



GIBSONS COMMUNITY BUILDING SOCIETY

Report to Community 2017



GIBSONS COMMUNITY BUILDING SOCIETY

is a volunteer-led not-for-profit organization established in 2014 to create and operate the Gibsons Public Market and Nicholas Sonntag Marine Education Centre.



photo by: insightphotography.com

The vision of the Society is to operate a vibrant year-around community gathering place, learning destination and public market—a unique place that enriches the lives of Sunshine Coast residents, families, visitors, and newcomers... for generations to come.

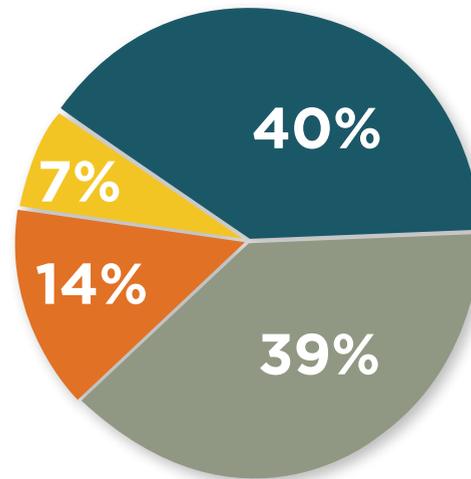
INNOVATIVE PARTNERSHIP OWNS PUBLIC MARKET REAL ESTATE

“I know of no other place like the public market and I am very proud to have this incredible facility right here, in Gibsons. The Market is a welcoming and dynamic public space that fosters meaningful connections to the sea, the land and the people as we become an even more vibrant and sustainable community.”

Mayor Wayne Rowe

“Community Futures Sunshine Coast treasures its involvement in the creation of the public market, and will forever showcase it as a best in class example of what happens when business, community, local residents and government collectively embrace a big dream, and do everything within their power and abilities to help when needed. The story behind the story is as interesting as the entity itself, and a fine example of community economic collaboration. Thank you for letting us play our part.”

Janice Iverson, Executive Director



40% GIBSONS COMMUNITY BUILDING SOCIETY



39% TOWN OF GIBSONS



14% COMMUNITY FUTURES SUNSHINE COAST



7% SUNSHINE COAST COMMUNITY FOUNDATION





“Gibsons United feels right at home here in the public market. At its heart this place is about community. We share that value and being situated here in the midst of people from all walks of life makes connecting easy. Gibsons United is about more than Sunday gatherings—we are about helping people build healthy connections in body, mind and spirit. Being here means the public market has food for the body and for the soul!”

Reverend Terri

“When our public market was a vision, hundreds of local folks attended meetings hosted by friends where they shared their ideas and enthusiasm. They donated \$275,000 to ensure it would be built. That same enthusiasm continues today now that the public market is a reality. More than 300 volunteers, between the ages of 11 and 94, are giving back to their community and making new friends doing it.”

Nancy Zipursky, Founder and Board Member

“My husband Jack and I stop into Gibsons Public Market on our way up to the lake every Friday. The fish and produce are always exceptional and we are so happy to pick up a perfect bouquet of flowers, some delicious chocolate or an amazing ice cream bar with an exceptional cup of coffee.”

Susan Mendelson, Sakinaw Lake

“The public market is a shining example of what is possible when a passionate and determined community comes together to create a world-class amenity. The Sunshine Coast has long desired a public gathering space that could showcase the region and seeing it come together and thrive is hugely satisfying. Tourists love it and it is becoming a major attraction for locals and visitors alike.”

Paul Kamon, Executive Director of Sunshine Coast Tourism

SINCE MARCH 2017, 30,000 VISITORS AND 225 EVENTS INCLUDING:

- 46 COMMUNITY EVENTS
- 100 HEALTH + ACTIVITY CLASSES
- 34 EDUCATIONAL SESSIONS (SKILLS BUILDING)
- 25 ORGANIZED GATHERINGS/MEETINGS



The **TELUS** family is extremely proud to partner with the Gibsons Public Market, a warm and vibrant community hub where local residents, businesses and visitors alike are welcome to connect with one another, share their experiences and discover all that Gibsons has to offer. The public market has become the heart of a revitalised neighbourhood, contributing to the natural beauty of the area and fostering healthier, sustainable communities on the Sunshine Coast for years to come.

“What is GPM’s membership program? We were looking for a way to support local businesses in a collaborative way year-round. Our 33 wonderful Affinity Partners, including public market merchants as well as shops, services, restaurants, golf clubs, pet boarding, dance schools and breweries all along the Sunshine Coast give our ever-growing group of members discounts, gifts and deals. It’s a win/win/win party! See the list of the Affinity Partners who support the public market and sign up to join as a Market member on the website.”

