



LAKEVIEW

*Farmers'*  
*Market*

**VENDOR  
PACKAGE  
2024**



# ABOUT US

Now in its fifth year, the **Lakeview Farmers' Market** at the Small Arms Inspection Building, Mississauga's only indoor and outdoor market, has been experiencing excellent growth and community engagement from Mississauga residents.

Over the course of 23 market days in 2023, we hosted over 38,000 visitors, with an average of 1,100 visitors/market. We have invested in a large amount of Market signage, digital and print marketing, and have added exciting activities like weekly Buskers, bi-weekly Artisan Markets, Lakeshore Arts Trail, additional activations, and more! We have a dedicated group of volunteers who support the Market. We expect to see further growth as Lakeview develops into a lively lakeside village with the addition of 8,000 new housing units and 20,000 additional people in the next few years, and as community knowledge of our market increases.

Operated by **CreativeHub 1352**, we are a non-profit, charitable, community-driven organization which exists for the advancement of community cultural development through the arts, heritage, and environmental sciences. One of the many groups vital to the reuse of the Small Arms Inspection Building, all proceeds from the market will be reinvested into the market to support local farmers, producers, artisans and education.

**Join us in making the Lakeview Farmers' Market the next big thing!**



In 2023 over 30,000 people visited the Lakeview Farmers' Market!



8,000+  
Social Media Followers



6,600+  
Newsletter Subscribers



43,800  
Yearly Website Visitors



1,000+  
Expected Weekly  
Market Visitors



25-34: 24%  
35-44: 25%  
45-54: 22%  
55-69: 16%



Mississauga (41%)  
Toronto (27%)



**Small Arms Inspection Building**

1352 Lakeshore Rd East, Mississauga ON L5E 1E9

**May 26th to October 27th, 2023**

Sundays, 9:00am- 2:00pm





# FEATURES

Our market draws a wide and diverse array of customers from throughout Lakeview and surrounding neighbourhoods. The Small Arms Inspection Building is located in the south east area of Mississauga, at Dixie and Lakeshore Rd. W, 1 km west of the Longbranch Go Station and the Mississauga/Toronto border, within 5km of 35,000 nearby homes.

- Access to 18,000 sq. ft. light-filled indoor air-conditioned space;
- Free parking for vendors and visitors (150 spaces);
- Adjacent to 15 hectares of outdoor space, waterfront trails and historic sites;
- Within walking distance of GO train station and Toronto and Mississauga bus transit;
- Onsite Valet Bicycle Parking
- High visibility at Dixie and Lakeshore Road, with easy access to major roads/ QEW;
- Strong marketing with nearly 5,800 followers across social media, 5,500 newsletter subscribers, bustling website with more than 43,800 yearly users;
- Opportunities for cross promotions through social media channels;
- Onsite music, live buskers, community activities to add to the marketing experience;
- Coffee booth with fresh coffee and a lounge area;
- Well appointed indoor public washrooms.

## THE BOOTH

- 10' x 10' booths available; 2 loading dock access areas;
- Limited access to 6' tables and chairs for emergencies, vendor use to be negotiated;
- 1 booth includes a 10'X10' allocation, maximum of 2 booths/vendor;
- Electrical Service is 120 volts, up to 13 amps (like usual home circuit), subject to location;
- Water and electrical access to be arranged with the Market Committee in advance;
- Subletting not permitted.



**Arrival:** Vendor set-up time begins at 7:30am.

**Sales Times:** Vendors agree to occupy/commit to their allotted space for the full market hours, 9am-2pm.

**Exit:** No vendor may begin tearing down before 2:00pm. It is important for everyone's sales that the integrity of the market is maintained for full duration.

**Absences:** Vendors unable to attend a market day/stay for the full duration of the market must notify the Market Manager at least 48 hrs before the market.

Missed market dates and frequent absences may result in loss of space for the remainder of the season





## FEES

**Farmers:** \$1058 for the season (\$46/Sunday) or \$55 on a weekly basis.

**Non - Farmers:** \$1288 for the season (\$56/Sunday) or \$65 on a weekly basis.

**Referral Discount:** \$200 discount for any vendor who refers a **farm vendor** who successfully signs on for the season

A \$200 booth deposit for the 2024 season is required to confirm vendor space for the 2024 season. The deposit must be sent when your application is accepted. The remaining balance for the season is required before the first Market date, May 27th, 2024, via cheque or bank e-transfer.

### Cheques:

CreativeHub 1352,  
42B Woodlawn Avenue  
Mississauga ON L5G 3K6

### E-transfer:

vendors@creativehub1352.ca

In the comment section indicate: LFM vendor Fee

**#lakeviewfarmersmarket**





## REQUIREMENTS

Absolutely no re-selling of any item shall be permitted. All products must be grown, prepared and produced by the vendor wherever possible. Vendors who re-sell produce purchased at the Food Terminal or other wholesale outlets will not be considered.

*Necessary permits, licences and certifications for the Market are collected and maintained by the LFM Committee. Completion of permits is required before a booth can be occupied.*

- Must comply with the Food Safety Guidelines for Special Events and with the applicable sections of the Food Premises Regulation, under the Health Protection and Promotion Act, R.S.O, 1990;
- All food must be obtained from an approved and inspected commercial source;
- All food vendors MUST submit proof of a completed Peel Public Health: Special Event Application for Food Vendors 15 days prior to the Market, accessible online at: [www.peelregion.ca/health/enviroNew/forms/vendor-info-form.asp](http://www.peelregion.ca/health/enviroNew/forms/vendor-info-form.asp);
- Vendors selling prepared or packaged food items must use a Certified Kitchen and hold a Food Handlers Certificate;
- Where required, a vendor will provide proof that their kitchen/premises have been inspected by the Public Health Department with their application;
- Certified Organic and Local Food Plus Certified vendors are asked to provide a copy of their certification papers to be kept on file;
- Vendors must obtain all necessary licences for the sale of their products and follow all health and safety and building rules and regulations established by the Lakeview Farmers' Market, CreativeHub 1352 and the building owner, the City of Mississauga.

*Vendors are responsible for setting up their booth, providing their own booth supplies (tables, chairs, power cords, banners, linens, tent weights, etc.), and the complete teardown and removal of their booth (including removal and proper disposal of refuse).*





# AMENDMENTS

Contingent upon compliance of the 2024 LFM Rules & Regulations, each vendor upon paying their full 2024 vendor fees are guaranteed operation in every regular Sunday market of the 2024 season with fair and equal treatment by market staff and volunteers.

Vendor regulations may be amended at any time at the discretion of the Committee and approval of the CreativeHub 1352 Board of Directors. In the event the Market were to be shut down for any reason including but not limited to weather issues, facilities issues, regulatory issues made by the City of Mississauga (owners of the building) or any other circumstances, CreativeHub 1352 is not liable for any damages, whether direct or consequential, resulting from the revocation of the Lakeview Farmers' Market Vendor contract.

It is expected that Vendors will fully comply with the Market Regulations as set out in this document. Failure to do so may be grounds for termination of the Vendor Agreement. Acceptance of the Vendor Application and ongoing permission to attend the Market is at the discretion of CreativeHub 1352.



[www.creativehub1352.ca](http://www.creativehub1352.ca)



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info@creativehub1352.ca

# www.creativehub1352.ca

Need Volunteer  
Hours?

## APPLY NOW!

[www.creativehub1352.ca/vendor-application-lakeview-farmers-market](http://www.creativehub1352.ca/vendor-application-lakeview-farmers-market)