


City of Alexandria, Virginia

MEMORANDUM

DATE: MAY 5, 2009

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: RESOLUTION TO INCREASE STALL RENTAL FEES AT THE MARKET SQUARE FARMER'S MARKET

**ISSUE:** Increase stall rental fees at the Farmer's Market held on Market Square at City Hall.

**RECOMMENDATION:** That City Council adopt the attached resolution which increases the fees charged to the vendors from \$15 per month to \$30 per month for permanent vendors and from \$5 per week to \$10 per week for temporary vendors.

**DISCUSSION:** The Farmer's Market held on Market Square has been in operation since 1753 and is believed to be one of the oldest continually operating farmer's markets in the country. The market is open every Saturday morning from 5:30am to 11:00 am rain or shine all year around.

Permanent vendors are currently charged \$15 per month for stall space at the Market and temporary vendors are charged \$5 per week. The rate for permanent vendors was last adjusted in the spring of 1990 from \$10 per month to \$15 per month. The rate for temporary vendors of \$5 per week was newly implemented in the spring of 1990 as well.

The City collects an average of \$10,000-\$12,000 per year in stall rental fees from the vendors based on the current rate. These funds are deposited weekly into the City's General Fund. No rent is collected during the months of January and February primarily due to the weather. Currently, vendors at the Market Square Farmer's Market are charged less per week/month compared to the three other farmer's markets currently in operation throughout the City.

The table below shows a comparison of the fees charged by other farmer's markets in the City:

**Alexandria Farmer's Market Fee Comparison**

<b>Name</b>	<b>Fees</b>	<b>Fees Collected</b>
The Market Square Farmer's Market	\$15/mon (perm), \$5/week (temp)	\$12,000/year
West End Farmer's Market	\$6.25/week for a full season; \$10/week not a full season	\$4,800/year
King Street Gardens	\$10/week	\$300/year
Del Ray Farmer's Market	\$5/week	\$2,000/year

The Department of General Services is in charge of managing the Market and designates a staff person to serve as the Market Master. The Market Master is in charge of assigning vendor stalls, collecting fees, assisting vendors and visitors and enforcing the City's regulations. The duties of the Market Master generally take up to 10 hours per week to perform. The current total cost to perform the duties of the Market Master is \$25,836 per year.

In the context of the FY 2010 Approved budget, City Council approved an increase in the fees charged to the vendors from \$15 per month to \$30 per month for permanent vendors and from \$5 per week to \$10 per week for temporary vendors. This increase in fees would provide full funding for the total cost of the Market Master position and would also make the fees more consistent with what the other farmer's markets in the City are charging vendors.

By adopting the attached resolution, City Council will formally adopt these fee increases and move the rates to what was approved in the FY 2010 Operating Budget. The new rates would go into effect on July 1, 2009.

**FISCAL IMPACT:** Staff estimates that the new fees will produce an additional \$10,000 to \$12,000 in additional fee revenue annually.

**ATTACHMENT:** Draft Resolution

**STAFF:**

Michele Evans, Deputy City Manager  
 Bruce Johnson, Chief Financial Officer  
 Edward Mandley, Director, General Services  
 Alfred Coleman, Division Chief, General Services

RESOLUTION NO. \_\_\_\_\_

Resolution to Adopt Fee Increases for Market Square  
Farmer's Market Vendors for FY 2010

**WHEREAS**, pursuant to Section 2.07 of the City Charter, City Council has the authority to establish fees to be charged for services provided by the City; and

**WHEREAS**, the last increase to stall fees charged for vendors at the Market Square Farmer's Market occurred in 1990;

**WHEREAS**, the stall fees charged vendors for such use fell within the Baltimore Washington CPI-U fee adjustment guidelines set forth by City Council in Fiscal 2008;

**WHEREAS**, the stall fees charged to vendors at the Market Square Farmer's Market are significantly below what other jurisdictions charge and what other farmer's markets within the City charge, as well as the costs of providing the Market Square Farmer's Market;

**WHEREAS**, the costs of providing the Market Square Farmer's Market continue to increase year-by-year and the fees do not cover the entire costs associated therewith;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ALEXANDRIA, VIRGINIA:**

- 1) That the stall rental fees charged by the City of Alexandria Department of General Services for rental of stalls at the Market Square Farmer's Market shall be and hereby are set at the rate of \$30 per month for permanent vendors and \$10 per week for temporary vendors.
- 2) That this resolution shall be effective July 1, 2009.

ADOPTED: \_\_\_\_\_

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WILLIAM D. EUILLE, MAYOR

ATTEST:

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Jacqueline M. Henderson, CMC City Clerk