



Agenda Item # \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Ward and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Richard Gill, Director of Parks and Recreation

**DATE:** April 4, 2006

**SUBJECT:** Consideration of a Request from the Downtown Business and Professional Association (D.B.P.A.) to Conduct a Weekly Farmers Market on 13th Street

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### **RECOMMENDATION:**

Staff recommends that the City Council approve the request from the D.B.P.A. to conduct a weekly Farmers Market on 13th Street.

### **FISCAL IMPLICATION:**

There are no direct costs to the City associated with this request. Minimal City staff time will be required to periodically check to see that all codes are enforced.

### **BACKGROUND:**

Staff received the attached request from the D.B.P.A. to conduct a Farmer's Market every Tuesday afternoon from 11:00 a.m. to 5:00 p.m. on 13th Street between Morningside and Valley Drives. The D.B.P.A. has secured a manager for the operation. This person will be responsible for the coordination and implementation of all aspects of the Farmer's Market.

### **DISCUSSION:**

Staff circulated the request from the D.B.P.A. to all City Department's for their feedback and concerns. Additionally, staff met with the Executive Director of the D.B.P.A. to discuss the logistics of implementing a Farmer's Market on 13th Street once the Public Safety Facility has been completed.

Staff chose 13th Street for the market instead of the 13th Street corner area of Metlox because of concerns of damage to the surface. The market will require each of the farmer's trucks near their booth so staff was concerned about oil, grease and tire marks on the new 13th Street corner of Metlox.

After reviewing the request with the D.B.P.A., staff believes there will be little City involvement and the Farmer's Market will be a benefit for the community. There will be approximately 20-30 food booths on 13th Street between Valley and Morningside. The Street will be barricaded and permanent signs will be placed on the parking meters identifying the no-parking period for

**CITY OF MANHATTAN BEACH  
SPECIAL EVENTS APPLICATION**

Organization: Downtown Business & Professional Assoc.  
Applicant Name and Title: CAROL ROWE, Executive Director  
Address: 1104 Highland St N, MB CA 90266  
Mailing Address (if different from above): P.O. Box 3298  
Phone #: 310-379-9901

**GENERAL EVENT INFORMATION**

Name of Event: Farmers' Market  
Type of Event: Weekly Community Market  
Proposed Date(s) Tuesday Time(s) 12 NOON - 4 PM  
Location: 13<sup>th</sup> St Between Morningside & Valley Drive  
Anticipated Attendance: Several hundred each week  
Cost Per Participant: Ø  
Event Sponsors: Downtown Business Assoc.

**Event Description**

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

see attached

**Event Site Plan and Equipment Layout**

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. \* Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

**City Personnel and Equipment**

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

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Street Closure from 11 AM - 5 PM

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**Surety and Insurance Requirements**

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

**Submitting and Changing Application**

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

\* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

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**CITY OF MANHATTAN BEACH**  
**REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes \_\_\_\_\_ No

Were City fees waived? Yes \_\_\_\_\_ No \_\_\_\_\_

**Amount of Fees previously charged for event:**

Fire:  
\$ \_\_\_\_\_

Police:  
\$ \_\_\_\_\_

Public Works:  
\$ \_\_\_\_\_

Other:  
\$ \_\_\_\_\_

Total City Fees:  
\$ \_\_\_\_\_

**Anticipated Donations from sponsors:**

Anticipated Cash Donations from Sponsors: (DBPH)  
\$ 15,000

In-kind Donations from Sponsors:  
\$ ∅

Cost per Participant:  
\$ ∅

Anticipated Cost of Event: (start-up)  
\$ 15,000

Anticipated Revenue from Event:  
\$ 2600.00/weekly

**Proposed Special Event Fee Amount to be waived for this event**

\$ \_\_\_\_\_

How will anticipated revenue be spent?

- Marketing & Advertising for Downtown MB.
- Other community events (Halloween Parades, etc)
- sponsor of Growing Great.

Explain why you believe the Special Event fees should be waived.

A Farmers Market will benefit the whole community and has the support of most all community organizations.

(Please use additional pages as needed.)



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D O W N T O W N  
**MANHATTAN BEACH**

BUSINESS & PROFESSIONAL ASSOCIATION

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**FARMER'S MARKET PROPOSAL**  
**FEBRUARY 24, 2006**

**MARKET SPONSOR**

The Downtown Business Association (DBPA) will be the sponsor of the Manhattan Beach Farmers' Market. As such, the DBPA will incur the opening costs for the Market and will assume responsibility for weekly operation, promotion and advertising.

**MARKET ORGANIZER**

The DBPA will contract with Mary Lou Weiss to open the market. Mary Lou Weiss has been involved in Farmers' Markets 16 years and has opened 10 Farmers' Markets as a Consultant. She currently manages 3 Farmers' Markets (Hermosa & Torrance) and serves on the State Advisory Board for the Secretary of Agriculture. Her passion for the farmers, agriculture, wholesome eating and keeping communities healthy, keeps her working to secure these goals.

As the organizer, Mary Lou will be responsible for the following:

Develop a Farmers' Market for Manhattan Beach:

- \*Check the location and parking
- \*Secure Farmers' and Specialty Vendors
- \*Prepare all paper work for Agriculture Department and Health Department
- \*Prepare Market Rules
- \*Hire a Market Manager and train
- \*Determine day and time for the market
- \*Work with the Executive Director of Downtown Manhattan Beach
- \*Follow-up for 6 months after the market opens.

