



PHOTO OF VENDORS PRESENT AT SEASON FINALE SEPTEMBER 3RD, '16

Wow, Summer 2016 is coming to an end and with it came the end of The McKellar Market season. For the most part; except for two Saturdays (July 9th and August 13) the weather cooperated for us this year!

Back in late May, which seems like eons ago, I began recruiting previous and new vendors, designed market signs, gathered printing quotes, organized radio advertising, displayed posters, sent out email invites and walked the streets of Parry Sound looking for potential vendors and entertainment.

At first, I must admit, I was a little taken back to hear people didn't think McKellar

were having a "market" this year?! I knew after hearing this misconception I needed to act quickly to spread the word that indeed The McKellar Market was going to be "open for business" starting July 2nd thru to Labour Day Weekend.

During the month leading up to opening day; I was successful in taking over the reins from Mackenzie as The McKellar Market Facebook Administrator. I immediately started posting for vendors, Buskers and joining other Facebook groups in the area. Throughout the summer people started to grasp the fact that I would post weekly market highlights and looked forward to viewing



Market Report

Respectfully submitted by Jan Gibson,
Market Manager, Township of McKellar

SEPTEMBER 2016

them. I had one vendor tell me that he enjoyed my weekly blurbs and photos. In addition to market postings, I included other community events. Check us out on Facebook if you haven't already 😊!

NEW this year- we welcomed Wayne and Susanne Ward as our Food Vendor offering Peameal and Sausage on a bun, chips and beverages. We were also fortunate to have Chuck and Mona Ward join us- thank you Bonnie Beier for inviting them and Marg Scanlon whom provided homemade baking. Chuck and Mona also provided Sweet Corn/Roast, as well as Mary from J.B. Honey.

Also, NEW this year- White Squall Paddling Centre joined us in the park on 3 occasions drawing larger than normal crowds forming a win-win partnership.

I am also delighted to report on our newly formed market partnerships with the following- Whitestone McKellar Lions Club, OPP Safe Team, MNRF and The Moose FM Summer Event Cruiser.

Footnote: I am pleased to say the addition of food, homemade baking and White Squall enhanced attendance immensely.

Another win-win partnership was The McKellar Library joining my booth offering discounted books, magazines and maps plus the introduction of Produce by Joyce Hopkins. This prompted Peter and Linda Knox and Rob Gibson to continue bringing produce with proceeds going to the library. A little Produce is better than none!

Finally, also NEW this year a Kids Water Park. I am thrilled to report the splash pad was well received and my heartfelt thank you goes out to The McKellar Township Fire Department

and Gary Joice for supporting my endeavor.

Lastly, thank you to Stella McEwan for bringing her Maple Syrup and to Jim Darlington for deciding to return this year with his Honey.

July 2nd we kicked off the season with The Good Guys Carting Dogs and Kid's Face Painting both events contributing to a successful Canada Day themed Opening with 14 vendors setting up; drawing a large crowd.

The following week (July 9th) the Kid's Fish 'n Derby was a wee bit damp, but the rain didn't dampen our spirits. We still saw 7 faithful vendor's set-up and enjoy the day. No doubt, kudos to the McKellar Recreation Committee for hosting the Fishing 'n Derby; for without this attraction, I don't believe the market would have been as successful.

July 16th - 12 vendors set up with a lower than average crowd. I believe special events attract people, but not always possible to achieve. This year we had 8 special events out of the 10 weeks, July 16th was not one

them, therefore contributing to a smaller turn out.

July 23rd - White Squall Paddling Centre joined us in the park with 14 vendors setting up. Without a doubt, White Squall attracted curiosity and enticed people to start talking about the Free Test Paddling being offered at the market.

July 30th - 12 vendors reaped the benefits of additional families coming out to the market for the Kid's Water Park. I would have to say this market, opening day and the finale were the best three markets for sales and crowds.



August 6th - 12 vendors set up alongside White Squall. The word was out-crowds were good and White Squall experienced a higher volume of people inquiring about

their kayaks, SUP's, Canoes and Free Test Paddling.

August 13th - rain day ☹️! The Whitestone McKellar Lions Club's Corn Roast was a success despite the damp weather. Our food vendor delivered up great food which was enjoyed by our guests- the OPP Safe Team, The Moose FM and Lions.

August 20th - 10 vendors set up for market with White Squall joining us one last time. Once again, attendance and sales were good.

August 27th - 8 vendors enjoyed average crowds, sales and beautiful weather. The market atmosphere was cheerful!

FINALE September 3rd saw the return of The Good Guys Carting Dogs and the park bench dedication ceremony in memory of the late Doug Weber, resident and longtime McKellar volunteer.



In closing, I am pleased with the results this year and have already started planning for next summer. I attended the final market in Parry Sound and believe I have convinced Cosmo's Smoked Meats Ltd to join us in 2017. I also spoke with Anderson's Produce with hopes Barry will consider McKellar Market for next year. Since the beginning of the summer, I have been speaking with Adam Hewitt from Hewitt's of Muskoka with hopes that he will expand his produce business to include us! I also had the opportunity to speak with Taylor Farms from Windermere and extended a warm welcome for them to join us next year.

I believe The McKellar Market is a key economic vehicle for our community in the summertime and has the potential to continue to grow. I would like to see or should I say hear weekly music, see more produce, and 10 more vendors! I

believe we have a good thing going and look forward to seeing what next year brings.



Pictured above White Squall



Pictured above Susanne and Wayne's Food Booth

A final thank you goes out to Sherri, Leigh, and Shawn for your support and direction and to Reeve and Council for coming to the market on a regular basis and to Al and Lesley Last for promoting us. It was a pleasure to work alongside all of you 😊!

Sincerely, Jan Gibson

