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February 7, 2014

Mayor and Common Council
City of Manitowoc
900 Quay Street
Manitowoc, WI 54220

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CITY CLERKS OFFICE

Dear Mayor and Common Council:

On behalf of the Manitowoc Farmers' Market and its vendors, we wish to thank-you for your service to the City, and its citizens. Your attention to this proposal for administration and operations of the Manitowoc Farmers' Market, to begin January 1, 2015 is sincerely appreciated.

Our proposal is for the Market to be operated and administered in 2015 and beyond by the Friends of the Manitowoc Farmers' Market, Inc., or some other non-for profit whose mission will be to sustain and grow a self-sufficient Market. According to the USDA, (2008) in this country, 82% of Farmers Market are governed by cities or nonprofit organizations, with most operating on a centralized or public space to enhance the over-all well-being of the community.

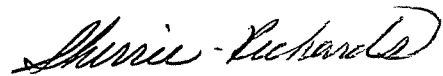
Our hope is that if you accept this request, we will deliver to you within 60 days of your action, a more detailed proposal to administer the Market in 2015 and beyond. An agreement with the City could then be negotiated, with the hope that it would be finished by the fall when the 2014 Market ends. That way, we can assure a smooth transition between the vendors and City for 2015 and beyond. The City has provided stability and growth for the Market since taking it over in 2001, but it is time for the vendors to take ownership of this venue. Our plan is to continue to grow the Market by continuing to add new programs and activities including soil testing, demonstrations, and portable kitchen services. This community loves its Market, and we want to further enhance the attractiveness of it under our management. While the Market has grown substantially since coming downtown in 2001, it can be much more to Manitowoc. We envision the key elements of our proposal to include, but not be limited to the following:

1. The Market would continue to be located at the Riverland Ag property. We would enter into a license agreement with the City to accomplish this.
2. During 2014, The Friends will explore securing affordable general liability insurance coverage for the 2015 season, which could include such coverages as bodily injury, slip and fall, and property damage options to free the City and Riverland Ag. Corporation harmless in liability on Farmers Market days. We'd also like to examine being able to access special events liability group insurance that may be available through the City.

3. The Friends and Vendors committee will administer and operate all aspects, and day to day operations, under a future agreement with the City.
4. The funds in holding , and all future funds of the Market would go to the non-profit for use in paying staff and overhead, marketing, and general maintenance and operations of the Farmers Market. Immediate capital needs such as repairs to, or purchasing a new storage shed to house market items, or purchasing a portable cooking unit for Healthiest Manitowoc and vendors food demos at special events, are vital to the growth and success of the Market.

In closing, we hope you will give us your positive response to this letter. To reiterate, our organization commits to relieve the City of Manitowoc of any financial responsibility, while maintaining a positive and working partnership between the City and our community's Market.

Sincerely,



Sherrie Richards, Market Manager



Janet Zunker, Market Administrator