Gail Hunt, Founder Gibsons Public Market Membership/Affinity Program

ENRICHING LIVES ON THE COAST

CONTRIBUTING TO OUR LOCAL ECONOMY

Local economic development provides opportunities for local people to work in the community they love and realize economic benefits that contribute to improved quality of life for all residents. Amenities at the public market support the Sunshine Coast economy through:

- 52 direct jobs at the public market and marine education centre (administration, seven local family businesses and bistro staff)
- indirect economic benefits for all related service providers including vendors at farmers’ and artisans’ market, chefs, musicians, food growers and producers who do business with our merchants
- support of other local businesses and shopping locally through the promotion of 33 Affinity Partners

52 JOBS AT GIBSONS PUBLIC MARKET

Year-round employment and opportunities for youth

1400+ MEMBERS AND 33 AFFINITY PARTNERS

Local businesses offer membership benefits in support of the public market and Affinity Program promotes shopping locally





“The **CIBC Community Kitchen** cooking classes help strengthen our community by bringing people of all ages together to learn about the benefits of healthy cooking and eating in a fun, hands-on environment.”

*Fabienne Bonnici and Clare Empey,
CIBC Community Kitchen volunteers*



SALLY'S COMMERCIAL KITCHEN

Some people talk about zero food waste...other people do something about it

We are big fans of Ginger Jars, a local company founded by Tim Bedford and Stephanie Heins. Twisted carrots and pear-shaped tomatoes are often passed up by shoppers looking for the perfect food. For Ginger Jars, the beauty is on the inside. Tim receives these perfectly good and nutrient-packed “ugly” fruits and vegetables from local grocers and quietly works his magic in Sally’s Commercial Kitchen to create delicious food for our community. Look for Ginger Jars on the shelves at G.G. Greens, and IGA in Gibsons and Wilson Creek. Tim gives back 10% of profits to the sunshine Coast foodbank. Sally’s Commercial Kitchen can be rented by anyone looking for food production facility.



NICHOLAS
SONNTAG
marine
education
centre



**STARTING
SEPT 29, 2017**

Visit often and watch how the Centre is developing 30 live exhibits of local intertidal and sub-tidal marine species following a “collect and release” model in use on Vancouver Island. Come and satisfy your curiosity with the “touch tank” exhibits! The facility will integrate interactive technology generously donated by TELUS to enhance the learning experience of visitors.

Open Friday-Sunday, 11 am – 5 pm (Thursdays reserved for school groups)

Admission fee per visit or 2017 family or individual passes
(15% discount on passes for Market Members)

“School District No. 46 (Sunshine Coast) is very excited about the opening of the Nicholas Sonntag Marine education Centre. I look forward to our organizations developing a shared partnership that facilitates a deep appreciation of the Salish Sea. Our partnership will provide Sunshine Coast students with opportunities to explore well beyond the classroom walls, to dialogue about food choices and to learn about their role in a sustainable marine ecosystem.” *Patrick Bocking, Superintendent*

“The Nicholas Sonntag Marine Education Center is ‘a bridge’ between the land and the sea... Our oceans are struggling to be healthy and sustainable. We have an opportunity and a challenge to educate ourselves and each other and explore, ponder, wonder, marvel about our amazing local sea life. The Centre hopes to

encourage and even spawn budding marine biologists, dedicated citizen scientists, and most importantly, an educated community that actively cares about our oceans.” *Linda Sonntag, Founder and Board Member*

Q. What is the relationship between Gibsons Community Building Society and the public market and Marine Education Centre?

A. The Society is the volunteer led, not-for-profit organization that operates both Gibsons Public Market and the Nicholas Sonntag Marine Education Centre. These two projects enable the Society to achieve the purposes set out in its constitution: providing community gathering spaces and opportunities to enhance the wellbeing of residents, enabling public education, local food knowledge and promotion, and supporting local arts and culture.

photo by: Tom Sheldon



On behalf of our Board of Directors I thank the Sunshine Coast community for rallying around the vision for the public market. In just three and a half years, this project moved from dream to reality through the engagement of our talented and dedicated volunteers and staff, our strategic partners and our generous cash and in-kind donors. We look forward to working together to deliver our vision and to build a valued legacy for generations to come.

*Pam Roberston, Chair, Board of Directors
Gibsons Community Building Society*



I am very proud to announce the opening of the Nicholas Sonntag Marine Education Centre. This milestone marks the end of our build phase that began in 2015 and paves the way for my transition from Executive Director to volunteer. I am grateful for many gifts but especially the hundreds of volunteers who shared the dream and dedicated their energies to bring this project to life. Together we overcame challenges and setbacks making what we have accomplished together incredibly special. Thank you, see you at the public market.

*Gerry Zipursky, Founding Executive Director
Gibsons Community Building Society*

Q & A

Q. Who are the founders and what role did they play in this project?

A. Our founding families, Nancy and Gerry Zipursky and Linda and Nick Sonntag created the vision for this project and are our first volunteers. They helped finance the acquisition of the land and then transferred their share in the real estate at face value to Gibsons Community Building Society, created to bring the public market vision to life.

Q. What role did government play in building the public market?

A. The Federal and Provincial governments offer programs that support local development initiatives based on strong community support. The funding secured was leveraged to bring in new donors and contributors.

