

**TOWN OF FAIRFAX
STAFF REPORT**

To: Mayor, Members of the Town Council
From: ^GGarrett Toy, Town Manager
Date: March 6, 2013
Subject: Award of contract for the management of the Fairfax Certified Farmers Market

RECOMMENDATION

1) Consider proposals and select an operator for the Fairfax Certified Farmers Market and 2) Authorize the Town Manager to negotiate, prepare, and execute an agreement with the selected operator per the parameters approved by the Town Council.

DISCUSSION

In the early February, the Agricultural Institute of Marin (AIM) informed the Town that it would no longer be able to operate the Wednesday Night Certified Farmers Market (Market). AIM indicated its administrative overhead made it financially infeasible to continue to sponsor the Market. As the Fairfax Market typically opens in early May, staff quickly prepared and issued a Request For Proposals (RFP) for a new operator for the Market.

Given the short notice by AIM, the RFP could only provide proposers with two weeks to prepare a response. The submittal deadline of March 1st at 5:00pm allows staff to present the responses to the Council at its first meeting in March. Staff wanted to provide the selected operator at least two months time to coordinate the Market. A supplemental staff report along with the submitted RFP proposals will be submitted to the Council prior to the meeting. The staff report will recommend criteria for the Council to consider in evaluating the proposals and an assessment by staff of how well each proposal meets the criteria.

Fiscal Impact

The supplemental staff report will provide this analysis.