

# The Cozy Fox Market: A Hub of Creativity and Community Spirit

By Harry Siemens

Nestled in the heart of Selkirk, Manitoba, The Cozy Fox Market is a testament to the power of collaboration and the entrepreneurial spirit. Owned and operated by five passionate individuals, this market is not just a place to buy and sell; it's a thriving community hub where handcrafters, artists, and small businesses showcase their talents and products.

Since its inception in March 2023, The Cozy Fox Market has grown to house nearly 100 vendors.

Spokesman Ken Kovalik of Selkirk said these vendors rent space within the market to display and sell their creations, ranging from skilled handcrafters to budding entrepreneurs. The setup is unique; vendors receive payments monthly for the items they sell in the preceding month, creating a sustainable and supportive ecosystem.

"Whether you're a vendor looking for a platform to showcase your creations or a customer seeking unique, locally made treasures, The Cozy Fox Market welcomes you with open arms and promises an unforgettable experience," said Kovalik, a co-owner and director of marketing.

"We are looking for a Manitoba vegetable grower to sell their products at our market. There is no cost to them," he said. "We run a year-round store, and the store and markets are about supporting Manitoba Businesses."

He said they would be exclusive to the Cozy Fox market if they find someone who meets those qualifications, provided they commit to every Saturday.

"We would not have anyone else selling the same items," said Kovalik. "We consider having vegetables at the market a draw with people asking for them!"

One of the market's defining features is its ambiance - a blend of country charm and welcoming warmth that greets visitors as soon as they enter.

"This ambiance is carefully curated, reflecting the market's ethos of providing a shopping experience and a memorable journey through creativity and community spirit," said Kovalik.

The Cozy Fox market hosts a vibrant farmers market with its spacious lot. Due to its overwhelming suc-



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At The Cozy Fox, I'm at Forrest Mama. Someone you're all

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cess, plans are underway to expand these outdoor markets this year, promising an even more extensive and diverse experience for visitors and vendors alike.

The market's approach demonstrates its commitment to supporting local businesses. On Saturdays, selected vegetable vendors would enjoy exclusivity, and no other vendors selling the same items would be allowed.

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Marketing plays a crucial role in The Cozy Fox Market's success story. From regular social media updates on platforms like Facebook, Instagram, and TikTok to ads in local newspapers and collaborations with community organizations, the market remains firm in promoting its vendors and events. Each vendor is spotlighted through video promotions on Facebook, fostering a sense of connection and customer engagement.

Behind the scenes, The Cozy Fox Market is a labour of love and vision. The idea stemmed from a desire for a more permanent and impactful solution than traditional weekend markets. With their collective expertise and dedication, the market's founders turned this vision into reality, creating a market and a beloved community institution.

The response from the Selkirk community has been overwhelmingly positive, with patrons praising the market's unique offerings and atmosphere. However, one recurring request is the need for more vegetable vendors. This feedback has spurred the market's search for dedicated vendors committed to providing fresh, local produce every Saturday, with additional weekday selling opportunities.

As The Cozy Fox Market continues to grow and evolve, its commitment to supporting local talent and fostering a sense of community remains unwavering. The Cozy Fox Market is a shining example of achievement when like-minded individuals come together with a shared purpose through collaborations, innovative marketing strategies, and a deep-rooted passion for creativity.

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