



CITY COUNCIL STAFF REPORT

MEETING DATE: February 13, 2023

ITEM TITLE: Adopt a Resolution Setting the Time, Place, and Duration of the San Carlos Farmers' Market.

RECOMMENDATION:

Staff recommends that the City Council adopt a Resolution setting the time, place, and duration of the San Carlos Farmers' Market.

FISCAL IMPLICATIONS:

There are no fiscal implications associated with this recommendation.

BACKGROUND:

On November 28, 2022, the City Council approved Ordinance 1594, which addressed parking on Laurel Street in order to accommodate the operations of the weekly San Carlos Farmers' Market ("Market"). It was determined at that meeting that the City Council would approve the time and place of the Market by adopting a separate Resolution.

The City took over the operations of the Farmers' Market in July 2021. At that time, the Market was held in the Industrial Arts district of San Carlos on Bayport Avenue. Attendance from both vendors and attendees was light. Vendors requested that staff move the Market back to Laurel Street where it had thrived for many years and the decision was made to return the Market to Laurel Street the following month.

In August 2021, the Market began operating on the 600 block of Laurel Street and utilized the sides of Cherry Street, as needed, during peak months. In the past year, attendance from the community has grown, suggesting community support for this location and the potential for continued growth of the Market.

ANALYSIS:

Following the move to Laurel Street in August 2021, staff saw an increase in vendor participation and shoppers. Over the course of a year, vendor participation doubled from 18 weekly vendors to 37. Vendors also reported significant increases in 2022 sales volume, compared with sales while the Market was located on Bayport Avenue.

To build on this growth and momentum, Staff recommends that Market continue to take place on Sunday mornings, from 9:00 a.m. until 1:00 p.m. on a year-round basis. A typical weekly year-round market operates at least 44 markets each year. In addition, at the conclusion of the Market each Sunday, staff recommends reopening the 600 block of Laurel Street to through traffic once

all vendors and merchants have safely vacated the premises.

ALTERNATIVES:

The alternatives available to the City Council include:

1. Adopt a Resolution setting the time, place, and duration of the San Carlos Farmers' Market; or
2. Do not adopt the Resolution; or
3. Provide staff with direction.

Respectfully submitted by:

Amy Newby, Parks & Recreation Director

Approved for submission by:



Jeff Maltbie, City Manager

ATTACHMENT(S):

1. Resolution