



## Legislation Text

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**File #: 23-159, Version: 1**

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Report regarding approval of a sponsorship agreement with the West Coast Farmer's Market Association for the reopening of the South San Francisco Farmers' Market at Orange Memorial Park. (*Leslie Arroyo, Deputy City Manager*)

### **RECOMMENDATION**

Staff recommends the City Council adopt a resolution approving a sponsorship agreement with the West Coast Farmers' Market Association to reopen the South San Francisco Farmers' Market to a year-round Farmers' Market located in the back parking lot of the Joseph A. Fernekes Building at Orange Memorial Park, operating from 9:00 a.m. to 1:00 p.m., starting Saturday, May 13, 2023.

### **BACKGROUND**

Since 2009 to 2019, the South San Francisco Farmers' Market (Farmers' Market) operated annually in the back parking lot of the Joseph A. Fernekes Building at Orange Memorial Park on 26 consecutive Saturdays from 10:00 a.m. to 2:00 p.m. beginning the first week in May to the last week in October. It was managed by a contractor, Pacific Coast Farmers' Market Association (PCFMA), under the supervision of the City Manager's Office.

To stimulate attendance, in 2010 it was moved to the South San Francisco BART Station; however, due to lower attendance, in 2011 it returned to Orange Memorial Park. Over the years, attendance at the Farmers' Market slowly lost momentum despite the City's effort to boost the vibrancy of the Farmers' Market and increase foot traffic, by featuring weekly special events, including a Bike Rodeo and Electric Vehicle Showcase; promotions, including a free tastings booth and giveaways; as well as guest booths, including City departments and non-profit organizations. In 2020, the global pandemic hit, and the Farmers' Market was closed.

In 2022, staff approached Pacific Coast Farmers' Market Association and they were unable to add another City to their roster, so staff researched and found the West Coast Farmers' Market Association (WCFMA). WCFMA currently operates many successful Farmers' Markets throughout the Bay Area, including but not limited to Capitola, Stanford University, Foster City, among others. Staff met with WCFMA to discuss potential locations and strategies, and together it was determined that Orange Memorial Park remains an ideal location to obtain the most foot traffic. (Attachment 1)

### **DISCUSSION**

WCMFA'S goal for the South San Francisco Farmers' Market is to have approximately 25 vendors with a variety of options for patrons to enjoy. While the vendor list continues to grow, currently the following 14 vendors have committed to participate:

- Asian Veggies
  - Chang Vang
  - MY-H Farms

- Conventional Veggies - Picoso Farms
- Organic Veggies - Albertos
  
- Fruits
  - Sunrise Farms
  - Castellano Farms
- Strawberries - Chays Farms
- Honey - Mike & Niki's Honey
- Hummus - Hummus Heaven
- Bakeries
  - Made out of Dough
  - CA Bake Shop
- Hot Foods
  - Nina's Empanadas
  - El Flamingo (Mexican Food)
  - Roadside Rotisserie chicken

WCFMA maintains that they will work to secure vendors to participate in the South San Francisco Farmers' Market, and that they will assist the vendors in acquiring permits for the Department of Agriculture and Health Department. WCFMA shared that their markets typically run year-round and recommends for South San Francisco to run year-long for the continuity of residents' shopping habits and routines. In their experience, this will help the SSF Farmers' Market remain competitive as residents would be less likely to change these habits. As we get closer to the May 13, 2023, start date, WCFMA anticipates more vendors to join the roster. In addition, City staff has connected them with Amanda Anthony at Renaissance to see if her small businesses/vendors can also participate in the Farmers' Market. WCFMA is excited to partner with the City of South San Francisco and make this a revitalized, vibrant Farmers' Market.

### **OUTREACH**

WCFMA has provided posters, which City staff will also translate into Spanish, and they will print and distribute around South San Francisco. (Attachment 2). City staff will utilize the same design and send an all-city postcard in both English and Spanish to residents of South San Francisco alerting them to the reopening of the Farmers' Market as well as issue a press release, updates in the weekly Mayor Update, all-city newsletter, email, and social media blasts. In addition, City staff will convert the posters into flyers and utilize our Promotores to canvas the Downtown/Old Town area.

### **FISCAL IMPACT**

There is a modest fiscal impact. The City will sponsor an approximately \$1,600 set up fee for the West Coast Farmers' Market. This amount is in Community Outreach FY 22-23 budget.

### **RELATIONSHIP TO STRATEGIC PLAN**

The re-introduction of the South San Francisco Farmers' Market will contribute to the City's Strategic Plan under Priority #2: Quality of Life.

### **CONCLUSION**

Staff recommends the City Council adopt a resolution approving a sponsorship agreement with the West Coast Farmers' Market Association to reopen the South San Francisco Farmers' Market to a year-round Farmers' Market located in the back parking lot of the Joseph A. Fernekes Building at Orange Memorial Park, operating from 9:00 a.m. to 1:00 p.m., starting Saturday, May 13, 2023.

#### Attachment(s):

- 1- Farmers Market Location
- 2- Marketing Posters