

Committee of the Whole Work Session of January 24, 2023.

6:00 p.m.

Call to Order.

Roll Call.

A. Review & discuss potential locations and expansion/enhancement of the Portage Farmers Market.

1. Farmer's Market Presentation

B. Petitions and Statements of Citizens:

C. Summary of Discussion and Next Steps.

Adjournment.



Committee of the Whole

January 24, 2023

Farmers Market Operations							
May 1 - Oct 16	2022	2021	2020	2019	2018	2017	2016
Days of Operation	24	25	21	21	24	24	24
Attendance	28,880	24,794	22,800	19,172	13,529	9,272	N/A
City Revenue*	\$ 15,000	\$ 14,148	\$ 8,385	\$ 7,833	0	0	0
Seasonal Vendors	21	18	30	22	N/A	N/A	N/A
Weekly Vendors	44	38	28	31	N/A	N/A	N/A
Average Market Vendor Attendance	26	29	25	24	21	17	15

* 2022 estimate same as previous year due to 30 vendor maximum reached

Considerations

- **Needs**
 - Parking lot, driveways, ADA surfacing, electric hook-ups, water hook-ups, hot/cold running water, eating area, trail connections, restrooms, ATM access, and storage area.
- **Funding**
 - FY 22-23 CIP specified:
 - \$50,000 in FY 23-24 for design
 - \$500,000 in FY 24-25 for engineering/construction
 - Additional funding will be required.

Location, Location, Location

City Hall Location (Current)

- A**
- 34,000 sq. feet
 - Holds 30 vendors

City Center Location

- B**
- 105,000 sq. feet
 - 60 to 80 vendors
 - 500 parking spaces (City facilities & library)
 - Additional real estate from neighbor unlikely to occur in the short term
 - 2017's appraised value for the 2-acre property was \$167,000.
 - An off-the-cuff current value would be approximately \$200,400.



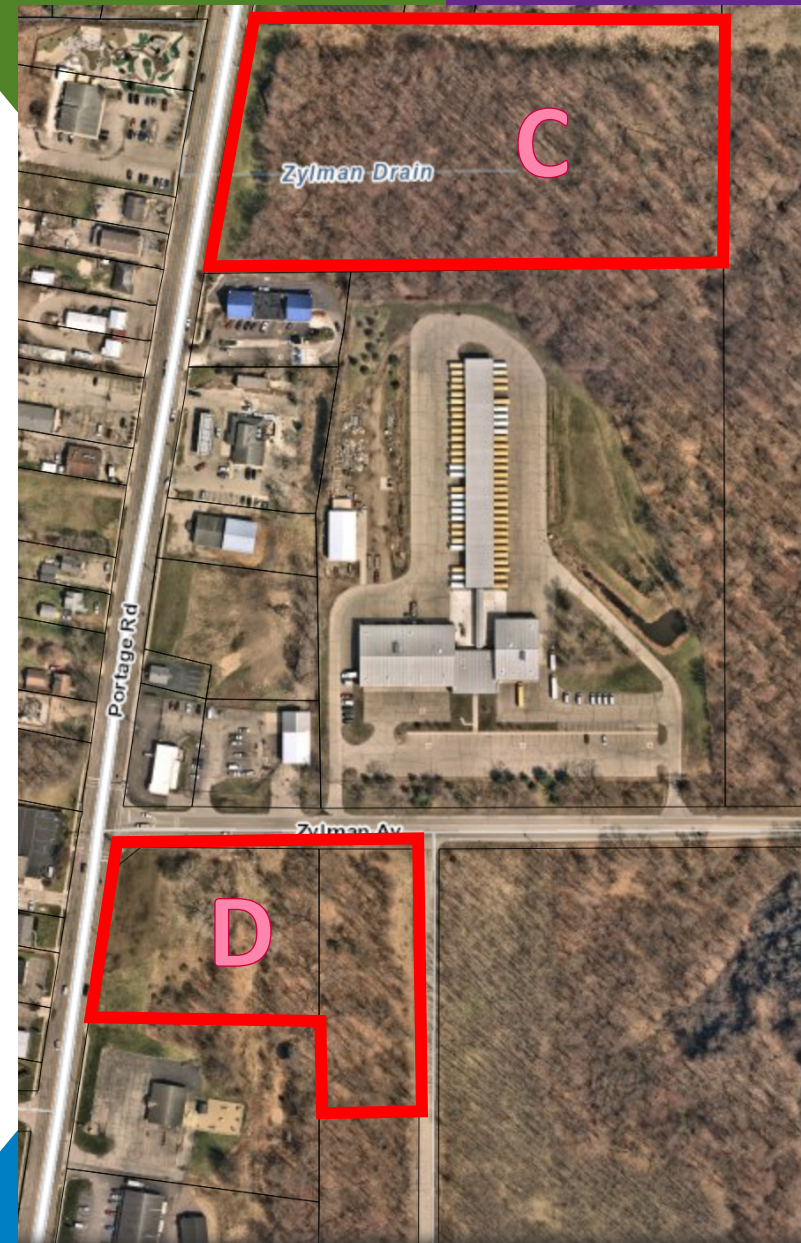
Location, Location, Location

Lake Center – Billboard Location

- C** • Heavy wetland imposition
- Unknown how many vendors or parking spaces possible

