

MEMORANDUM

TO: Public Market Advisory Commission
FROM: Sarah DeWitt
DATE: March 18, 2015
RE: FY 2016 Proposed Budget for the Ann Arbor Farmers Market

Staff anticipate very few adjustments for the market budget from FY15 (July 1, 2014 – June 30, 2015) into FY 2016 (July 1, 2015 – June 30, 2016). FY16 is the first year of a two-year budget cycle. The market budget will be presented along with the entire Parks Budget for approval by the Parks Advisory Commission at their April 21, 2015 meeting.

PMAC voted unanimously at their March 20th, 2014 meeting to recommend approval of fee increases for the FY2015 budget. The market expects to see \$13,000 in increased revenue in FY15 as a direct result of these fee increases. Beyond the \$13,000 in revenue expected for FY16 an additional \$3,500 in stall and parking revenue is anticipated for FY16.

Overall expenditures are expected to stay relatively unchanged in FY16. Staff continue to identify new revenue opportunities in the recruitment of new vendor businesses to enhance the product mix offered at market.

As part of the Parks and Recreation Services Unit annual budget goals, the market has a goal to increase annual buying power for market customers utilizing food assistance by 5% during FY16. Food assistance buying power consists of SNAP (Federal Food Assistance), Double Up Food Bucks, WIC Project Fresh and Senior Fresh dollars distributed to customers at the market. The market is estimated to see \$79,000 in food assistance dollars distributed during FY15. Based upon the final dollar value of this buying power for FY15, market staff will work to offer more opportunities and education regarding food assistance programs at the market during FY16 in order to achieve a 5% increase in the dollars spent at the market.

Prepared by: Sarah DeWitt, Farmers Market Manager

PUBLIC MARKET ADVISORY COMMISSION RESOLUTION ON THE PROPOSED FY2016
BUDGET FOR THE ANN ARBOR FARMERS MARKET

Whereas, the market continues to serve as a crucial link between local farmers and residents, contributing to a sustainable local food economy;

Whereas, the market provides fresh, local food to the Ann Arbor community year-round;

Whereas, the market has continued its efforts to provide customers with convenient, accessible shopping methods through a variety of token programs and translation efforts, resulting in secured and new revenues for the market's vendors;

Whereas, the FY16 budget is expected to generate additional revenue as a result of the FY15 stall and parking fee increases;

Whereas, the market does not anticipate substantial increases to expenditures in FY16;

RESOLVED, That the Public Market Advisory Commission supports the market's proposed FY16 budget as presented.

RESOLVED, That the Public Market Advisory Commission recommends that the Parks Advisory Commission and City Council approve the Administrator's recommended budget for the Ann Arbor Farmers Market.