



Board: Downtown Development Authority
Agenda Date: April 28, 2026
Presenter: Samantha Gaudino

Staff Report

Agenda Item Title:

Market Square Rental Policies

Background:

Staff have been developing an action plan to better utilize the Farmers Market Square. As part of this effort, the proposed Market Square Rental Policies are enclosed. These policies establish a structured fee schedule for vendors, private parties, public events, and nonprofit organizations.

The policies also clarify when a Special Event Permit is required at the city level, define minimum rental timeframes, set expectations for maintenance and upkeep of the space, and outline how the Market Square integrates with the City's social district.

Adoption of this policy will funnel into the fee schedule, which is reviewed by the City Commission each June, with an effective date of August 1.

Fiscal Effect:

None

Supporting Documentation:

[DRAFT] Market Square Rental Policies
Use of DDA-Owned Equipment & Supplies Policy

Recommendation:

Motion to adopt the Market Square Rental Policies as presented, with the understanding that associated fees will be incorporated into the City's annual fee schedule, reviewed by the City Commission each June, with an effective date of August 1, 2026.