

Redevelopment Agency Meeting of
February 15, 2011

Honorable Chair and Members
of the Torrance Redevelopment Agency
City Hall
Torrance, California

Members of the Agency:

SUBJECT: Redevelopment Agency – Approve the transfer of operation of the Downtown Farmers’ Market from the operator of the Buffalo Fire Department to the City of Torrance Community Services Department

RECOMMENDATION

Recommendation of the Executive Director that the Redevelopment Agency:

- 1) Approve the transfer of operation of the Downtown Farmers’ Market from the operator of the Buffalo Fire Department to the City of Torrance Community Services Department;
- 2) Approve a six month trial period from March 24, 2011 – September 29, 2011 to determine long-term viability of the market;
- 3) Approve transfer of the start-up budget of \$2,500 to City of Torrance Community Services Department (Community Services) to offset operational costs during the trial period.

Funding

Funding is available from the City Manager’s Economic Development Operating Budget (\$2,500.00) and the Community Services Operating Budget (\$331.00).

BACKGROUND/ANALYSIS

On October 19, 2010, Agency Staff brought an item recommending the creation of a Farmers’ Market to the Downtown Torrance area on El Prado bordered by Sartori to the west and the alley on the east. A budget for start up costs was established at \$2,500 dollars (Attachment B). The concept of a Farmers’ Market in the Downtown was brought forward as a method to increase awareness and activity in the area especially in the evening hours.

Since the initial approval, the proposed operator has requested changing the Farmers’ Market to a certified Farmers’ Market which would allow for the sale of single produce items rather than the bulk items allowed for in a non-certified Farmers’ Market. This request has led to internal discussions between the Executive Director’s office, Redevelopment Agency staff, Community Services staff and the proposed Market Operator. Also, a certified Farmers’ Market requires a sponsorship from either the City or another non-profit organization. The Community Services Department has years of experience in operating a certified market it would be staff’s recommendation to have Community Services operate the market.

Community Services staff has analyzed the operational costs of establishing a market in the downtown. Based on the analysis (Attachment C), there will be an initial loss of \$331.00 during the trial period if the start up budget of \$2,500 is used to offset costs. The market projects a loss of \$2,831 on a six month operational period and \$5662 on a full year if just the approved portion of El Prado is used.

Staff recommends the trial period be authorized with the \$2,500 budget established with Council action on October 19, 2010 and an additional \$331 dollars from Community Services operating budget. Staff will bring a report to the Agency in month five to review viability, budget and potential to expand the market area onto Sartori Avenue; expanding the area will allow for the market to break even or profit.

Staff is working with the original proponent on use of restroom facilities in order to keep costs down for the market operation. Staff has met with the operator of the Buffalo Fire Department and he is in agreement with regard to the Community Services Department operating the market.

Respectfully submitted,

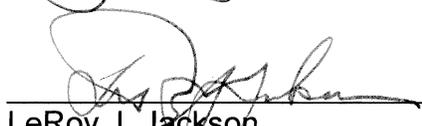
LEROY J. JACKSON
Executive Director


By: Brian K. Sunshine
Assistant to the Executive Director

CONCUR:

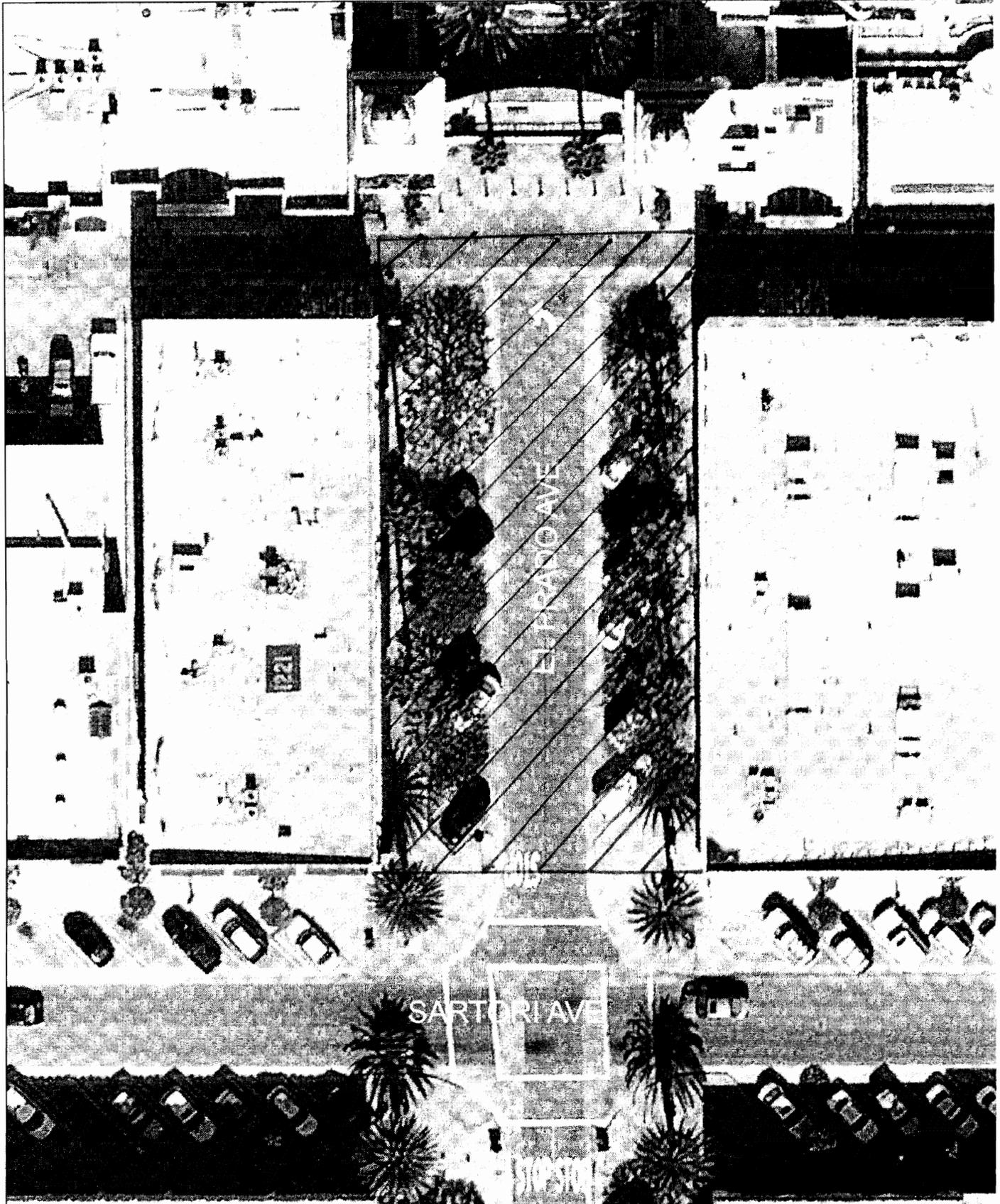

Jeff Gibson
Deputy Executive Director


John Jones
Community Services Director


LeRoy J. Jackson
Executive Director

Attachments:

- a) Location Map
- b) Agency Item October 19, 2010
- c) Community Services Analysis



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Lines and photos are approximate, not to be used for establishing absolute or relative positions



PROPOSED FARMERS MARKET AREA



Redevelopment Agency Meeting of
October 19, 2010

Honorable Chair and Members
 of the Torrance Redevelopment Agency
 City Hall
 Torrance, California

Members of the Agency:

**SUBJECT: Redevelopment Agency – Approve the Establishment of a Farmers Market
 in the Downtown Redevelopment Area on El Prado east of Sartori
 Expenditure: \$2500**

RECOMMENDATION

Recommendation of the Executive Director that the Redevelopment Agency:

- 1) Approve the establishment of a Farmers Market on El Prado east of Sartori operating every Thursday from 4:00pm until 8:00pm;
- 2) Approve the proposal from the owner of the Buffalo Fire Department as it relates to the management and sponsorship of the Farmers Market; and
- 3) Approve the start up and permit costs associated with the event.

Funding

Funding is available from the City Manager's Economic Development Operating Budget.

BACKGROUND/ANALYSIS

Agency staff has been looking into methods to increase activity in the Downtown Redevelopment Area in the evening hours. Several ideas have been researched and are on a path to be brought before the Agency for implementation. As a component to enhancing night time activities in the Downtown, Agency staff has been approached by a group of business and property owners with a desire to establish a Farmers Market in the Downtown area.

The concept, as proposed, would be to establish a weekly Farmer's Market on the most easterly leg of El Prado bounded by Sartori on the west and the alley at the east. The hope is that the market will grow enough to utilize a greater portion of El Prado and possibly Sartori in the future.