Q. Is the public market a commercial venture?

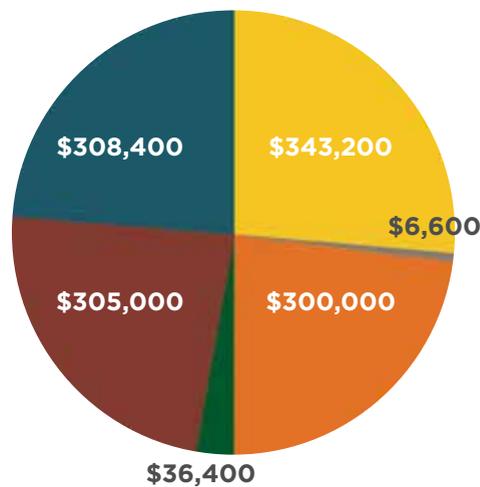
A. The public market is operated by a volunteer led **not-for-profit** organization mandated to provide a community gathering space and offer activities and programming that enhance the wellbeing and happiness of Sunshine Coast residents and visitors. Like many organizations, the Gibsons Community Building Society generates some of its revenues from commercial activities.

Q. How are public market operations funded?

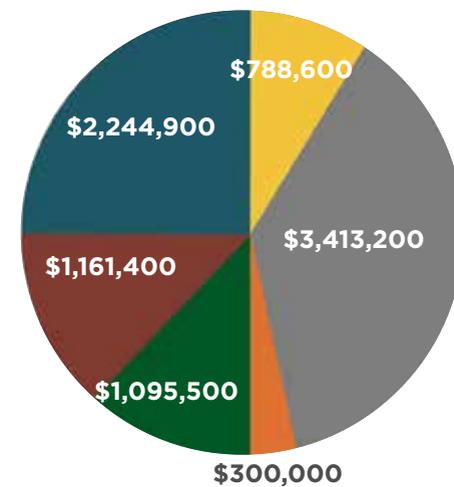
A. Revenue is generated through rental income (events, merchants, commercial kitchen) and through fees from volunteer supported programs. Public market volunteers dedicate time and talent to raise funds via events and initiatives including an annual Gala, a Holiday Market Faire, the "GPM Membership" and through grants and donor gifts.

GIBSONS COMMUNITY BUILDING SOCIETY

2015 BALANCE SHEET

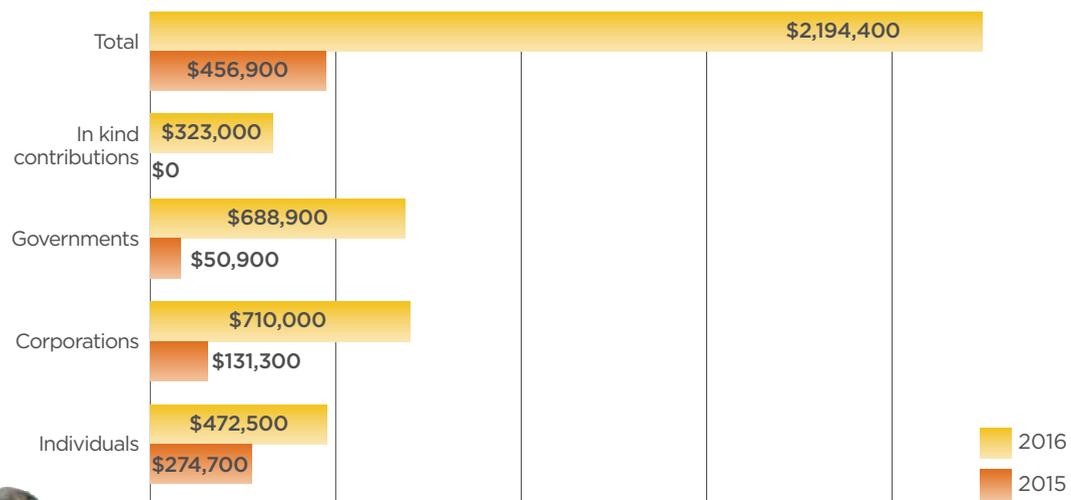


2016 BALANCE SHEET



■ Cash and Receivables
 ■ Investment in real Estate
 ■ Short term Liabilities
■ Leaseholds & Equipment
 ■ Long term Liabilities
 ■ Equity

CAPITAL CAMPAIGN FUNDS RAISED



Board of Directors and Board of Governors from left front: Errol Lipschitz (Treasurer), Pam Robertson (Chair, Board of Directors), Nancy Zipursky (Member at Large), Georgy Good, Joann Hetherington, Dolores Houghton, Patricia Hetherington, Peter Kvarnstrom
 from left back: Jonah Spiegelman (Vice President), Silas White, Linda Sonntag (Secretary), David Sverre, Sharon Kelley, Hardy Forzley, Anne Niklewicz, Michelle Peterson, John Third, Doug Rogers
 not present: Darren Entwistle (Honorary Chair, Board of Governors), Bill Humphries (Chair, Board of Governors), Lis Welch (Member at Large), Debbie Amaral, Unni Claridge, Phillip Gardner, Dennis Joseph, Fran Miller, Raph Shay, Sally Graham, Donna Stobbart

