



CITY OF MANITOWOC
WISCONSIN, USA
www.manitowoc.org



Date: January 17, 2020
To: Mayor and City Council
From: Adam Tegen, Community Development
Re: 2020 Downtown Farmers Market

As you are aware, the City was informed that Grow It Forward will no longer be coordinating and running the Saturday downtown farmers market. For the long term stability of the market, a long range plan of administration and promotion will need to be developed. In the interim, it is recommended that the path forward for the 2020 season consist of the following aspects:

- The Community Development Department will take on the role of updating forms and policies, initial communication to vendors, vendor registration and collection of fees. Fees will be kept consistent at \$100 per requested display area.
- The City will recruit and hire a market manager for the 2020 season with compensation set at \$6,000. The cost of the market manager is expected to be recouped from registration fees. The market manager will be the on-site coordinator during the day of the markets and upfront coordination.
- Once a market manager is onboard, they will work to coordinate meetings with the vendors in March to establish specific regulations and expectations. However, it is expected that the market will operate substantially the same as in 2019.

During the course of 2020, the City will work to find a long term partner for the running of the downtown farmers market in 2021 and beyond.

Feel free to contact me if you have any comments or questions at ategen@manitowoc.org or 920-686-6391.