



CITY OF
**West
Linn**

West Linn Farmer's Market

September 15, 2014

Tonight's Presentation



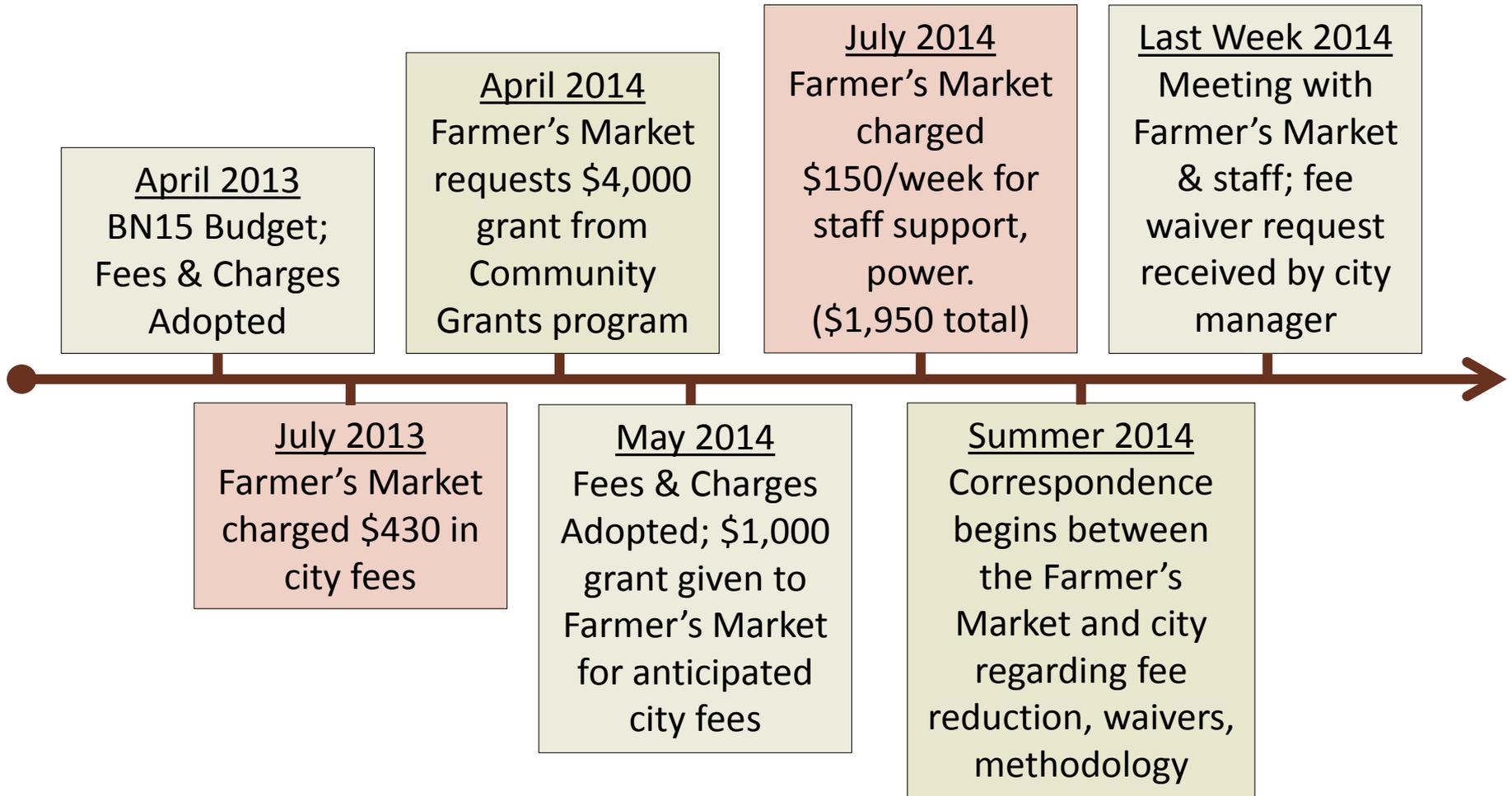
- 🍃 **Overview & History**
- 🍃 **Timeline**
- 🍃 **Questions & Answers**
- 🍃 **Options for Council Consideration**
- 🍃 **Next Steps – Staff Perspective**
- 🍃 **Discussion**

