

TAB 3

POINT PAPER
The Palmetto Farmer's Market

January 22, 2008

ISSUE: Various individuals have noted a need for a local market to provide access to local fruits and vegetables as well as local crafters. A Palmetto Farmer's Market to be held at Riverside Park would require City Commission approval, in that the City would provide certain services without charging the Market Team.

BACKGROUND: Various individuals have noted a need for a local market to provide access to local fruits and vegetables as well as local crafters. The issue has been raised more frequently since the market is not currently being held in downtown Bradenton.

Three individuals have formed a Market Team (see attached) and propose starting a Palmetto Farmer's Market. They would like to hold this Farmer's Market every Saturday (October through May) from 8:00 a.m. – 1:00 p.m. at Riverside Park. The market would provide fresh fruits, flowers, vegetables, plants, crafts and food. In addition to the vendor products there will be live entertainment. The Market Team has worked with numerous Florida successful Farmer's Markets including St. Petersburg and feel this would be a great location.

City participation would be limited to:

- Use of the parking lot area from 4:00 a.m. – 3:00 p.m. when the market is scheduled.
- Use of the bathrooms available on site.
- Use of onsite garbage containers.
- The provision of a dumpster on site to assist with trash.

Park rental fees would be waived at the beginning of this venture. Once the event is successful it would be recommended that park fees be collected to assist with utility charges paid by the City.

ALTERNATIVES:

- 1) Agree to hold the Palmetto Farmer's Market at Riverside Park and allow advertising and scheduling of event.
- 2) Do not accept the proposal.

RECOMMENDATION: Accept the proposal which will provide residents access to the market and hopefully bring more visitors and business to Palmetto.

BUDGET IMPACT: None

