



OFFICE OF THE CITY MANAGER

CITY HALL

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CITY COUNCIL STAFF REPORT

Meeting: February 7, 2017

Subject

Fee waiver request by Pacific Coast Farmers Market Association (PCFMA) for costs incurred related to a Special Event Permit for a farmer's market at the Creekside Park north parking lot on Friday mornings for the 2017 calendar year.

Recommended Action

Staff recommends adoption of the Draft Resolution "A resolution of the City Council of the City of Cupertino waiving costs incurred related to the use of the Creekside Park north parking lot by the Pacific Coast Farmer's Market Association every Friday morning for the 2017 calendar year."

Description

The PCFMA is requesting use of Creekside Park parking lot to hold a farmer's market open to the Cupertino community.

Discussion

The City has hosted two popular farmer's markets serving the community. These include the farmer's market at the Oaks Shopping Center, organized by the West Coast Farmer's Market Association, and the Vallco farmer's market at the Vallco Shopping Mall, organized by the Pacific Coast Farmer's Market Association (PCFMA). The PCFMA is proposing to relocate the Friday farmer's market to the Creekside Park parking lot location as a convenient and alternative location for the Vallco farmer's market since that site is no longer available as a venue.

The PCFMA is a tax-exempt 501(c)5 non-profit organization. Pursuant to the City of Cupertino's facility use policy, a non-profit organization providing a service to the community may receive a waiver of fees with Council approval.

The Department of Recreation and Community Services will review the proposed operations of the event prior to issuance of a Special Events Permit for use of the site.

The event is proposed to be held every Friday from 7 a.m. to 2 p.m. in the north parking lot at the Park, with the market open to the public generally between 9 a.m. and 1 p.m. The event organizers plan to enter into a parking arrangement with the adjacent church (First Baptist Church) to ensure adequate parking is available for this event.

The permit will include performance measures and conditions such as set-up/clean-up and outdoor cooking requirements, so that there are no operational issues related to the event. It is anticipated that the permit will be issued for one year at a time for the event. This will allow the City an opportunity to review PCFMA's activities annually and make any necessary adjustments to the permit, if PFCMA shows interest in continuing the event at this location.

Sustainability Impact

Continuing the Friday farmer's market will greatly benefit the community by providing access to fresh and locally sourced produce and food items. This would also potentially help reduce the City's greenhouse gas emissions and carbon footprint.

Fiscal Impact

Staff estimates an approximate \$5,200 negative impact to the City's General Fund, which includes the cost of an on-site City staff member during the events for the 2017 calendar year. Currently, there are enough funds in the Department of Recreation and Community Services budget for the current fiscal year to absorb this cost.

Prepared by: Angela Tsui, Economic Development Manager

Approved for Submission by: David Brandt, City Manager

Attachments:

A – Draft Resolution

B – Letter from Pacific Coast Farmers Market Association