



City of Ketchum

CITY COUNCIL MEETING AGENDA MEMO

Meeting Date: Staff Member/Dept:

Agenda Item:

Recommended Motion:

Reasons for Recommendation:

Wood River Farmers Market Association (WRFMA) events under the last MOU were popular amongst visitors and community members.
The new proposed MOU outlines in more detail updated street closure plans, joint communication efforts, and fees.
The MOU will save administrative time and operational costs for both the City and WRFMA over the next three years.

Policy Analysis and Background (non-consent items only):

Sustainability Impact:

None OR state impact here:

Financial Impact:

None OR Adequate funds exist in account:	The city is proposing to cover 59% of event street closures, park reservations, and facility fees as part of the agreement. Much of this is due to them using the same set-up and street
--	--

	closures as the City’s Ketch’em Alive events. This is the same amount the city has covered in past agreements with the WRFMA.
--	---

Attachments:

1. Wood River Farmers Market Memorandum of Understanding #25-006
--



City of Ketchum

MEMORANDUM OF UNDERSTANDING 25-006 City of Ketchum/Wood River Farmers Market

Effective on the ____ day of _____ 2025, this Memorandum of Understanding (MOU) is between the Wood River Farmers Market, an Idaho general business (WRFMA), and the City of Ketchum, a political subdivision of the State of Idaho (City). This MOU serves as an attachment and addendum to special event permits for the WRFMA and includes adjustments to the agreed-upon terms outlined in MOU 24-001, which was approved on March 18, 2024. The purpose of this MOU is to memorialize additional terms and conditions for this recurring event.

The WRFMA would like to conduct business in Ketchum's downtown area, specifically in Forest Service Park. The City desires to work with the WRFMA in a partnership capacity to ensure its success at this location. The presence of WRFMA in downtown Ketchum is a benefit to the community's residents and visitors and adds vibrancy to one of the City's most desirable parks. Forest Service Park and its surrounding streets will accommodate the needs of WRFMA and its customers. Changes from the prior MOU include more clearly defined WRFMA operation dates and years and additional City promotional support.

As a result, WRFMA and the City memorialize a 3-year agreement from June 2, 2025, through June 2, 2028) to include the following:

- Use of Forest Service Park and Washington Ave., between River and First Streets, on Wednesdays from the hours of noon to 4 PM for WRFMA events, beginning the second week of June and ending the second week of October each calendar year. This MOU may not be modified during the market season.
- WRFMA will follow Fire Department regulations, including tent locations within the park and along Washington Avenue, to allow for emergency vehicle access.
- Any proposed changes to the location, day, and hours of the event will be agreed upon by the parties prior to each market season and memorialized through an amendment to this MOU.
- Fees will be paid along with the submission of the Special Event Application prior to the beginning of each market season. WRFMA will pay a normal event application fee. Street closure, park reservation, and facilities fees will be reduced from \$9,690 to \$3,961.50 (a 59% discount).
- WRFMA will be solely responsible for selecting its vendors and operating the market.
- The City will assist with the Washington Avenue road closure and East 1st Street load-in/out location by creating closure plans, placing signs in parking spaces to alert users of the road closure day/time, and activating/deactivating the closure.
- The City will allow road closure equipment to remain stored at Forest Service Park throughout the market season.
- The city will provide and set up plans and equipment to prevent runaway vehicles in the event space and street closure for public safety.
- WRFMA is not initially required to provide additional portable toilets. The City will revisit this decision throughout each market season. If it is determined that additional toilets are necessary, WRFMA will be required to provide them.
- WRFMA vendors are responsible for providing trash receptacles for their customers and removing all trash at the end of each market day.
- WRFMA will not use ERC recycling; they will have bins to collect cans and will recycle on their own.
- WRFMA will ensure City trash cans within the park are empty at the end of each market event.

- WRFMA's 4' x 8' trailer can remain parked at 131 River Street, in an area designated by the City, throughout the market season.
- WRFMA vendors shall use quiet generators, approved by WRFMA, as power sources during market hours.
- The City will provide access to power outlets located at Forest Service Park.
- The City will allow use of the Ketch'em Alive stage by WRFMA during the Ketch'em Alive season and will leave the stage in place throughout the WRFMA season for their use.
- The City will provide a Ketchum logoed pop-up tent on or near the stage.
- Use of grills of any type must be approved by the Ketchum Fire Department.
- The City desires to partner with WRFMA in order to provide marketing assistance and music. The partnership will include the following:
 - A Music license fee of \$10 per market day will be waived if WRFMA elects to provide live or pre-recorded music.
 - The City will provide one week per month of banner space at the Main Street location (or an alternate location, if the Main Street location is unavailable) on dates to be determined each year between City staff and WRFMA.
 - The City will provide additional banner or sign space to help promote the events, if it is available.
 - The City will assist in marketing the event by co-promoting it with Ketch'em Alive (taking place in the event space the day before each market) on social media, in print ads, through email newsletters, and with signs up to \$4,000 of media expenses.
 - During road construction that affects access to Forest Service Park, the City will provide wayfinding signs, at their discretion, to help direct the public to WRFMA events.

Termination

This permit and MOU may be terminated at the option of either party upon sixty days' notice. The parties will communicate and reasonably cooperate to minimize and mitigate any relocation burdens in the event of such a termination.

Breach of permit conditions

In the event of a breach or violation of permit conditions, including this MOU, the City may notice and provide remedies and/or termination per the City's special event permit policy.

Wood River Farmers Market

By: _____

Its: _____

City of Ketchum

By: _____

Its: _____