



August 2, 2022

Mayor John Tory
City Hall, 100 Queen St., W.
Toronto, ON M5H 2N2

Dear Mr. Mayor,

The St. Lawrence Neighbourhood Association (SLNA) supports fully your enthusiastic endorsement of the new expanded hours for the St. Lawrence Market, which began July 31, for a one year pilot period. Thank you! Early reports suggest that the first Sunday was very successful. It is SLNA's expectation, as with the pedestrianization of Market Street on the west side of the Market, that both of these important pilot changes will become permanent, if not in 2023, then very shortly thereafter, and the Association will continue to work to these ends.

The St. Lawrence Market is a world class City of Toronto asset and one of, if not the biggest tourist draw in the downtown. And while the mix of vendors is important in creating a variety of demand, the Market exists to serve the customer – whether local or visiting.

For so many years it has seemed completely incongruous that all the tourist buses that stop on Front St. on Sundays in front of the Market do so in front of its locked gates. Equally, for the great number of customers of the Market who live and/or work in the area, it has made little sense that the Market was closing on weekdays at the same time as many of them were finishing work.

Therefore, the Association congratulates Market management for implementing these very logical and long awaited changes in hours of operation.

Through the Association's participation in SLMPAC, the SLNA Board is aware that there is a group of Market vendors that is resistant to these changes. They are concerned for their life style, and uncomfortable with the complexities of adding staff as and when necessary. The reality is that these vendors have chosen to spend their working lives in the retail sector, the first and most important paradigm of which is and always has been the customer experience.

While the Board acknowledges that change is not always easy, it recognizes that this important, award winning asset – the St. Lawrence Market – is an asset to be used and enjoyed by all of Toronto – resident and tourist alike. It is a retail asset that, to be successful and to continue to grow, needs to respond effectively to its own competitive local environment, both in terms of the breadth and depth of products offered and the convenience of being open when customers can and want to shop.

The St. Lawrence Neighbourhood Association (SLNA) is a not-for profit community organization founded in 1983 which represents the interests of the more than 30,000 people who live in the St. Lawrence neighbourhood (Yonge to Parliament; Queen, south to the rail corridor). The St. Lawrence Market is an iconic and important feature and a retail anchor of the neighbourhood.



Once again, the SLNA Board thanks you, Mr. Mayor, for your support. The Association is committed to working closely with all stakeholders to ensure that the St. Lawrence Market continues to evolve toward becoming the contemporary showpiece that it can and should be.

Sincerely,

p.p.

Board of Directors
St. Lawrence Neighbourhood Association

cc: City Councillors:
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Joe Mihevc
Councillor's Staff:
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