



City of Ketchum

February 6, 2023

Mayor Bradshaw and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Bradshaw and City Councilors:

Recommendation to Approve Memorandum of Understanding #23-010 with Wood River Farmers Market

Recommendation and Summary

Wood River Farmers Market (WRFM) plans to return to downtown Ketchum for the 2023 season and beyond. Staff is recommending Council approve Memorandum of Understanding #23-010 and adopt with the following motion:

"I move to approve MOU #23-010 with Wood River Farmers Market."

The reasons for the recommendation are as follows:

- WRFM will hold its event at Forest Service Park and Washington Ave.
- City will partner with the Market as it provides a benefit to the community
- MOU establishes guidelines and partnership criteria that is not included in the Special Event Application

Introduction and History

During the summer of 2022, the city began communications with WRFM to discuss their location change starting in 2023. Conversations resulted in the city partnering with WRFM, recognizing that the event in its new location will provide a benefit to the residents and visitors of Ketchum. The partnership allows the city to offer a reduced cost for this unique event, assist in advertising and potentially provide music. The partnership criteria is outlined in the attached MOU. The MOU also establishes guidelines that are not addressed in the city's Special Event Application.

Financial Impact

The city will collect the adjusted Special Event License fees established through the partnership with WRFM.

Attachments:

MOU #23-010



City of Ketchum

MEMORANDUM OF UNDERSTANDING 23-010 City of Ketchum/Wood River Farmers Market

Effective on the ____ day of _____ 2023, 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 is to be an attachment and addendum to a special event permit for the WRFMA. This MOU is for the purpose of memorializing additional terms and conditions for this recurring event.

The WRFMA would like to conduct business in Ketchum’s downtown area. City desires to work with the WRFMA in a partnership capacity to ensure its success at a new location at Forest Service Park. The return of the WRFMA to downtown Ketchum would be a benefit to the community’s residents and visitors and would add vibrancy to one of the City’s most desirable parks. Forest Service Park and its surrounding streets will accommodate the needs of the WRFMA and its customers.

As a results, WRFMA and City memorialize the following:

- 3-year commitment to the WRFMA for use of Forest Service Park and Washington Ave. between River and First streets on Wednesdays from the hours of noon to 4 p.m., beginning on June 14, 2023 and ending on October 11, 2023. 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 location, day and hours of 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 the market season.
- WRFMA will be solely responsible for selecting its vendors and operating the market.
- City will assist with Washington Avenue road closure by placing signs in parking spaces alerting users of road closure day/time.
- City will allow road closure equipment to remain stored at Forest Service Park throughout the market season.
- WRFMA is not initially required to provide additional portable toilets. City will revisit this decision throughout the 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 end of each market day.
- WRFMA will leave City trash cans within the park empty at end of market event.
- WRFMA 4’ x 8’ trailer can remain parked at 131 River Street, in area designated by City, through the market season.
- WRFMA vendors shall use quiet generators, approved by WRFMA, as power source during market hours.
- City will provide access to power outlets located at Forest Service Park.
- Use of grills of any type must be approved by the Ketchum Fire Department.

- City desires to partner with WRFMA in order to provide marketing assistance and music. Partnership will include the following:
 - Music license fee of \$10 per market day will be waived if WRFMA elects to have City provide music
 - City will provide one week per month of banner space at the Main Street location on the following dates:
 - Jun. 5 – 12
 - Jul. 3 – 9
 - Jul. 31 – Aug. 6
 - Sep. 4 – 10
 - Oct. 9 – 15
 - City will provide additional banner space if it is available
 - City will advertise on electronic message board if it is not in use for a city project
 - City will assist in marketing the event on social media and in Word on the Street

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 for remedies and/or termination per the City’s special event permit policy.

Wood River Farmers Market

By: _____

Its: _____

City of Ketchum

By: _____

Its: _____