

MONROVIA CITY COUNCIL

April 16, 2024



Objective

- To approve an Exclusive Franchise Agreement with Raw Inspiration, Inc., to manage the Monrovia Farmers Market at Station Square



Background

- Since development of Station Square Park, the City has worked to improve use of the park to increase activities, events, and programs in the area.
- The City hosts special events and activities in the area as a way to “Populate the Park” and increase community vibrancy, particularly at a time with the Station Square Transit Village is under construction.
- The area surrounding Station Square Park is developing with hundreds of new residents moving near the transit village.
- This area has limited access to healthy food options and Station Square Park is currently the only recreation space for residents in southern Monrovia.
- Finding unique ways to meet the community needs is a priority for the Council.



Background

- Additionally, the City has experienced an increase in illegal activity at Station Square Park when activities and events are not occurring.
- Staff has been developing many options for new events and programs in the area.
 - Second Community Garden
 - Enhanced Summer Concerts
 - Additional law enforcement security cameras



Background

- Future goals for the park include:
 - Securing a tenant for the historic Santa Fe Depot
 - Hosting additional special events
 - Renovating Station Square Park as major construction activities come to completion
- Additionally, over the years, the City has received numerous requests from residents to host a Farmer's Market in Monrovia where healthy produce, home-baked goods and pre-packaged meals can be offered.



Analysis

- The City is fortunate to have a long standing partnership with Raw Inspiration:
 - Host the weekly Friday Night Street Fair since the summer of 2016 through a franchise agreement with the City
 - Continuously meets or exceeds the City's expectations for our event which draws thousands of participants every week
 - The team is proactive, accessible and innovative, and they manage several farmers markets throughout Los Angeles and surrounding communities
 - As a Certified Farmers Market Operator, Raw Inspiration has extensive relationships with local farmers and artisanal food services



Analysis

- Key terms in the proposed Agreement would include:
 - The Market would operate every Saturday from 9:00am to 2:00pm.
 - The Term would be an initial five-year term, and up to five (5) one-year extensions.
 - An Oversight Committee shall monitor the general performance and operation of the Farmers Market.
 - City Manager or designee, and one representative from each of the following City operations: Community Services Department, Public Works Department, and Monrovia Police Department
 - Raw Inspiration would give priority to Monrovia based businesses or vendors desirous to participate in the Farmer's Market.



Analysis

- In addition, the Farmers Market would strive to provide the following vendor mix:
 - A minimum 75% of the vendors will be engaged in the sale of fruits, vegetables, flowers, fish, baked goods, and quality, prepared foods to go.
 - The remainder of the market may accommodate a number of different users, and the Franchisee commits to working to attract “artisan quality” vendors.
- Raw Inspiration will provide live entertainment at the Farmers Market on holidays and monthly Kid Days.
- Raw Inspiration shall work with the City to explore a weekly Beer Garden at the Farmers Market, highlighting Monrovia brewers.
- Raw Inspiration will be required to keep the Farmers Market clean and maintained, and also will provide the required number of toilets, including toilets that are ADA compliant.