Overview & History



- ◆ Locally run and managed farmer's market in the Willamette area of West Linn
- ◆ Wednesday afternoons for 13 weeks in the summer months
- ◆ Live music, food vendors, market vendors
- ◆ Primary promotional tool is a web site: <http://westlinnfarmersmarket.org/>
- ◆ Oversight provided by a paid market manager, and a five-member board

Timeline





Define “support.”

- For tonight’s discussion, “support” and “financial support” are synonymous.
- “Financial support” also includes any city staff time that is spent working on a special event.

Why does the city charge special events fees?



1.2. Fee Variance & Waiver Statement

Based upon an unusual circumstance or event, past practices, demonstrated hardship, or public benefit, the City Manager is authorized to waive or decrease a fee(s) or charge(s) in a particular matter or establish a fee not yet authorized in this schedule....

1.3. Statement of Hourly Rates

Unless otherwise specified, the City employee hourly rate shall be calculated as three times the employee’s hourly pay rate, to the nearest \$5 increment. This calculation shall be used to recover costs for those services billed on an hourly basis, including but not limited to professional services such as planning, engineering, public works, utility, financial, legal, parks, and police services. The use of a multiplier of three is intended to recover all overhead, training, benefits, and other costs associated with a City employee’s time.



Questions & Answers

Is the Farmer's Market different than other special events?

- ◆ City staff does not sit on the board of the Farmer's Market, and has no authority to determine how the event is run or managed.
- ◆ Thus, it is nearly impossible to envision a situation, under the current structure of the Farmer's Market, where it could be considered as anything other than a privately-run, special event.

Board of Directors/
some oversight

Sole responsibility

How does the City define its level of financial support?

- ◆ The Citizens' Budget Committee is comprised of five citizens and the five city councilors.
- ◆ Each year, they review Community Grant applications and determine funding allocations for granting purposes.
- ◆ City is constantly challenged by the interpretation of what grants mean to special events.

Continue making financial grants

Get out of the financial grant business

Questions & Answers



What's the Main Street program?

- ◆ The Farmer's Market representatives believe that the Main Street program obligations are fulfilled by operating a Farmer's Market.
- ◆ There is an incorrect assumption that if the City does not financially support the Farmer's Market, the City is not supporting Main Street.
- ◆ The Main Street program includes a diversity of ways that local businesses can support it.



Describe the Community Grant process.

- ◆ Applications are submitted annually and the Citizens' Budget Committee reviews them and makes draft recommendations to the City Council for adoption.
- ◆ When funds are granted, they are sent directly to the organizations in early July.
- ◆ ~\$20,000/year or ~\$40,000/biennium