In order to establish the Market, certain criteria must be met. Running water and a restroom facility must be in proximity to the Market; as part of the sponsorship the Buffalo Fire Department will be used as a water provider as well as restroom facilities. In order to qualify for a Farmer's Market status, a sponsor is required. In this case, it is recommended that the Redevelopment Agency be the sponsor of this event. This does not have a cost associated with it; it simply authorizes the market, the operator and the location. The proprietor of the Buffalo Fire Department will be responsible for securing the required insurance for the event.

There may be some permit and start up costs associated with the development of the Farmer's Market. As part of the overall goal of increasing the visibility and utilization of the Downtown area, it is recommended that a budget of \$2,500 be established to help offset permit costs and other set up costs associated with this type of event. Once established it is viewed that financial participation will no longer be needed.

The hours of operation for the Farmer's Market would be 4:00pm until 8:00pm every Thursday. Set up would begin at 2:00pm and final tear down would be no later than 9:30pm.

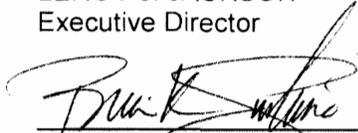
Community Development, Community Services, the City Manager's Office and other departments have been meeting in order to move the farmer's market concept through the process as well as to resolve any circulation and safety issues in the area. The use of the removable bollards in the area for the market will allow for the safety of the public and vendors in the area while securing access when/if needed in emergency situations.

The concept was circulated in the area of the businesses that may be affected by the market; only one business, a realtor, had concerns (Attachment B).

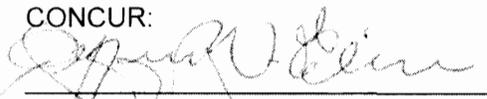
Because this is a new program, it is recommended that the authorization be given for a six month period from November 1, 2010 through April 30, 2011 with review set for March of 2011. The goal is to check the success of the program, ascertain if any changes are needed and then provide for a longer term authorization if deemed successful.

Respectfully submitted,

LEROY J. JACKSON
Executive Director


By: Brian K. Sunshine
Assistant to the Executive Director

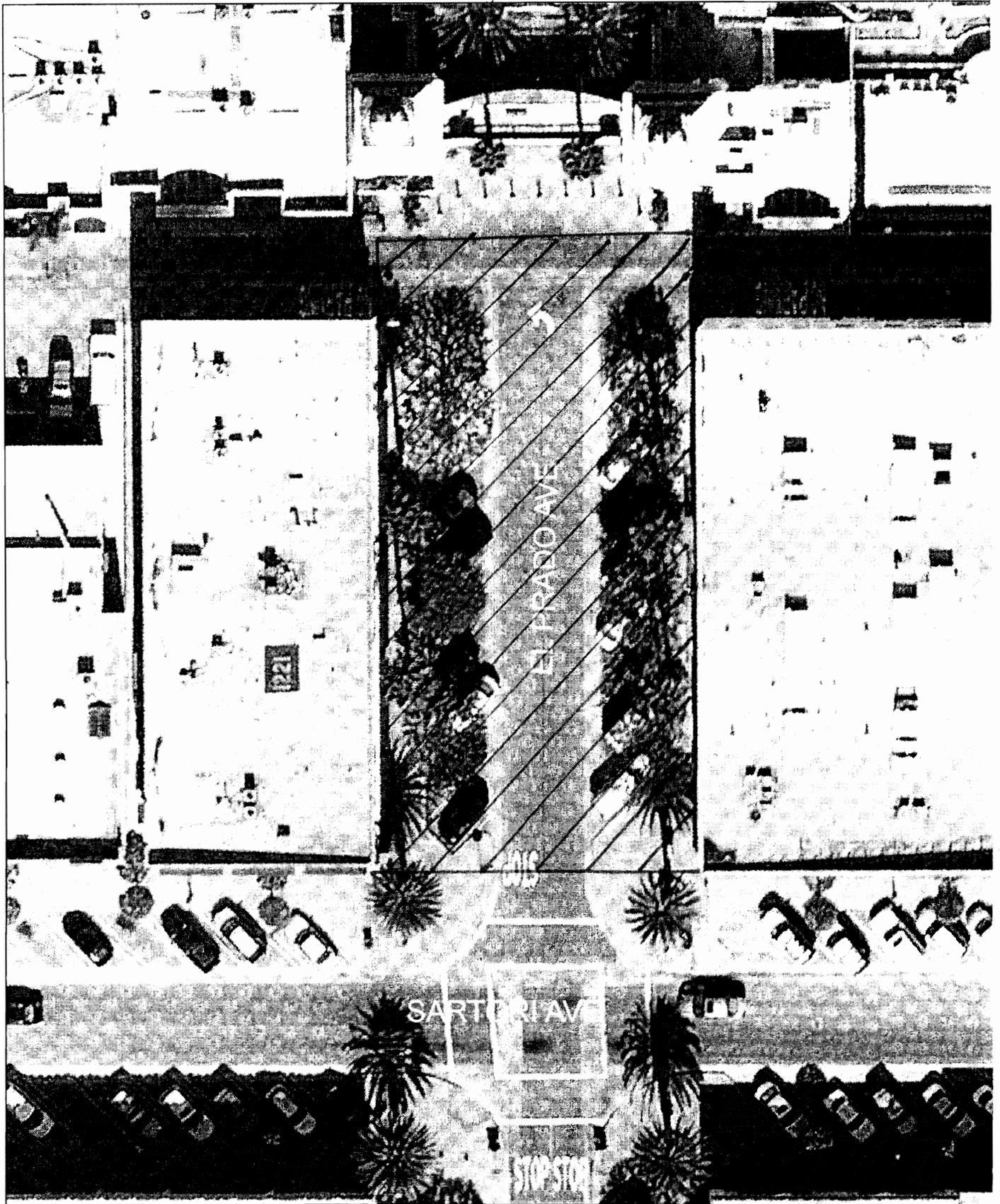
CONCUR:


