

MEMORANDUM

TO: Public Market Advisory Commission

FROM: Sarah DeWitt, Farmers Market Manager

DATE: April 21, 2016

SUBJECT: Market Infrastructure Improvement Project Information

The following is provided to the Public Market Advisory Commission with the intent to clarify information regarding several elements of the Market Infrastructure Improvement Project.

Improvements to the Existing Market Canopies

This winter, structural engineers evaluated all existing canopies, columns and downspouts at the market. In the next few weeks bids will be accepted for repair work on columns, downspouts, and roof framing at the market. Deteriorating concrete will be replaced; rust will be removed at identified column bases; leaking downspout joints will be replaced. Repairs will be made to sections of the roof framework. This project is being paid for through the Parks Maintenance and Capital Improvements Millage. Work will not take place on market days and is estimated to be complete within a couple weeks.

Entrance and Open-Air Experience

A primary goal for the project is to pull people into the market by enhancing the pedestrian experience along 4th Avenue. The new, central market entrance will deepen the sense of place by providing an engaging façade that showcases this important community gathering space. Stairs and a barrier free ramp on the 4th Ave entrance, as well as an at-grade entrance from the middle market canopy, assure that customers can easily access the building and site, whether in a wheelchair, pushing a stroller, or steering a cart full of produce.

Rentals of New Structure

The new structure has been designed first and foremost to function as vendor space. The existing farmers market canopies, office, restrooms and parking lot are currently able to be rented for community and private events. This generates revenue that benefits the market, while enlivening the space when it is not in use for market activities. The new structure would be able to be rented in a similar way, as a benefit to the community and as an opportunity for increasing revenue toward the market's operating budget, but this function is secondary.

Incorrect Survey Information

Saturday, March 26, 2016, the Ann Arbor Market Growers Association distributed a survey regarding the Market Infrastructure Improvement Project. While all groups and individuals are encouraged to seek input and provide feedback on this project and any other aspect of market operations, it is critical that the information shared is accurate. Unfortunately the survey distributed by the Ann Arbor Market Growers Association included inaccurate information. The survey stated that "6 stalls at the end of the center wing" will be removed. The plan eliminates two stalls on the end of the middle aisle. The survey also stated that "current plans have the building housing 20-30 vendors, one 8ft.x6ft. stall per vendor". The stall layout and stall size are still in the process of being determined, with input from the Vendor Operations Advisory Committee. Current plans do not propose the layout as listed in the survey.

Stall Fees

Market revenues are generated from vendor fees, parking revenue from the DDA, merchandise sales, rental of the market space during non-market hours, and assorted other activities. Expenses are related to the operation of the Market and include staffing, advertising, inspector services, utilities, and other assorted items. Market fees were last raised in Fiscal Year 2015 in order to offset increasing expenses, which were associated with significant benefits to the market's vendors and customers. The Market Infrastructure Improvement project does not make use of revenues collected as a part of the FY2015 vendor stall and parking fee increases. Project funding sources include \$350,000.00 of the market's

assigned available fund balance generated when the Market operated as an Enterprise Fund, \$150,000.00 from the Park Maintenance and Capital Improvements Millage, and \$129,000.00 in voluntary developer contributions earmarked for city parks, and \$175,000.00 from the Downtown Development Authority.