



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 12/17/2024

ITEM NO: 10

DATE: December 5, 2024
TO: Mayor and Town Council
FROM: Chris Constantin, Town Manager
SUBJECT: Authorize the Town Manager to Execute a Use Agreement with California Farmers' Markets Association for Farmers' Market Operation Services for a Three-Year Term with Two Three-Year Options to Extend the Term.

RECOMMENDATION:

Authorize the Town Manager to execute a Use Agreement (Attachment 3) with California Farmers' Markets Association for Farmers' Market Operation Services for a three-year term with two three-year options to extend the term.

BACKGROUND:

On October 6, 2015, the Council provided direction to staff to issue a Request for Proposals (RFP) for the Los Gatos Farmers' Market. Out of the six proposals that were received at that time, the California Farmers' Markets Association (CFMA) was selected as the Los Gatos Market operator.

The term of the initial Use Agreement with CFMA was from March 21, 2016, through December 31, 2018, and it included two three-year options to extend the term. Both options to extend the agreement have now been exhausted and the agreement will expire December 31, 2024. The current agreement can be found in Attachment 1 to this report.

The Los Gatos Farmers' Market is a valued offering, fresh food resource, and beloved weekly tradition for both Los Gatos residents and visitors alike, attracting up to 2,000+ attendees each week.

PREPARED BY: Holly Young
Senior Management Analyst

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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SUBJECT: Farmers' Market Use Agreement

DATE: December 17, 2024

DISCUSSION:

On October 11, 2024, the Town issued an RFP for Farmers' Market Operation Services. The Town publicized the RFP through the Town website, weekly newsletter, social media, and sent the document directly to Farmers' Market operators in the Bay Area.

The Town received one proposal from CFMA, the Town's current market operator. CFMA's proposal met all the qualifications of the RFP.

CFMA staff have always been very flexible and responsive to Town staff, including through navigating the COVID-19 pandemic guidelines and adjusting the Market's layout to accommodate for space lost to parklets on Montebello Way.

CFMA has been nationally recognized for operating farmers' markets in the Bay Area for over 30 years. All CFMA markets, including the Los Gatos Market, have been voted Top 20 Favorite Farmers' Markets in California. Since 2016, CFMA has held numerous events at the Los Gatos Farmers' Market including a Kid's Day celebration, Zucchini Car Races, and a Fall Harvest Festival.

Attachment 2 to this report is an excerpt from CFMA's proposal with more information on their services, experience, and many Los Gatos Farmers' Market programs and events.

CONCLUSION:

Staff recommends that the Town Council authorize the Town Manager to execute a Use Agreement (Attachment 3) with California Farmers' Markets Association for Farmers' Market Operation Services for a three-year term with two three-year options to extend the term.

COORDINATION:

This report was coordinated with the Town Manager's Office, Town Attorney's Office, Finance Department, Police Department, and Parks and Public Works Department.

FISCAL IMPACT:

Under the proposed agreement, the Town will receive annual use fee revenue of \$2,805 from CFMA and business license revenue of \$2,850 inclusive of all market vendors (not including CFMA's separate business license as the Market Operator).

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

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SUBJECT: Farmers' Market Use Agreement

DATE: December 17, 2024

Attachments:

1. Current Farmers' Market Use Agreement
2. Excerpt from CFMA Proposal
3. Proposed Farmers' Market Use Agreement with Exhibits A – Vendor Booths Map, B - Vehicle and Sidewalk Map, C – Road Closure Traffic Control Plan, D – Santa Clara County Requirements for Farmers Markets, E – Town Park Rules and Regulations