



City of Keller

Keller Town Hall
1100 Bear Creek Parkway
Keller, TX 76248
817-743-4000
www.cityofkeller.com

Legislation Text

File #: 18-038, **Version:** 1

To: Mark R. Hafner, City Manager

From: Cody Maberry, Director of Community Services

Subject:

Consider a resolution approving a License Agreement with Keller Farmers Market, to conduct a recurring farmers market, located on city-owned property in Bear Creek Park; and authorizing the City Manager to execute said Agreement relating thereto on behalf of the City of Keller, Texas.

Action Requested:

City Council consideration of a resolution authorizing the City Manager to execute a License Agreement with Keller Farmers Market, to conduct a recurring farmers market, each Saturday from approximately May through November, on city-owned property in Bear Creek Park.

Background:

In August 2010, the City entered into a License Agreement with Amstar/Southern Arthouse, LP, to conduct a farmers market in front of Keller Town Hall around the fountain in Keller Town Center. In February 2013, the City entered into a new License Agreement for the same location with Keller Farmers Market, a non-profit organization. The 2013 Agreement included a \$5,000 annual contribution from the City of Keller to the Keller Farmers Market.

Participation in the market by both vendors and patrons has steadily increased over the past few seasons, resulting in challenges related to space constraints, particularly with regards to parking and vendor spots. The market staff and Board of Directors are proposing to relocate the Keller Farmers Market to Bear Creek Park, a location they believe will adequately meet their current needs for additional parking and vendor space parking and is more conducive to their long term vision for continual growth and expansion.

The proposed License Agreement provides for the continuation of the farmers market on a long term, annual basis at Bear Creek Park and includes the continuation of an annual contribution of \$5,000 by the City to be distributed quarterly to Keller Farmers Market. The proposed Agreement also provides for the installation of a temporary sign along Bear Creek Parkway.

The proposed License Agreement would be for a period ending December 31, 2018, and would allow for automatic, successive one-year renewals. The market staff would continue to submit a Special Events Permit Application each year for city staff approval of the proposed dates, layout and signage.

Budget Impact:

The City's annual contribution of \$5,000 to the Keller Farmers Market is included in the FY 2018 General Fund Community Services Budget.

Financial Considerations:

None.

Citizen Input/Board Review:

The Parks & Recreation Board discussed the proposed relocation and voted unanimously to recommend approval at their regular meeting on January 11, 2018.

Legal Review:

The City Attorney has reviewed the proposed License Agreement and Resolution.

Alternatives:

City Council has the following alternatives:

- Approve as submitted
- Approve with changes
- Denial

Council Action:

Staff recommends approval of the proposed resolution as presented.