

City of Alexandria, Virginia

Old Town Farmers' Market Overview

September 26, 2017



Old Town Farmers' Market



- Oldest farmers' market in the country continuously held on the same site
- George Washington sent his produce from Mount Vernon to be sold at our Farmers' Market.
- During the peak season, there are more than 70 vendors offering fruits and vegetables, meat, poultry, cheeses, breads, pastries, fresh pasta, pickled vegetables, cut flowers, potted plants, soaps, jewelry, and art.

Background



- In October 2011, staff surveyed and polled 72 Farmers' Market vendors and 152 Farmers' Market customers regarding the hours of the Market and other ways to improve the Market.
- Based on the results of that survey, polls and further analysis, City Council approved a change in the hours of the Old Town Farmers' Market from 5:30a-11:00a to 7:00a-12:00p.
- For FY 2014, City Council approved an increase in vendor fees from \$30 per month for 10 months to \$45 per month for twelve (12) months and standardizing the stall size for all vendors to 8'X10'.

Changes at the Market Since 2012



- Hired first dedicated Market Manager - 2012
- New Logo for the Market was created and approved by Communications - 2012
- Rules Committee was reconvened in February 2013
- EBT/SNAP program was established at the Market – 2013
- Old Town Farmers' Market Regulations were revised in May 2014



Rules Committee

- Consists of :
 - Market Manager
 - Director of General Services
 - Representative of the Finance Director
 - Representative of the Health Department
 - Ex-officio, non-voting member designated by the City Manager's Office
 - Three vendor representatives, one from each product category (Food products, Non-Food Farm and Garden Products, and Art, Crafts and Handmade Goods), who are selected biennially in July by a vote of the vendors.



Vendor Categories

- **Food Products**
 - Includes produce, meat, dairy, eggs
- **Non-Food Farm and Garden Products**
 - Includes cut flowers, plants, non-edible seeds, non-edible herbs, Christmas trees and others
- **Non-Agricultural Food Products**
 - Includes baked goods, pasta, jams, jellies, nut blends, granola and others
- **Art, Crafts and Handmade Goods**
 - Includes handcrafted products