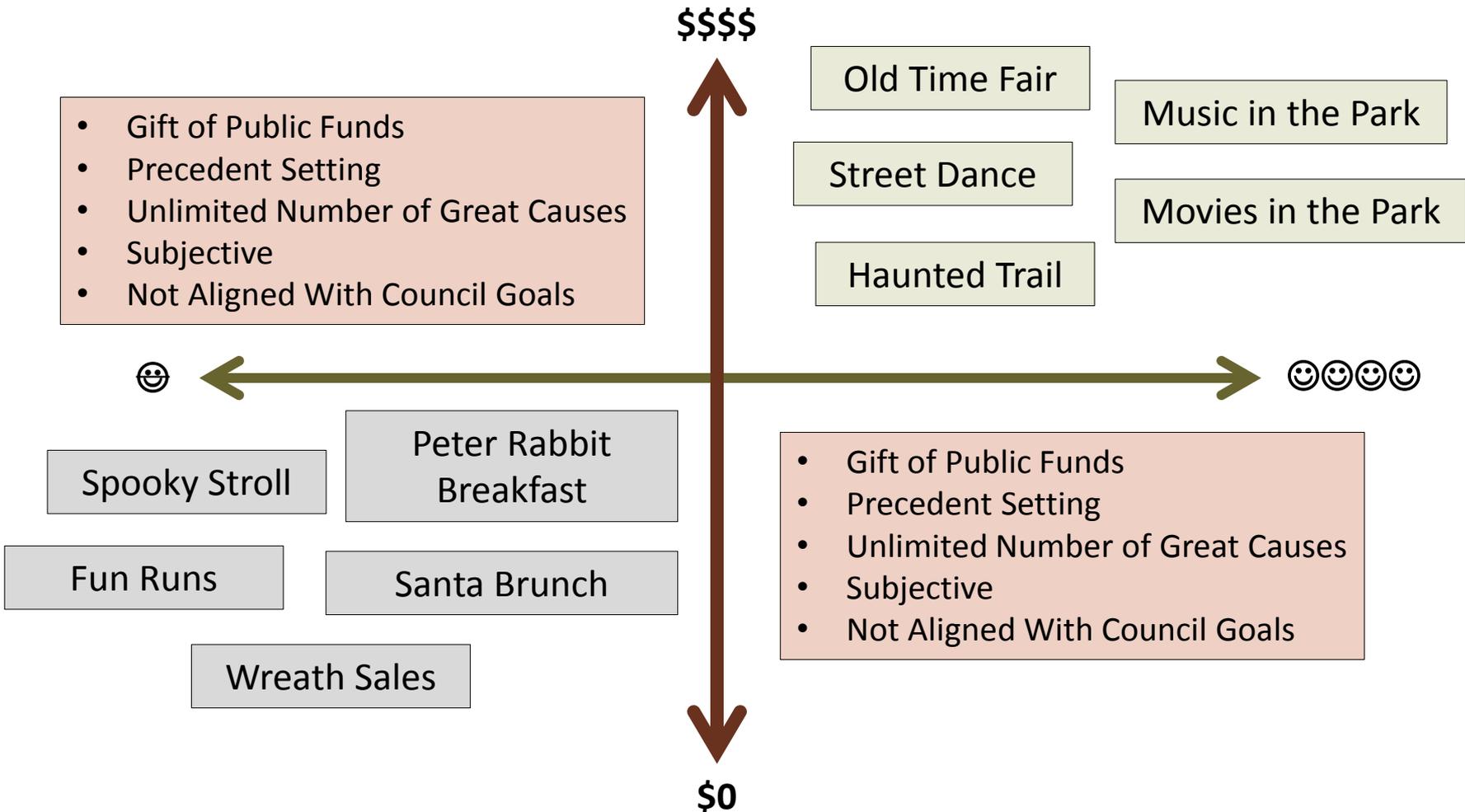


Options for Council Consideration

- ◆ Decision on Farmer's Market is precedent-setting
- ◆ Given the Farmer's Market status as a privately-run special event, actions taken could be requested by any special event in West Linn
 - Alice Richmond events
 - Private fundraisers
 - School events
 - Non-profits
- ◆ Also has an effect on the use of "Community Grant" funds and the process of including citizens in this decision making process.



Options for Council Consideration



Options for Council Consideration



Two decisions:

1. Fee waiver/reduction:

- Yes, reduce \$1,950* fee to \$0.*
- Yes, reduce \$1,950* fee to \$TBD.*
- No.*

* Budget committee allocated \$1,000 to Farmer's Market for fees; this amount should be already budgeted by the Farmer's Market.

2. Future financial support:

- Status quo*
- Enhanced leadership role*
- Sole responsibility*



Next Steps: Staff Perspective

1. Discussion about special events, in general, before development of Proposed BN 2017 budget document
2. Incorporation of that discussion into Proposed BN 2017 budget document
 1. To include additional staffing, if needed, if additional events are added to city responsibilities
 2. To include adequate funding, if needed, if Community Grants continue
3. Refinement of the Community Grant processes
 1. To include definition of “support” and what that entails

Discussion