Jeff Gibson
Deputy Executive Director


LeRoy J. Jackson
Executive Director

Attachments:

- A) Area Map
- B) Letter proposing Farmers Market from Michael Schafer
- C) Petition of businesses



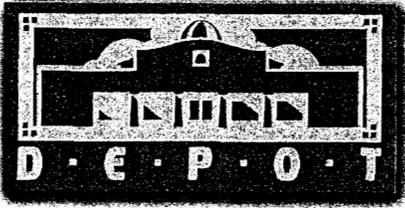
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Lines and photos are approximate, not to be used for establishing absolute or relative positions



PROPOSED FARMERS MARKET AREA





1250 Cabrillo Avenue ■ Torrance, CA 90501
310.787.7501 ■ Fax 310.787.9647

September 22, 2009

Dear Mr. Sunshine.

The following is a proposal for creating a Downtown Torrance Farmers Market and Boutique:

El Prado
Where: On ~~Entradero~~ between Sartori and the courtyard at the Buffalo Fire Department. We already have the street closure ballards installed by the City.

When: Every Thursday from 4p.m. to 8p.m.
The street will have to be closed at 2 p.m. to allow the vendors to move in.

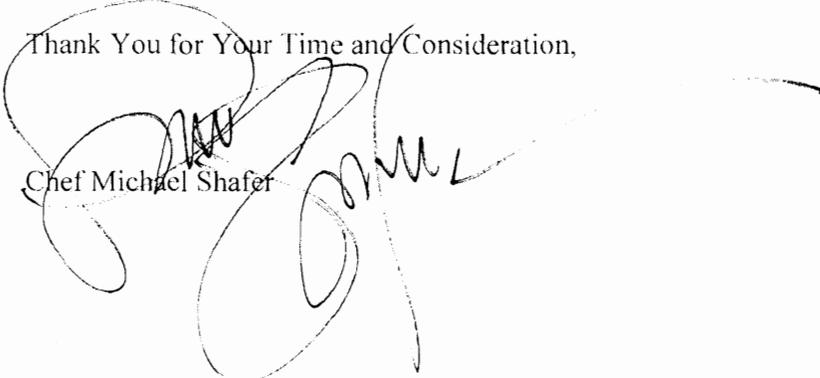
Waste Removal: We have two dumpsters located in the alley way adjacent to El Prado.

Bathroom Facilities: The vendors and shoppers will be able to use the restrooms at the surrounding restaurants.

Responsible Parties: I will be contracting with Mike Kosie, who is a current seller at four markets; he and I will operate the event. We will arrange and conform to all Fire Codes and Health Regulations. We will also be responsible for any fees that need to be paid to the Health Department. We are hoping that the City will waive all permit fees.

This market will bring the community out at night during the week, create a downtown awareness, and hopefully revenue for all downtown businesses.

