



CITY COMMISSION STAFF REPORT

DEPARTMENT: Commission

SUBJECT: Discussion on having a City Farmers'/Green Market

RECOMMENDATION:

Commissioner Meltzer is requesting a discussion on having a City Farmers' Market or Green Market and a discussion of the following options:

1. A Farmer's Market or Green Market developed and implemented by Cooper City Staff
2. Outsourcing
 - Cioli Group, LLC (Wilton Manors, Southwest Ranches)
 - Community Farmers Markets of South Florida (Plantation, Tamarac, Lauderdale-by-the-Sea, Broward Health Imperial Point, Pompano)

BACKGROUND OF ITEM:

Farmers' markets and other direct marketing venues make locally grown produce available to consumers. Buying local has positive impacts on farmers, consumers, and communities.

The following are steps that could be used in the development of a Farmers' Market in Cooper City:

1. Find Community Resources – Community support is necessary for a substantial farmer's Market. "Buy-in" from residents, government, and businesses will help the market contribute to the community.
2. Select a location – Selecting a spot with the following characteristics:
 - Close to customers
 - Available parking
 - Cover from weather
 - Seating for socializing or other activities
3. Solicit Vendors – Successful markets need a mix of products and services to attract customers. The Chamber of Commerce may be another resource for potential vendors.
4. Market the market – Advertise the market to the public, especially when it first opens.
5. Develop bylaws and market laws.


6. Apply for non-profit status.
7. Possible hire a market manager – Consider the kind of market to create, which will guide the decision on the type of market manager needed.
8. Get the right market insurance

The City could

STRATEGIC PLAN: A Farmers’ Market would represent Strategic Goal #3 establishing “a strong sense of place.”

ATTACHMENTS:

1. Farmers’ Market Information

Workflow History 			
User	Task	Action	Date/Time
Allen, Tedra	NEW ITEM: Not Yet Routed	*COMPLETE: Forward to Cit...	03/28/22 08:31 AM
Horowitz, Jacob	Assigned to Attorney	COMPLETE: Forward to Cit...	04/01/22 09:29 AM
Napoli, Joseph	Assigned to City Manager	COMPLETE: Forward to Cit...	04/01/22 09:46 AM
Allen, Tedra	Assigned to City Clerk	APPROVE ITEM: End Workf...	04/01/22 03:07 PM
Allen, Tedra	END WORKFLOW - APPROVED		04/01/22 03:35 PM