



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



2760 N. Studebaker Road, Long Beach, CA 90815-1697
(562) 570-3100 • FAX (562) 570-3109
www.LBParks.org

selected
best in the nation

October 19, 2017

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Support a one-year trial Farmer's Market in Houghton Park, conducted by Harbor Area Farmers Markets, an agency of the South Coast Interfaith Council, and authorize the Office of Special Events and Filming to implement a permit and any other documents necessary to operate the market during the trial period. (District 9)

DISCUSSION

For over 30 years, Harbor Area Farmers Markets (HAFM), an agency of the South Coast Interfaith Council, has operated the successful Farmers Market on Sundays in the area around Marina Drive. HAFM exists to help market communities, encourage cross-section interaction of the population, support low-income and oppressed populations and offer a venue particularly focused on maintaining small family farms. This mission is fulfilled by providing weekly farmers markets that support food access through programs such as Cal Fresh, Market Match and WIC.

Houghton Park (Houghton), located at 6301 Myrtle Avenue, serves a high-density area of the City of Long Beach (City) with multiple civic and recreational services provided to the surrounding neighborhood. The northern part of Long Beach, including the area around Houghton, is projected to be a location that would welcome a weekly market providing the services offered by HAFM, so they have proposed a Farmer's Market in Houghton Park (Attachment 1). The proposed Market is strongly supported by the office of District 9 Councilman and Vice Mayor Rex Richardson, as it would complement ongoing activities coordinated by the District 9 team.

When Farmers Markets are proposed to occur in City parks, it is appropriate for the Parks and Recreation Commission (Commission), which has exclusive authority over leisure activities of a recreational nature in City parks, to approve the particular activity, and authorize the Office of Special Events and Filming (SEF) to coordinate the activities of City Departments that would need to occur for the Farmers Market to operate and to permit the activities. Commission authorization is therefore requested for a one-year trial period during which HAFM will gage the likely long-term viability of the proposed Farmers Market. If it is eventually determined that the Farmers Market is likely to be viable, approving a Non-exclusive Commercial License Agreement with the operator

would exceed the authority granted to the Commission by the Long Beach City Charter and Long Beach Municipal Code. Therefore, the City Attorney has recommended that approval of a Farmers Market for any extended period of time should rest with the City Council, upon a positive recommendation from the Commission.

The proposed terms for the trial period are as follows:

- Term: A one-year trial period from the eventual start date of the Farmers Market. The Department of Parks, Recreation and Marine (Department) may cancel the market at any time during the trial period for failure to follow policies and procedures related to operation or maintenance of the park that are provided to the market or vendors. Upon determination of probable long-term viability, HAFM would request that the Commission recommend that the City Council approve a Non-exclusive Commercial License Agreement for the ongoing operation of the Farmers Market.
- Location and time: The footprint will include an area generally located in the southwestern corner of Houghton along Harding Street between the soon-to-be-renovated plaza around the Huey Helicopter and the skate park (Attachment 2). The Farmers Market would take place on Mondays from 3:00 PM to 7:00 PM with up to two-hour periods allowed before and after, for set-up and takedown.
- Attendance and parking: HAFM predicts that approximately 300 people will attend each day. There would be between 10 to 15 agricultural and food vendor booths and there would be an option for other entities like the District 9 Council Office, the Departments of Parks, Recreation and Marine or Long Beach Health and Human Services or neighborhood groups to have informational booths. All parking would be on Harding Street or in the local neighborhood.
- Booth Fee: HAFM will charging agricultural vendors 7% of their gross sales, and other food vendors 10% of their gross sales. At least during the trial period, there will be no charge proposed for informational booths. HAFM is not proposing any merchandise or alcohol sales.
- Rent and expenses: There would not be any proceeds of the market provided to the City during the first 6 months of the trial period. Other markets pay 1% of the gross revenue collected by the market operator, and that fee would become effective for the 7th month of operation of this market, as well as being the fee proposed to City Council as the long-term rent.
- Trash: Vendors will be responsible to remove their own trash. HAFM will be allowed to leave up to six fully contained bags of trash in park trashcans.
- Utilities: Vendors will be required to bring self-contained cleaning sinks as determined by the Long Beach Department of Health and Human Services and SEF. It is not anticipated that utilities will be needed, but if they are, HAFM will be responsible to reimburse the Department for any and all utilities.
- Insurance: HAFM shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

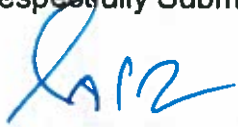
FISCAL IMPACT

There is no fiscal impact from this action, however, if eventually approved by the City Council, some revenue will accrue each year to PRM in the General Fund Budget.

SUGGESTED ACTION:

Approve the recommendation.

Respectfully Submitted,



STEPHEN P. SCOTT
DEPUTY DIRECTOR



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES BUREAU



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS BUREAU

APPROVED:



MARIE KNIGHT
DIRECTOR

MK:SS:GK:HO:rl/vhd

Att: 1 – Harbor Area Farmers Market Application for a market in Houghton Park
2 – Aerial of proposed Farmers Market in Houghton Park