

MEMORANDUM

TO: Public Market Advisory Commission

FROM: Sarah DeWitt, Market Manager

DATE: March 20, 2014

SUBJECT: Resolution to Recommend Approval of Fiscal Year 2015 Fee Adjustments for the Public Market

Attached for your consideration for recommendation is a resolution proposing fee adjustments for the 2015 fiscal year. Each year, in conjunction with the preparation of the budget, Parks & Recreation Services reviews current fees.

Proposed increases for FY2015 include the following: annual fees for one, two, three and four stalls, surcharge for corner stalls, daily stall fees, evening market stall fees and daily parking fees. Public Market fees were last increased in 2009 and these fees have not kept pace with the overall increase of annual operating costs during this same time period.

In reviewing comparative data, the Ann Arbor Public Market is well below the average fees charged at comparable markets. For example, the Ypsilanti Farmer's Market charges a yearly stall fee of \$448 for a maximum of 52 days per year while the Kalamazoo Farmer's Market charges a yearly fee of \$485 for a maximum of 72 days per year. Currently, The Ann Arbor Public Market charges a yearly stall fee of \$300 for a maximum of 86 days per year. The proposed new fees will bring us more in line with other similar farmer's markets and better cover operational expenses.

The proposed fees are attached, along with comparative and benchmarking data.

Staff is recommending that the Public Market Advisory Commission recommend approval of these fees and forward this resolution to the Parks Advisory Commission.

Attachments:

- Public Market Fee Schedule FY15
- Comparative Data for Market Fee Increases

Prepared by: Sarah DeWitt, Market Manager

RESOLUTION TO RECOMMEND APPROVAL OF FISCAL YEAR 2015 FEE ADJUSTMENTS
FOR THE PUBLIC MARKET

Whereas, Parks and Recreation Services have reviewed fees as part of the FY2015 budget preparation; and

Whereas, the current fees of the Public Market are well below the average fees of comparable markets;

RESOLVED, That fees for the Public Market be adjusted according to the attached schedule;

RESOLVED, That the attached fee schedule become effective according to the dates in the attached schedule; and

RESOLVED, That the Public Market Advisory Commission recommends that the Parks Advisory Commission and City Council approve the proposed fees.

Prepared by: Sarah DeWitt, Market Manager
Submitted by: Parks & Recreation Services
Date: March 20, 2014