



City of Arts & Innovation

City Council Memorandum

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TO: HONORABLE MAYOR AND CITY COUNCIL DATE: June 21, 2016

FROM: RIVERSIDE METROPOLITAN MUSEUM WARDS: ALL

SUBJECT: FIRST AMENDMENT TO PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH OSCAR G. DE LEON TO SERVE AS MARKET MANAGER OF THE RIVERSIDE DOWNTOWN FARMERS MARKET

ISSUE:

Approval of the First Amendment to the Agreement with Oscar G. De Leon to serve as the Market Manager of the Riverside Downtown Farmers Market.

RECOMMENDATIONS:

That the City Council:

1. Approve the First Amendment to the Agreement with Oscar G. De Leon for a total contract amount not-to-exceed \$26,000 for Market Manager of the Riverside Downtown Farmers Market; and
2. Authorize the City Manager, or his designee, to execute the Agreement and make any non-substantive changes.

BACKGROUND:

In 2007, the Development Department opened a Certified Farmers Market (Market) in Downtown Riverside on Saturday mornings to provide healthy food options for Riverside residents; encourage economic growth and add to a vibrant Downtown.

Since that time, the Fox Entertainment Plaza has been developed, a hotel has been added and the Convention Center remodeled all adding opportunities for partnership with the Riverside Downtown Farmers Market. Additionally, Riverside's agricultural industry is a growing enterprise with urban farms throughout town. Many of those farmers have vegetable stands and participate in the Market.

Located on Main Street between Fifth and Sixth Streets, the Market recently expanded to include the intersection at Fifth Street. The Market now has more than thirty-five (35) vendors which offer locally and regionally grown organic fruits, nuts and vegetables. The Market also features vendors which sale food products such as fresh baked breads, fish and poultry, honey and jams, cheese and tamales. Riverside residents and local restaurants benefit from the fresh selections.

The Farmers Market industry has seen a steady growth in the past decade. In 2007, there were three markets in Riverside. Today there are five annual and two seasonal markets in Riverside. The Downtown Market continues to be an economic driver on Saturday mornings and is financially viable. In FY 2014/15 market expenditures were \$30,046, with a revenue of \$43,577. As of May 14, 2016 in FY 2015/16, market expenditures are \$26,983 with a revenue of \$34,964. In May of 2016, the Farmers Market expanded adding more vendors near the convention center. The expansion of the Market did require the purchase of additional signage and the purchase of safety barricades. However, in the first two weeks of the expansion, revenues increased 20% over the previous month.

The Market Manager recruits Market vendors focusing on organic produce (non-commercial, non-craft oriented); submits all necessary permits to the California State Department of Food and Agriculture and the Riverside County Department of Environmental Health among other agencies; and tracks and reports revenue. The Manager also acts a primary liaison with farmers and others in regard to the Market and collects vendor fees.

Oscar De Leon was selected as the Market Manager through a Request for Proposal (RFP) process in 2008 and again in 2013. He works closely with City staff to sustain and grow the Market.

City staff now recommends a first amendment to the term and compensation of the agreement as detailed in Exhibit “B” of Attachment 1, to extend the term of the agreement for one (1) year. De Leon will continue to find ways to grow the Market vendor and customer base.

FISCAL IMPACT:

The total cost for the Agreement, including the First Amendment, is an amount not-to-exceed \$26,000. Sufficient funds are available in the Farmer’s Market Account No. 531000-453054.

Prepared by:	Sarah S. Mundy, Museum and Cultural Affairs Director
Certified as to	
availability of funds:	Scott G. Miller, Interim Finance Director/Treasurer
Approved by:	Alexander T. Nguyen, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachment:

1. First Amendment to Professional Consultant Services Agreement Oscar G. De Leon