Thank You for Your Time and Consideration,


Chef Michael Shafer

“PROPOSED” DOWNTOWN FARMERS’ MARKET BUDGET
(for a 6 month trial period, March 24 to September 29, 2011)

The following is a proposed budget for a 6 month Downtown Farmers' Market. Current operational materials and supplies (information booth, canopy, cash box, etc.) used in existing Markets can be used for this 3rd Market's trial period, so primary expense is part-time staff labor (not including any full-time expenses).

EXPENSES (6 month trial period) \$6,359

STAFF SALARIES & WAGES:

- Recreation Specialist II (One) @ \$21.98 hr x 8 hrs wk x 28 wks = **\$4,923.52**

SubTOTAL: \$4,924

MATERIALS AND SUPPLIES:

- Miscellaneous materials/supplies (cleaning supplies, etc.) = \$200

- Advertising (flyers, banners, newspaper ad, etc.) = \$500

- Health Department fees = \$327

- Department of Agriculture fees = \$408

SubTOTAL: \$1,435

TOTAL: \$6,359 *

*** NOTE: If the Downtown Farmers’ Market becomes permanent after the 6 month trial period,**
there would be additional annual expenses incurred for the year-round operation including:

- For this trial period, the Farmers’ Market Manager’s time spent on start-up, implementation, & supervision is not being added into the Downtown Market’s expenses. If the Market continues past the 6 month trial period, the salary for this position would equal approximately:

$\$36.96 \text{ per hr} \times 2 \text{ hrs per wk} \times 52 \text{ wks per yr} = \$3,844$

- Equipment replacement for a year-round Market approximates = \$500-700

Additional expenses for a year-round Farmers Market: \$4,344 to ~~\$4544~~ (average: \$4,444)

*** GRAND TOTAL (for a year-round Farmers Market) = 6,359 + 4,444 = \$10,803**

REVENUES (6 month trial period) \$3,528

14 farmers x \$150 = \$2,100 wk x 28 wks = \$58,800 total x 6% City’s portion = **TOTAL: \$3,528 ***

(* NOTE: This is a conservative estimate, given it’s a new Market & might generate more revenue if it gains in popularity)

GRAND TOTAL (6 month trial period) Net Loss of \$2,831

Expenses \$6,359 - Revenues \$3,528 = **<\$2,831>** (potential loss over 6 month’s, w/o addtnl annual expenses)

PROGRAM PERFORMANCE MEASURES:

At the end of the 6 month trial period, the following performance measures would help determine the success of the Downtown Farmers’ Market and whether or not it should be extended for another period of time:

- 1). Does revenue match expenses and recover all Direct Costs?
- 2). Was the average Market attendance high enough to warrant continuation of Market operations?
- 3). Did the Market rate favorably to neighboring Downtown merchants?
- 4). Was Farmer retention high (& were staff efforts high to maintain a max. # of farmers) in the Market?
- 5). Was there an impact to existing Tue or Sat Wilson Park Farmers’ Markets?

City of Torrance
Community Services Department
RECREATION DIVISION

LOCAL FARMERS MARKETS IN OR NEAR TORRANCE

(as of 6-25-09)

<u>CITY</u>	<u>DAY & TIME</u>
Torrance	Tue. 8am-1pm & Sat. 8am-1pm
"So Fresh" Market * at Del Amo Mall (* NOT a Certified Farmers Market)	Fri. 10am-7pm & Sat. 10am-4pm & Sun. 10am-4pm
Manhattan Beach	Tue. 12-5pm
Hawthorne <i>(NEW!)</i>	Tue. 9am-1pm
Carson	Thur. 9am-1pm
Redondo Beach	Thur. 9am-1pm
El Segundo	Thur. 2-7pm
Hermosa Beach	Fri. 12-4pm
Gardena * (* oldest Market existing, probably close to 30 yrs)	Sat. 6:30am-12pm
Palos Verdes	Sun. 9am-1pm
Long Beach	Thur. 2-7pm & Fri. 10am-4pm & Sat. 8am-12pm & Sun. 9am-1pm

WHAT ABOUT MONDAY & WEDNESDAY MARKETS ?

QUESTION: Is there a reason few Markets operate on Monday or Wednesdays?

ANSWERS :

- Mondays: There are only 3 markets on a Monday as the Farmers prefer to be at the farm this day. Plus most shopping has already taken place. Many grocery stores run their ads Thursday to Wednesday.
- Wednesdays: Wednesday has about a total of 5 markets. The markets close to Torrance that operate on Wednesday are Santa Monica and Westchester.