**DAY & TIME**

**Tuesdays 12 noon to 4 PM.** The day of the week was chosen to compliment but not to compete with our neighboring markets so that we get the best selection of vendors to choose from. The time was selected to encourage afternoon and lunch shoppers and to minimize the disturbance of guests staying at Shade.

**LOCATION**

13th Street between Valley Drive & Morningside Drive. This location provides ample space for vendors, easy and ample access to parking, minimal traffic disruption, access to bathrooms and water.

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### **STREET CLOSURE**

We will need to work with Public Works & the MBPD to determine the safest and most effective way to block the street. The vendors require one hour of set-up and one hour for clean-up.

### **OPENING DATE**

We would be looking at opening a market either in May or June. Opening date depends on current construction completion and City approval.

### **TYPE OF BOOTHS**

- Certified Farmers Only (fruit, vegetables, flowers & plants)
- Non-Agriculture (non-ag, i.e., honey, eggs, some prepared foods)
- Community Booth

20-25 Booths is standard. Only certified growers will be allowed.

### **INSURANCE**

Liability insurance will be required for all specialty vendors and any certified producer who is making non-certified products, such as jams, canned beans, etc. The liability insurance will name the Downtown Manhattan Beach Business and Professional Association and the City of Manhattan Beach as additional insured.

Producers/vendors will sign a Hold Harmless Agreement.

The Downtown Association will provide the City with a \$2 million general liability policy naming the City as an Additional Insured.

### **PUBLIC WORKS SUPPORT**

Weekly street closure.

No parking signage on the meters.

### **RESTROOMS**

The health Department requires restrooms within 100 yards of Market. Metlox Plaza have restroom facilities that meet this requirement.

### **TRASH**

The DBPA will supply 4 large trash cans which will be lined with heavy duty trash bags. We will need to identify a trash bin close to the market for disposal.

The farmers and vendors are responsible for the clean-up of their street space. There should be no debris left on the ground

### **STORAGE**

The Association would request a small area to store Market items such as a table and chairs, a canopy, signs, trash cans etc.

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**FEES**

**EXPENSES**

<b>One Time</b>	<b>Annual</b>	<b>Weekly</b>
\$8,000 -Consulting/Set-up Fee Includes: Producers, Non-Ag, Procuring Permits, Training Manager	\$408 -1 <sup>st</sup> 15 Farmers Permit \$16 – for ea. Add'l Farmer	\$200 Market Manager Fee
Purchase a Canopy/Booth, Table & 2 Chairs	\$493 –Health Dept. Permit	Advertising: Ads, Flyers, Cable
Supplies: Printing, Cash Box, Calculator, etc.	\$387 – Health Dept. Sponsor Fee	
	Insurance - TBD	

**INCOME**

<b>% of Weekly Gross</b>	<b>Approx. Weekly Gross</b>	<b>Approximate to DBPA</b>
Farmer's Pay 6%	\$6000	\$360
Non-Ag Pay 10%	\$1000	\$100
<b>TOTALS</b>	<b>\$7,000</b>	<b>\$460 per week</b>

**RESULT**

\$460 Weekly Income  
 - 200 Weekly Manager Fee  
 \$260 Net

Consultant suggests putting \$10,000 to \$15,000 aside for the Market. It will take about three years for the Market to settle in and during that time it will have its highs and lows. Hermosa's Market grosses \$1 million per year now, after 10 years in operation.

**COMMUNITY SUPPORT**

The Farmers' Market and the DBPA will work together to support **Growing Great**, a non-profit nutrition education organization dedicated to inspiring children & adults to adopt healthy eating habits. Growing Great sponsors classroom nutrition lessons, school & community gardens, food service programs, family and community nutrition education programs

**SURROUNDING NEIGHBORHOOD MARKETS**

Monday  
 Tuesday Torrance  
 Wednesday Gardena 9a.m. to 1p.m.  
 Thursday El Segundo 3 to 7, Redondo Beach 8a.m. to 1p.m., Carson 8a.m. to 1p.m.  
 Friday Hermosa Beach 12 to 4  
 Saturday Torrance 8a.m. to 1p.m.  
 Sunday Palos Verdes 9a.m. to 1p.m.

motorists. The project manager will be responsible for seeing that 13th Street is left in the same condition as they received it. During the time of the market, the traffic pattern on Valley will be changed to improve safety and keep motorists from turning onto 13th. The Community Development, Fire and Police Departments have stated that they will inspect the operation to make sure it conforms to all codes. The loss of access to the Public Safety facility from 13th does not concern the Police or Fire Departments as they have several other access points. To avoid porta-potties on site, staff will provide restroom access in the Metlox Town Square.

Representatives from the D.B.P.A. and Farmer's Market will be in attendance during Tuesday's City Council Meeting to answer questions and provide information if needed.

**CONCLUSION:**

Staff recommends that the City Council approve the request from the D.B.P.A. to conduct a Farmer's Market on 13th Street between Valley and Morningside every Tuesday from 11:00 a.m. to 5:00 p.m.

Attachments: A. Application for Farmer's Market