



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78602

Submitted By: Kelly Schmidt, Parks & Community Services Director

Farmers Market Board Meeting Date: November 19, 2020

Agenda Item Wording: Discuss and Consider Recommendation of the Creation of the Friends of Dripping Springs Farmers Market Program and its associated fees and benefits

Agenda Item Requestor: Kelly Schmidt & Laurel Robertson

Summary/Background: The new Friends of Farmers Market Program is a community engagement and support campaign that inspires more involvement with and connection to the Dripping Springs Farmers Market by the local community and visitors. Membership runs from March 1 - February 28, each year.

With the declaration of the Market as an essential city service (March, 2020), the passing of Proposition A (November, 2020), and the excitement around the future home of the Farmers Market Pavilion to be located in the future Town Center & Park, more public interest is presenting itself. This program will serve as a method for the market to fulfill desired community engagement when a weekly trip to the Farmers Market is not possible.

What does it mean to participate in the Friends of Dripping Springs Farmers Market Program?

Basic Program Participant Benefits:

- Membership Card
- Volunteer Opportunities
- Friends of Dripping Springs Farmers Market Tote Bag
 - Brag Badge (To wear at market that showcases your annual support and enthusiasm and lets vendors know “you’re special”.)
 - Friends of Dripping Springs Farmers Market T-shirt (one per registration, design changes annually, additional shirts may be purchased at a discounted price)
- Invitation to “Spring Fling” - Friends of Market Appreciation Mixer
- Market e-newsletter with recipes, events and featured Friend/Vendor of the week.

- Help support the Market Musicians

Annual Program Registration Fees:

Individual Member - \$30.00 (1 person)

Household Member - \$55.00 (2 people)

Household Member - \$110.00 (up to 4 people)

Corporate Member - \$350.00 (up to 10 employees)

Staff Recommendation: Recommend to Council as presented.

Attachments: Draft Friends of the Dripping Springs Farmers Market Information Brochure

Next Steps/Schedule: Place on City Council Consent Agenda December 8, 2020.