

Manzanita Farmers Market

Agenda for 4/7/2021 Manzanita City Council Meeting



Overview of 2020 Season @ Rex Champ Field Location in Nehalem

- Adapting to pandemic conditions with limited runway
- Difficulties for vendors
 - Depressed sales
 - Limited foot traffic and parking for customers
 - Lack of tourist foot traffic very difficult for vendors

Proposal to Return to Traditional Location in Parking Lot on S. 5th Street in Manzanita

- Social distancing plan and regulations
 - Plan to employ and follow all current Oregon Farmers Market Association (OFMA) guidelines pertaining to the COVID-19 pandemic
 - Strict adherence to all Manzanita City rules and regulations pertaining to the COVID-19 pandemic
 - Crowd control measures for opening of market, entrance to market, shopping within market, and close of market
- Vendor capacity and spacing
 - Plan to operate initially at $\frac{2}{3}$ capacity
 - 36 booth spaces available while adhering to OFMA spacing and distancing guidelines
 - Plan to expand booth space as regulations and guidelines allow
 - No live music to be played initially at market
 - No space allocated for eating communally at market until regulations allow
- Widespread vendor interest in returning to parking lot location
 - Per email exchanges, vendors are very eager to return to Manzanita proper
 - Likely increased vendor sales at parking lot location
 - Importance of parking lot location to vendors who rely heavily on tourist foot traffic in Manzanita during the summer

Positive Social and Economic Impact of Manzanita Farmers Market (MFM)

- MFM is a huge boost to local farmers, food producers, and artisans
- MFM is a great showcase for local, sustainably produced foods and products
- MFM provides increased access to and availability of fresh healthy food for community members and visitors alike
 - MFM participates in the Supplemental Nutrition Assistance Program (SNAP) and Double UP Food Bucks programs that increase community access to fresh, healthy, and local food products that might otherwise not be available
- MFM functions as a small business incubator and provides a wealth of business opportunities for entrepreneurs in and around Manzanita, OR
 - MFM is one of only five markets to participate in OFMA's Beginning Vendor Support Network Grant geared towards helping farmers markets better incubate and support local small businesses