

Role of the ByWard Market District Authority

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When the ByWard Market Public Realm Plan was approved by City Council in January 2021, Council directed staff to evaluate opportunities to improve district governance and the coordination of services and programming, building upon the 2018 establishment of the Municipal Services Corporation known as Marché d'Ottawa Markets (Ottawa Markets).

In 2023, in response to this recommendation, staff brought forward the the [ByWard Market Strategic Alignment Initiative and Public Realm Plan Update](#) (ACS2023-PRE-RHU-0023) report, in which Council approved the establishment of a new single district governance and operating model for the ByWard Market, the ByWard Market District Authority.

The ByWard Market District Authority is a Municipal Services Corporation operating within the ByWard Market and Parkdale Market operational boundaries, managing both the ByWard Public Market and the Parkdale Public Market. A new Board governance structure with an expanded operating mandate was established to strengthen oversight and operational capacity. They are accountable to Council and provide an annual report.

The ByWard Market District Authority holds a master lease agreement with the City of Ottawa and is responsible for all leases with individual tenants, including tenants at 70 Clarence Street's municipal parking garage and the traditional market building at 55 ByWard Market Square. In addition, it administers the market vendor program and delivers cultural and community programming.

The Council approved mandate and strategic priorities include:

- Maintaining the ByWard Market district streetscape and public realm spaces to a level of service higher than the City of Ottawa Level of Service Maintenance Quality Standard
- Enhancing the resident and visitor experience through public realm enhancements, installations, animation, branding, and pageantry
- Supporting and advocating for property, small business and entrepreneurial interests within the ByWard Market District Operational Boundary and Parkdale Market Operational Boundary including the availability, accessibility and promotion of local foods, producers, goods, artisans and creators through the public markets

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- Hosting special events and activities of both city-wide and national significance
- Advocating for investment within the ByWard Market District Operational Boundary and Parkdale Market Operational Boundary in accordance with the City of Ottawa’s ByWard Market Public Realm Plan or other area objectives as determined by the Member (City Council) or the Board
- Undertaking initiatives that improve community safety and well-being within the ByWard Market District Operational Boundary and Parkdale Market Operational Boundary and
- Embedding in all initiatives a focus on climate change adaptation, the advancement of social equity, inclusion and diversity, and celebrating and promoting the cultural and built heritage tradition of the ByWard Market and Parkdale neighbourhoods

In June 2024, the City executed a Service and Asset Management Agreement with the ByWard Market District Authority. The agreement defines the relationship between the City and the ByWard Market District Authority. Specifically, it prescribes roles and responsibilities as they relate to enhanced service delivery, notification protocols, and provides some autonomy to the ByWard Market District Authority to the extent that they can effectively curate programs, activities, and special events occurring within their boundary.

Their funding sources include fees associated with the administration of patio permits, lease revenues, special events, sponsorships and grants, and Ottawa Tourism’s Destination Development Fund. The City also provides an annual operating grant of \$800,000.

As the redevelopment scenario projects progress, the ByWard Market District Authority will remain a key partner and contributor into reimagining the ByWard Market.