



MEMO

To: Mayor Teske – Ordinance, License, & Permit
From: Daron J Haugh – City Administrator
Subject: Farmer's Market Fees: To Waive or Not to Waive?
Date: 2024-10-22

Last year, the park board and City generously waived park use and Direct Sellers' permit fees for the Farmer's Market, due to the Chamber's closure. But as we look ahead to the 2025 season, the question of fees has resurfaced.

Market organizers are requesting expanded space, including the coveted West Shelter for live bands. While this would undoubtedly enhance the market experience, the Parks Board has ruled that as a for-profit venture, the market must pay for daily park use – totaling \$1,875 for the 25-week season.

The bigger question for the City is this: should we once again waive the Direct Sellers Permit fee? With most vendors traveling from afar to sell only on Saturdays, is a \$15 weekly or \$100 annual permit a barrier to participation? Last year's special permit streamlined things by limiting sales to market hours. Is this a model worth continuing?

As we weigh the desire for a vibrant market against the need for revenue, let's consider what will best support our vendors and enrich this beloved community event.