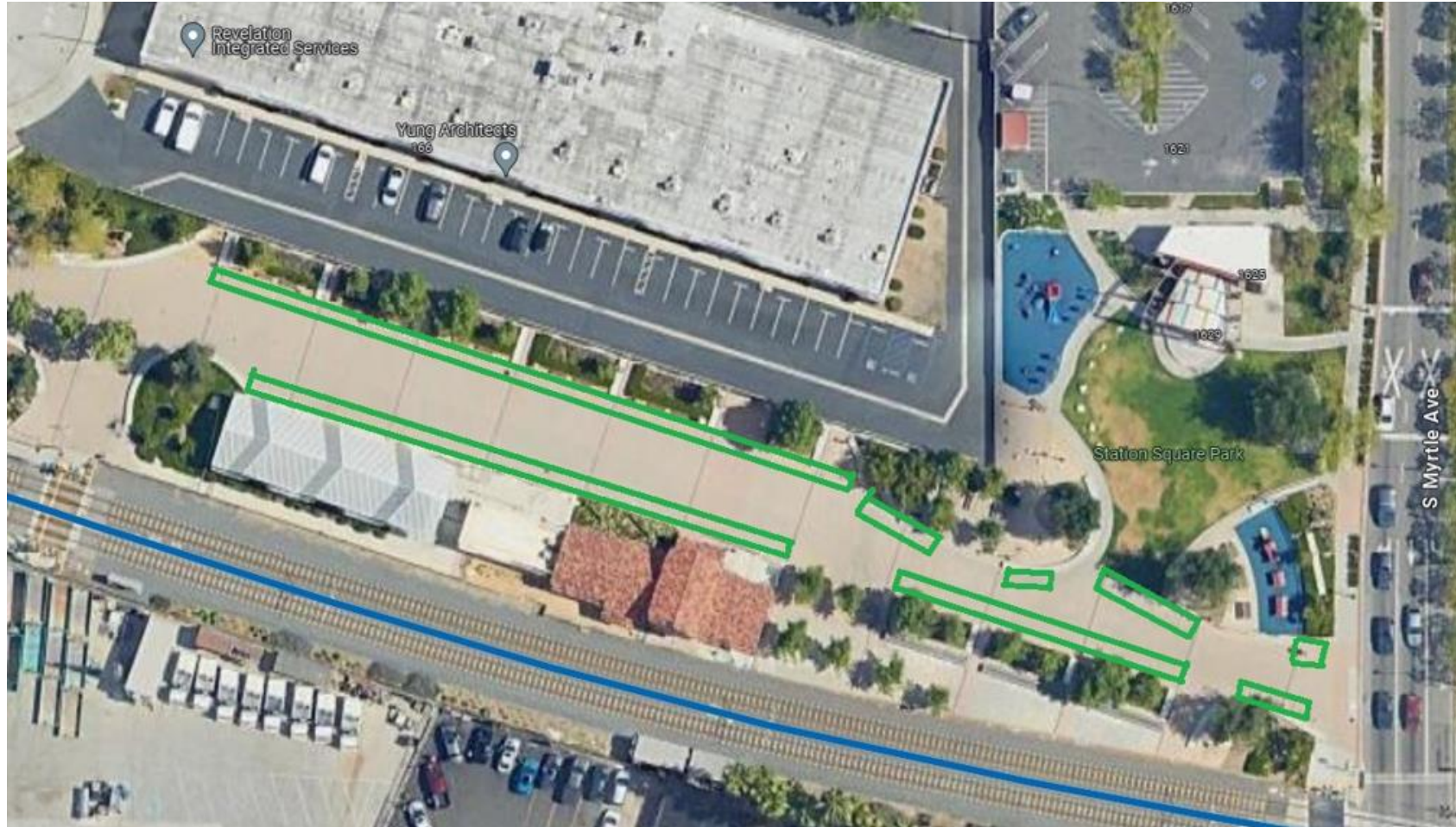


Analysis

- Should the Council desire to host a weekly Farmer's Market at Station Square Park, Staff recommends approval of the Agreement with Raw Inspiration.
- It should also be noted that the City Manager's Office is working with Metro to reach an agreement to secure additional parking at the Metro Parking Garage for residents and patrons of the Farmer's Market and City sponsored weekend events such as the Summer Concerts in the Park.



Proposed Layout



Options

- There is no direct cost to the City for operation of the Farmer's Market.
 - Similar to how the Friday Night Street Fair operates, vendors pay fees directly to Raw Inspiration and all expenses are paid by Raw Inspiration.
- Raw Inspiration could begin as early as Memorial Day Weekend which would be Saturday, May 25, 2024.
- Options are outlined in the staff report.
- Should the City Council desire to proceed, staff recommends Option 1, thereby approving the Exclusive Franchise Agreement with Raw Inspiration for the operation of the Monrovia Farmers Market at Station Square.





MONROVIA
FARMERS
MARKET
AT STATION SQUARE