



City of Arts & Innovation

City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JUNE 6, 2017**

FROM: MUSEUM & CULTURAL AFFAIRS DEPARTMENT **WARD: 1**

SUBJECT: SECOND AMENDMENT TO THE PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH OSCAR G. DE LEON TO SERVE AS MARKET MANAGER OF THE RIVERSIDE DOWNTOWN FARMERS MARKET, EXTENDING THE TERM TO JUNE 30, 2018 AND ADDING \$26,000 FOR A TOTAL CONTRACT AMOUNT OF \$130,000

ISSUE:

Approve the Second Amendment to the Professional Consultant Services Agreement with Oscar G. De Leon to serve as Market Manager of the Riverside Downtown Farmers Market for an additional one year term, July 1, 2017 to June 30, 2018, and add an additional \$26,000 for a total contract not to exceed \$130,000.

RECOMMENDATIONS:

That the City Council:

1. Approve the Second Amendment to the Agreement with the Oscar G. De Leon for the services as Market Manager, for an extended one year term, to June 30, 2018 for an additional compensation amount of \$26,000; and
2. Authorize the City Manager, or his designee, to execute the Second Amendment to the Agreement with Oscar G. De Leon, including making minor and non-substantive changes.

BACKGROUND:

On August 7, 2008 the City entered into a Professional Consultant Agreement with Oscar G. De Leon to serve as the Market Manager of the Riverside Downtown Farmers Market (Market). Oscar G. De Leon was selected through a Request for Proposal (RFP) process and was instrumental in creating and sustaining the Market. Subsequently, in 2010 the City and Oscar G. De Leon agreed to a First Amendment to the Agreement and in 2012 a Second Amendment to the Agreement.

In 2013, the City, through an RFP process, selected Oscar G. De Leon to serve as the Market Manager. The City approved a Professional Consultant Services Agreement from 2013 through 2016 with two one-year extensions. In 2016, the City agreed to a First Amendment to the Agreement.

DISCUSSION:

The Riverside Downtown Farmers Market has been a Saturday morning tradition for nearly ten years, offering Riverside residents healthy food options while encouraging economic growth in downtown.

It is expected that the Downtown area will experience added economic growth with the addition of several downtown housing units that are currently under or about to begin construction. Additionally, the GrowRIVERSIDE Initiative has spurred a ground swelling movement to develop a local food system with urban farms supporting a marketplace with fresh, nutritious produce. Urban farmers from RS Farms, Carol Gardens, Fox Farms, The Grove, Rainbow Fresh Farms, and Corona Farms distribute their produce to local venues, including the Downtown Farmers Market.

Located on Main Street between Fifth and Sixth Streets, the Market has more than thirty (30) vendors which offer locally and regionally grown organic fruits, nuts and vegetables. The Market also features vendors which sell food products such as fresh eggs, honey, fish and poultry. Riverside residents and local restaurants benefit from the fresh selections.

The Farmers Market industry has seen a steady growth in the past decade. There are six year-round and one seasonal markets located in Riverside.

Program / Organization	Location	Day	Time	Ward
County of Riverside Certified Farmers Market	On the corner of 10 th & Lemon Street	Wednesday from 8:30 a.m. to 1:30 p.m.	8:30 am- 1:30 pm	1
Downtown Farmer's Market	Main Street between 5 th and 6 th Streets	Saturday from 8 a.m. to 1 p.m.	8 am - 1 pm	1
Galleria at Tyler Farmer's Market	Galleria at Tyler - Parking Lot	Sunday from 8:30 a.m. to 12:30 p.m.	8:30 am - 12:30 pm	6
Kaiser Permanente Farmer's Market	Kaiser – Riverside Medical Center	Friday from 10 a.m. to 2 p.m.	10 am – 2 pm	5
Riverside Certified Farmer's Market	Sear's parking lot on Arlington Avenue	Friday from 8 a.m. to 12 p.m.	8 am – 12 pm	3
Magnolia Center Market Night	Magnolia Center Neighborhood	Friday from 6 p.m. – 9 p.m.	6 - 9 pm	3
Eastside - Heal Zone	Riverside University Health Systems	Summer	TBD	2

The Downtown Farmers Market continues to be an economic driver on Saturday mornings and is financially viable.

Year	Revenue	Expenditure
2006-07**	\$6,088.89	\$26,321.30
2007-08	\$17,633.59	\$63,005.42
2008-09	\$23,843.20	\$29,973.62
2009-10	\$27,375.82	\$30,896.57
2010-11	\$29,625.68	Incomplete
2011-12	\$31,723.43	\$25,529.40
2012-13	\$34,300.71	\$26,429.16
2013-14	\$39,426.24	\$27,312.36
2014-15	\$43,577.63	\$30,046.56
2015-16	\$45,637.50	\$28,733.38
2016-17***	\$35,337.24	\$22,309.85

** Started in late spring of 2007

*** As of April 5, 2017

Oscar De Leon, as the Market Manager, has fulfilled the scope of services by recruiting Market vendors focusing on organic produce (non-commercial, non-craft oriented); submitting all necessary permits to the California State Department of Food and Agriculture and the Riverside County Department of Environmental Health among other agencies; and tracking and reporting revenue. He also acted as primary liaison with farmers and others in regard to the Market and collected vendor fees. One of the highlights of the year was the expansion of Market footprint to include the intersection of the Main Street and Fifth Street, adding vendors which sell fresh tamales, roasted nuts, and jams. Oscar De Leon worked closely with staff to sustain and grow the Market.

During the 2017/18 fiscal year, surveys will be conducted by City staff and the Market Manager interviewing attendees and vendors on aspects of the Market in preparation for a Request for Proposal for a Market Manager in the spring of 2018.

FISCAL IMPACT:

The fiscal impact for the Second Amendment is \$26,000, for a total contract cost of \$130,000. The funds are available in the Account Number 531000-453054.

Prepared by: Alexander T. Nguyen, Assistant City Manager/ Acting Museum and Cultural Affairs Director

Certified as to availability of funds: Scott G. Miller, PhD, Chief Financial Officer/ City Treasurer

Approved by: Alexander T. Nguyen, Assistant City Manager

Approved as to form: Gary G. Geuss, City Attorney

Attachment: Second Amendment to Professional Consultant Services Agreement with Oscar G. De Leon