

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To: Matthew Fertal
Dept.: City Manager
Subject: FARMERS MARKET RENEWAL

From: Kimberly Huy
Dept.: Community Services
Date: October 23, 2007

OBJECTIVE

To request that City Council extend a Community Event Permit for the Garden Grove International Farmers Market to continue to operate on Main Street every Sunday afternoon through the end of 2007; and authorize the City Manager to grant an annual permit on a calendar year basis starting in January 2008.

BACKGROUND

On July 25, 2006, City Council approved a Community Event Permit (CEP) for the Garden Grove International Farmers Market to operate on Main Street every Sunday for a one-year period. This approval was granted contingent on stipulations set by the City's Festival Committee.

During their first year of operation, the weekly Farmer's Market was conducted without any major problems or incidents. A few complaints were received by City staff related to removal of trash and competition with existing Main Street businesses. However, Farmers Market representatives have been responsive when these issues were brought to their attention.

DISCUSSION

In September 2007, staff received a new CEP application from the Garden Grove International Farmers Market. The application packet included the event application form, a street closure permit application, a site plan and a street closure consent form with signatures from Main Street business owners. The consent form contains signatures from business owners representing 18 of the approximately 30 street addresses on Main Street. The Festival Committee has reviewed the application and has updated the stipulations. A draft of these conditions is attached.

When this matter was originally brought before City Council, it was done so because of the unique nature of the event. Generally, staff reviews the applications and grants or denies the request on the basis of City policies and/or the municipal code. Because the Farmers Market has operated for a year without any major issues, staff is recommending that City Council extend the permit until the end of

the year and authorize the City Manager to approve the CEP an annual basis from that point forward.

FISCAL IMPACT

The fee for a Community Event Permit for the Farmers Market is \$50.00. Beyond this fee, the Farmers Market does not have a direct fiscal impact on the City.

COMMUNITY VISION IMPLEMENTATION

The Garden Grove International Farmers Market addresses the Community Vision Statement in that it provides another avenue for shopping, dining, and entertainment available to the Garden Grove community.

RECOMMENDATION

It is recommended that City Council:

1. Extend the Community Event Permit authorizing the Garden Grove International Farmers Market to operate on Main Street every Sunday until the end of 2007, and
2. Authorize the City Manager to approve an annual Community Event Permit starting in January 2008.

KIMBERLY HUY
Director

By: Chad Clanton
Supervisor

Attachment: Community Event Permit Approval Letter