



Legislation Text

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Wednesday Evening Pilot Market

Ann Arbor Farmers Market customers and vendors frequently ask for additional market space and longer market hours. In recent years, both the number of shoppers and vendors at the Market has grown. Winter vendor attendance, historically the lowest of the season, has increased between 250 and 400% since 2008. Potential vendors - at least 10 each month - continue to submit applications, although there is no space for them at the Saturday market from April through October.

Adding an additional market at a new time is the perfect way to accommodate this unmet demand. The new market, though operated by the Ann Arbor Farmers Market, would function as a pilot program. Running from 4:30 - 8:30 on Wednesday evenings from June - September, it will allow those who work downtown, as well as area families, a perfect opportunity to enjoy the Farmers Market. The Wednesday Evening Pilot Market will be guided by the attached set of rules and regulations, which differ slightly from the existing Wednesday and Saturday Market's operating rules. The Wednesday Evening Pilot Market operating rules strive to make the new market more open and accessible to all vendors, while streamlining daily market operations. Startup costs are minimal, and the new market will generate additional revenue for the Ann Arbor Farmers Market.

To date, this project has been shared with the Parks Advisory Commission, and has been endorsed by the Public Market Advisory Commission. The DDA and Kerrytown Association are supportive of the pilot market. Many market vendors, local businesses, and members of the community have also voiced their support. Adding an additional market will continue to enhance the Ann Arbor Farmers Market's image as the premier location for area residents to find locally-grown food, while meeting additional needs of area residents.

Per Chapter 31 of the City Code, the Community Services Administrator may promulgate Market operating rules relating to the operation and management of the Market. The operating rules shall take effect 30 days after they are filed with the City Clerk, unless City Council acts by resolution to change the operating rules. The rules for the Wednesday Evening Pilot Market were filed with the City Clerk on May 1, 2011, and have been reviewed by the City Attorney's Office.

Attachments:

Wednesday Evening Pilot Market Operating Rules

Public Market Commission Resolution Supporting Wednesday Evening Pilot Market

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