



MEMORANDUM

Date: July 18, 2024

To: Honorable Mayor and Commissioners

Via: Todd Stoughton
City Manager

From: Gary Moreira
Senior Property Manager

Subject: **File 24-5993 - Revocable License Renewal for Truman Waterfront Farmers Market**

Introduction

This is a request to approve the renewal of the Revocable License Agreement between City of Key West as Licensor and Jill Snodgrass, dba Daily Plan-it as Licensee.

Background

On July 16th, 2019, the City Commission adopted Resolution No. 19-210 authorizing the execution of an agreement with Jill Snodgrass dba DAILY PLAN-IT, authorizing the City Manager to enter into a Revocable License Agreement with DAILY PLAN-IT for nonpermanent use of City Property to allow the operation of a Key West Farmers Market at the Truman Waterfront every Thursday.

On July 21st, 2020, the City Commission adopted Resolution No. 20-117 extending the agreement for another year terminating on July 31st, 2021.

On July 21st, 2021, the City Commission adopted Resolution No. 21-136 authorizing the city manager to negotiate and execute the Revocable License Agreement that Licensee is currently operating under. The current license agreement will expire on July 31, 2024.

Licensee is requesting the agreement be renewed for an additional four-year term.

Procurement

Demised Area: Truman Waterfront as shown on attached Exhibit A.

Use: Operation of a Farmers market every Thursday. City will have the right to blackout dates and use fee will be abated accordingly.

Term: July 21, 2024 through July 31, 2028, unless sooner revoked by the City.

Use Fee: \$51.75 per hour and \$15.53 per additional vendor per week over 20.

Insurance and

Indemnification: Licensee will indemnify the City to the fullest extent permitted by law and will keep insurance in the limits prescribed in full force and effect at all times naming the City as additional insured.

Revenues received from the event between August 1, 2022 and July 31, 2023 were \$25,536.00 and from August 1, 2023 to date are \$18,235.00 with an additional \$4,100.00 anticipated by the end of July and going to account 1050000-3622000. There are no City incurred costs permitting the Farmers market to include costs to manhours, cleanup, or electricity, allowing financial costs to remain low. Usage and vendor fees represent a 3.5% increase over the current rate with the rate adjusted annually by the Consumer Price Index. (Usage Fee: \$51.75 per hour plus \$15.53 per additional vendor per week over 20).

Recommendation

The Licensee has established and manages a successful Farmers Market event that is very well received and heavily attended by the local community. Staff recommends approval and authorization for the City Manager to execute the renewal of the Revocable License Agreement.

Exhibits:

Revocable License Agreement

Exhibit A