NORTH ROYAL STREET

NORTH FAIRFAX STREET



ALEXANDRIA CITY HALL

15
INFO CITY

STAGE

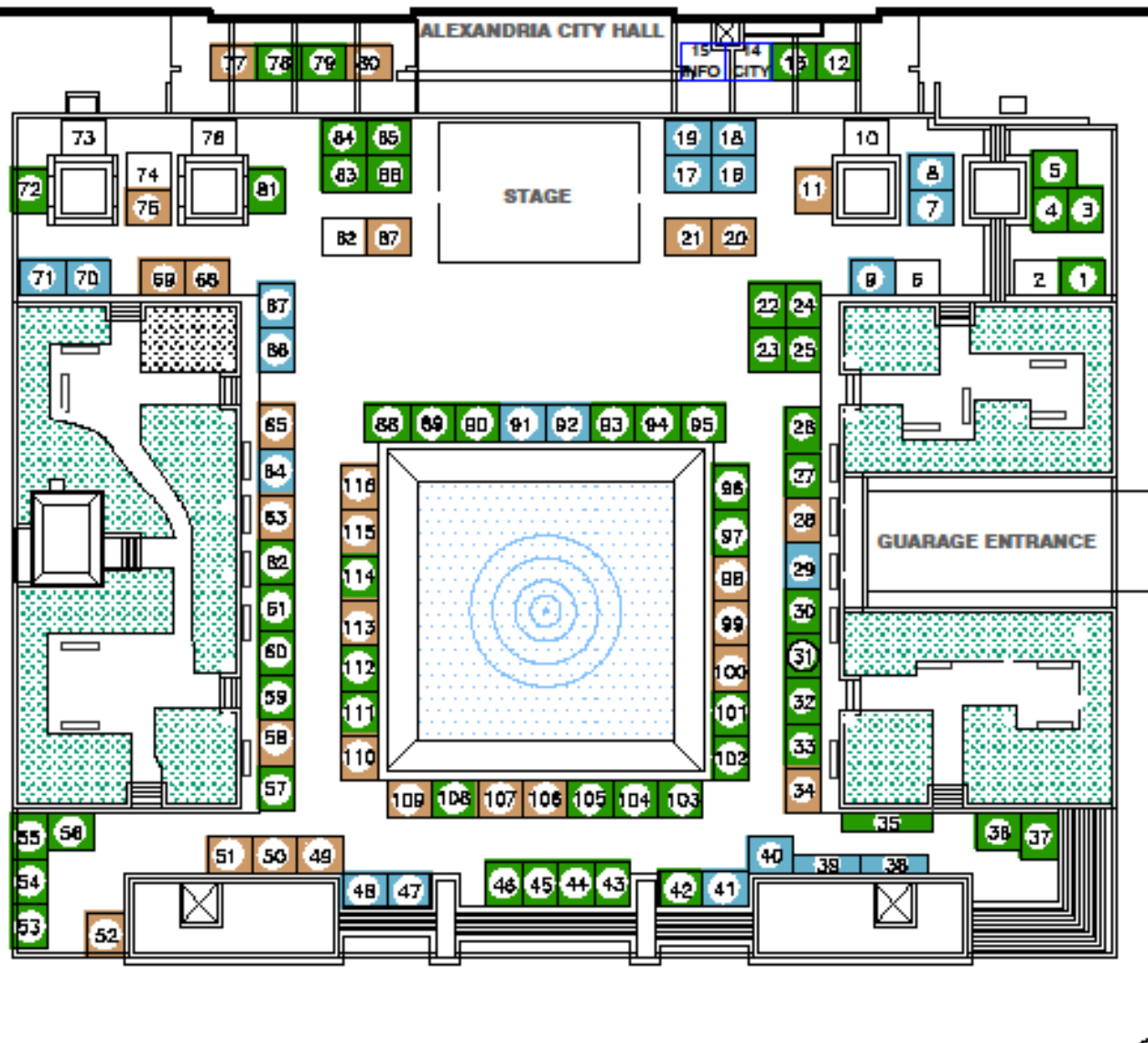
GUARAGE ENTRANCE

KING STREET

OLD TOWN FARMERS' MARKET

LEGEND

- Food Products
- Non Food Farm and Garden Products
- Art, Crafts and Music
- Vacant





Standard Vendor Spaces

- Standard vendor space size of 8'X10' implemented in 2013
- Resulted in 36 additional spaces (spaces not vendors) for a maximum of 116 spaces
- 8'x10' footprint works best with the space limitations of the plaza
- Provides clear guidelines to vendors and management
- Standardized space resulted in a 30% increase in space utilization at the plaza, allowing for new vendors
- Increased diversity in products sold at the market



Vendor Make-Up

- **70 Permanent Vendors**
- Food Products – 18 vendors
- Non-Food Farm and Garden Products – 10 vendors
- Non-Agricultural Food Products – 23 vendors
- Art, Crafts and Handmade Goods – 19 vendors
- Temporary vendors are accepted to fill vacant spaces when permanent vendors are scheduled to be absent from the Market (providing at least two weeks in advance)



Selection Criteria

- Per the Section X of the revised Old Town Farmers' Market (OTFM) Rules and Regulations and posted on the City's OTFM webpage, (<https://www.alexandriava.gov/OldTownFarmersMarket>), *"New market vendors shall be selected and new vendor spaces shall be allocated based upon a combination of factors including: availability of space, **vendor category and value, uniqueness and quality of product.**"*



Revised Criteria

- Effective September 5, 2017, Old Town Farmers' Market regulations were revised to give **Alexandria-based businesses preferential consideration in the vendor selection process** when two or more vendors who fall within the same vendor category (1) apply in the same period for the same vacant permanent vendor space or temporary vendor status; (2) sell the same products; and (3) equally meet all of the criteria for becoming a vendor at the Old Town Farmers' Market

Non-Profit Organizations



- Non-Profit organizations are encouraged to apply for space at the Market
- One space at the Market is dedicated to non-profits and City agencies
- Non-profits are permitted to attend the Market twice per year at no cost



Possible Market Options

- Expand Market to include Sunday?
 - Similar cost with revenue neutral goal.

- Close the 100 Block of N. Royal Street?
 - Costs may include APD overtime for two officers to close street and staff the closure (Approx. \$54,000/year - \$65/hr plus FICA -5a-1p, 52 weeks per year). Explore ways to reduce cost by closure without staffing requirements by using temporary barricades.
 - Overtime for one additional support staff (Approx. \$15,000/year)
 - Lost parking revenue in the 100 block of N. Royal (\$4,000/year)

- Enter into a lease agreement with Tavern Square to utilize the courtyard on N. Royal Street in conjunction with the closure of N. Royal Street to further expand the footprint of the Market?

- Other?

Old Town Farmers' Market



Questions?