Lake Center – Zylman Location

- D** • 34,000 sq. feet
- Holds 30+ vendors
- Design A – 150 spaces
- Design B – 260 spaces



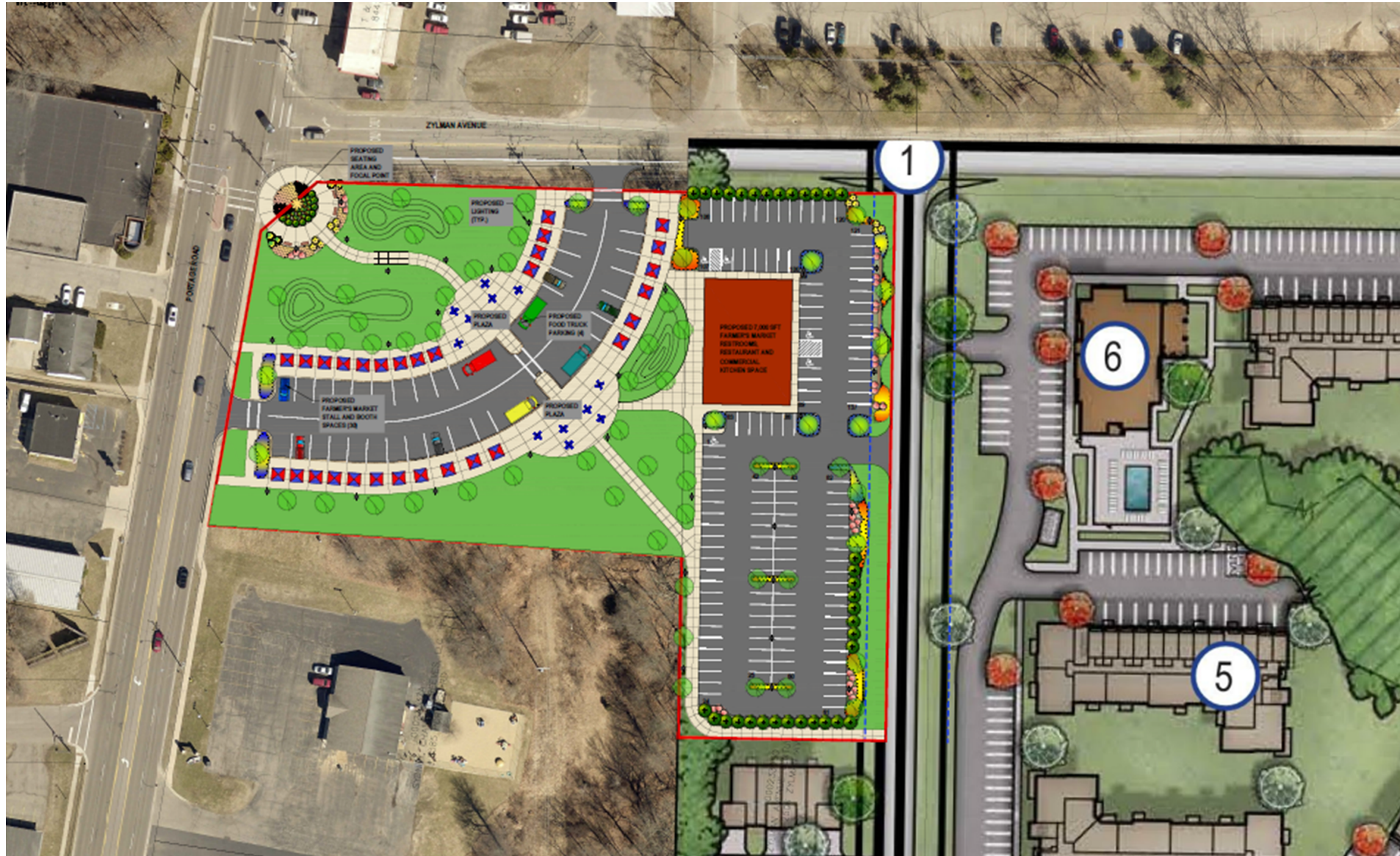
Location, Location, Location

D&W Plaza

- E** • 50+ vendors
- 150+ Parking spaces



Farmers Market – Concept



Farmers Market – Draft Concepts



Objective Weighting Criteria

1. Parking: enough spaces for vendors and customers?
2. Property availability: does City control or will soon control property?
3. Timing: is the site ripe for short-term investment (1 – 2 years out)?
4. Booth potential: space for an ample number of vendors?
5. Current plan: plan in place supporting location?
6. Rooftops: nearby residential density?
7. Scalability: can it be expanded or contracted easily?
8. Interoperability: near other City operations?
9. Trail connections: pedestrian flow?

Scoring Results

	D	B	E	C
<i>Scoring Criteria</i>	LCD - Zylman	City Center	D&W	LCD - Billboard
Parking	5	7	9	4
Property Availability	9	2	2	4
Timing	9	2	2	2
Booth Potential	4	6	7	2
Current Plan	10	3	1	10
Proximity to Rooftops	6	4	8	5
Pedestrian/Cycle Connectivity	5	8	6	5
Scalability	4	8	8	1
Interoperability	3	9	3	3
	55	49	46	37