

Issue Analysis Form



Date: October 27, 2020
Item: Farmers Market Rule and Fee Changes
Lead Department(s): Human Resources, Market Manager
Contact Person(s): Corrie Hurt

Description and Current Status

The Market Manager has researched other Market Fees and Rules and proposes the following changes:

- Farm Bureau Memberships no longer allowed
- Vendors selling at least 80% - produce, honey, herbs, flowers/plants would have \$50 annual dues payable at the beginning of the season or 3.00 per week. All other vendors would remain at 10.00 per week or \$150 annual dues payable at the beginning of the season.
- Vendors can no longer drive on the grass areas.
- Vendors will be expanded to the parking area near the ball field and closest to Beazley Elementary School.

Government Path

- Does this require IDA action?** Yes No
- Does this require BZA action?** Yes No
- Does This require Planning Commission Action?** Yes No
- Does this require Board of Supervisors action?** Yes No
- Does this require a public hearing?** Yes No
- If so, before what date?** Yes No

Fiscal Impact Statement

None.

County Impact

The Market will be more sustainable and be able to offer more kid-friendly events by charging the vendors for their space. There is no partnership with Farm Bureau so the market would not benefit by allowing vendors to use the Farm Bureau membership (\$40 annually). The market was not receiving any money from approximately 80% of the vendors each week due to the Farm Bureau offering.

Notes

Board of Supervisors
County of Prince George, Virginia

Resolution

At a regular meeting of the Board of Supervisors of the County of Prince George held in the Boardroom, Third Floor, County Administration Building, 6602 Courts Drive, Prince George, Virginia this 27th day of October, 2020.

Present:

Donald R. Hunter, Chairman
Alan R. Carmichael, Vice-Chairman
Floyd M. Brown, Jr.
Marlene J. Waymack
T. J. Webb

Vote:

A-2

On motion of _____ seconded by _____, which carried unanimously, the following Resolution was adopted:

RESOLUTION: APPROVAL OF FARMERS MARKET CHANGES FOR THE SEASON BEGINNING IN 2021 AND FORWARD WITH CHANGES ATTACHED

BE IT RESOLVED That the Farmers Market rules and fee changes have been reviewed by the Board of Supervisors and are approved as attached for the 2021 season and forward; and

BE IT FURTHER RESOLVED that the Board of Supervisors of the County of Prince George, this 27th day of October, 2020 does hereby approve the recommended changes to the Farmers Market rules and fee schedule as provided and attached.

2021 Farmers Market Changes

- Farm Bureau Memberships will no longer be accepted.
- 2021 fee structures - \$50.00 annual dues payable at the beginning of the market season or \$3.00 per market (pay as you go) for vendors selling produce, honey, herbs, fresh cut flowers and plants. Vendor will pay this amount if at least 80% of what they are selling is classified in this group.

\$150.00 annual dues payable at the beginning of the market season or \$10.00 per market (pay as you go) for all other vendors.

- Vendors will not be allowed to drive on the grass under any circumstances.
- Farmer's Market will be expanded to the parking area adjacent to the Scott Park Ball field nearest Beazley Elementary School.

A Copy Teste:

Percy C. Ashcraft
County Administrator

Current Fee Structure

- Farm Bureau members pay \$40 annually to Farm Bureau and pay nothing to the market for the season.
- The Market doesn't have a partnership with Farm Bureau and reaps no rewards from those memberships.
- Non-Farm Bureau members pay \$10 per week that they set up at the market.



Surrounding Market Fee Structures

Market	Cost	What is included	Vendor must provide	Misc.
River Street	\$15 per market/ \$200 season	Nothing	Tent, table, chair	
Hopewell	\$10 per market (1st market of the season fee is waived)	Nothing	Tent, table, chair	
South of the James	\$150 application fee (includes advertising and parking) \$30 weekly fee or \$35 if part time vendor selling on select days. Food vendors pay \$40 to set up	Nothing		
Colonial Heights	12'x12' space - \$10 per week or \$30 per month paid the first of the month or 12'x40' space - \$15 per week or \$45 per month paid the first of the month. Annual dues are an option for \$300	Table	Tent, chair	75% of the vendors must be Farmers. Only 7 vendors attend that are not Farmers.
Dorey Park	\$25 application fee and \$15 per market	Nothing	Tent, table, chair	

Proposed Changes for 2021

The Virginia Department of Agriculture and Consumer Services (VDACS) has released information that as of July 1, 2021, no dogs will be allowed in the market area where food is being prepared or sold. (This notice would be included in the Spring newsletter to citizens and advertised online and posted at the market next year). ***Service dogs will be allowed.**

Stop all Farm Bureau memberships being honored and replace it with the following:

Vendors selling produce, honey, herbs, flowers/plants (80%) – Offer an annual membership cost of \$50 payable to the Farmers Market on the first market of the season or \$3.00 per week if they do not pay in advance.

All other vendors under the pavilion - \$10 per market or an annual membership of \$150 that is payable to the Farmers Market on the first market of the season. [\$6 per market if pre-paid at beginning of the market].

Proposed Changes for 2021 Cont..

- Do not allow vendors to drive on the grass. They will need to use a hand truck to unload and load their merchandise.
- Expansions of the market to be located in the parking area beside the field nearest to Beazley Elementary.
- Produce, honey, flowers/plants and herb Vendors (those that sell 80% of these items) will get first pick of the space they want for the season. Preference on vendor locations will always be given to these types of vendors.
- Work towards SNAP matching benefits (example, customer can get \$20 in produce for only \$10 – this is offered at other markets).

