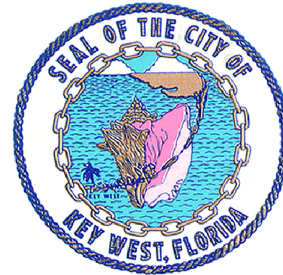


EXECUTIVE SUMMARY



TO: City Commission

CC: Jim Scholl

FR: Marilyn Wilbarger, RPA, CCIM

DT: June 27, 2019

RE: Revocable License Agreement for the operation of the Key West Farmers Market at Truman Waterfront Park

ACTION: This is a request to approve a revocable license agreement between the City of Key West and Jill Snodgrass for the operation of the Farmers Market at Truman Waterfront Park.

BACKGROUND: Jill Snodgrass is the sole proprietor of Daily Plan-it which is a full-service special event company specializing in outdoor festivals and vendor events. They have been in business since 1989 and operating in the Florida Keys since 2014. They designed and developed the seasonal Key West Artisan Market which last year successfully moved to Higgs Beach under contract with Monroe County. They are contracted to produce the Pigeon Key Art Festival, Florida Keys Commercial Fisherman's Seafood Festival and the I Love Stock Island Festival, among other events. Until this past year, they split time between Key West and Missouri where since 2003 Daily Plan-it has coordinated the state's 4th of July celebration, Salute to America, featuring national bands and six entertainment stages, twenty city blocks of themed areas, 200+ vendors, parade, carnival, contests and a completely sponsorship-driven, million dollar budget for a three day spectacle that attracts more than 70,000 visitors a year. Now they are full-time Monroe County residents completely dedicated to events taking place in our community.

Demised Area: The area that may be utilized is as shown on Exhibit A as determined by the City Manager.

Use: The operation of a Farmers Market for 6 hours weekly on Thursdays from 9am until 3 pm throughout the year.

Term: August 1, 2019 through July 31, 2020, unless sooner revoked by the City

Use Fee: \$300.00 per week for up to 20 vendors. Additional vendors will be \$15.00 each per week.

Insurance and Indemnification: The 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 an additional insured

CONCLUSION: The Licensee has created and manages successful events that have been very well received and patronized by the local community. It is their desire to pick up where the green market left off in a new location to continue to serve the local community that have come to depend on and enjoy the products offered by the vendors.

ATTACHMENTS: Revocable License Agreement
Organizational Documents