about the four priority areas of RMOW 2023-2026 Strategic Plan:</p> <ol style="list-style-type: none"> <li>1. Housing</li> <li>2. Climate Action</li> <li>3. Community Engagement</li> <li>4. Smart Tourism</li> </ol> <p>Please determine how your grant (or organization) can contribute to fulfilling any priorities described in the four areas listed above. Each priority has numerous specifications to choose from while describing how your grant (or organization) may help to improve Strategic Plan.</p>
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*Example: This grant addresses the priority of "Community Engagement" because it strives to connect locals to each other. Specifically, this is because...*

This grant contributes to the Community Performance Indicators of Community Engagement, Smart Tourism and Climate Action.

1. Community Engagement - This grant primarily addresses the priority of "Community Engagement". The Whistler Farmers' Market:

- Is a key part of the community fabric, providing a weekly opportunity for the community to connect with their food producers, local artisans, friends and peers, in a welcoming and enjoyable environment.
- Supports local performers by paying musicians to play at the markets. Many locals to come to the market to enjoy the free live music.
- Partners with other community organisations, including the Whistler Community Services Society to improve food security in Whistler.
- Majority of the vendors at the market are small local businesses. The WFM is a crucial source of income and community connection for them.

2. Smart Tourism  
This grant addresses the priority of "Smart Tourism" because it provides opportunities for visitors to contribute, participate and learn about Whistler's culture. Specifically, this is because the Whistler Farmers' Market operates 25 markets from spring to fall, providing an opportunity for visitors to connect with locals, where they can take home a piece of Whistler in the form of locally produced goods. Many regular visitors have formed a connection to the Whistler Farmers Market and it's vendors over the years and it is a regular stop on their Whistler itinerary. Creating a vibrant atmosphere at the market via music and entertainment is an important element of connecting visitors with Whistler's arts and culture scene.

3. Climate Action. This grant addresses the priority of "Climate Action" because it reduces the amount of landfilled waste. Specifically, working with AWARE Whistler helps to minimise the environmental footprint of the Whistler Farmers' Market and provides an educational opportunity AWARE to connect with the community and visitors.

## SUPPORT FOR TRUTH AND RECONCILIATION

*The RMOW is committed to working with the Líl'wat People, known in their language as L'il'wat7úl and the Squamish People, known in their language as the Skwxwú7mesh Úxwumixw to: create an enduring relationship; establish collaborative processes for planning on unceded territories, as currently managed by the provincial government; achieve mutual objectives; and enable participation in Whistler's resort economy.*

### 9. How has your organization considered truth and reconciliation with the Indigenous Nations?

Yes, the organisation is taking steps such as:

- providing land acknowledgments where appropriate, e.g. on our website, social media, email signatures. We encourage musicians to provide a land acknowledgment in their performances at markets.
- acknowledging National Day for Truth and Reconciliation on our social platforms and promoting the activities happening at the SLCC.
- There are a number of First Nations vendors at the market and we are exploring our application process to see where we can minimise barriers to allow more Indigenous vendors to participate.
- In 2025, we plan to engage with the SLCC to explore more meaningful reconciliation efforts, such as paying ambassadors for their time to do a traditional welcome at markets, setting up craft activities for kids, and exploring ways to get more WFM customers to add a visit to the SLCC to their day in the Upper Village.

**GRANT APPLICATION AUTHORIZATION:**

Submitted by:	Bree Eagles
Phone number:	[REDACTED]
Email:	management@whistlerfarmersmarket.org
Acknowledgement:	<input checked="" type="checkbox"/> I confirm that the information provided in this CEP Grant Application Form is true; <input checked="" type="checkbox"/> I confirm that a representative is required to present this grant request at a future Council Meeting; <input checked="" type="checkbox"/> I confirm that if any amount is granted that the Grant Reporting Form is due by December 1 of this year; <input checked="" type="checkbox"/> I confirm that if any amount is granted, it will be used only for its intended purpose unless otherwise approved by Council.
Signature:	[REDACTED]

**Funding decisions will be announced during a Regular Council Meeting in April 2025.**

Please contact the Legislative Services Department at [corporate@whistler.ca](mailto:corporate@whistler.ca) if you require any assistance.

*Personal and third party information provided in this application form is collected under the authority of Section 26(c) of the Freedom of Information and Protection of Privacy Act. Should you have any questions regarding the collection, use and disclosure of this information please contact the Legislative and Privacy Coordinator at 604-935-8118 or at 4325 Blackcomb Way, Whistler.*