



TO: Elizabeth Pauli, City Manager
FROM: Council Member Kristina Walker and Council Assistant Claire Goodwin
COPY: City Council and City Clerk
SUBJECT: Council Contingency Fund Request - Eastside Farmers Market – August 3, 2021
DATE: July 28, 2021

SUMMARY AND PURPOSE:

A resolution authorizing the use of \$5,500 from the Council Contingency Fund to support the general market operations of the Eastside Tacoma Farmers Market.

COUNCIL SPONSORS:

Mayor Woodards, Council Member Walker, Council Member Beale, and Council Member Ushka

BACKGROUND:

The Tacoma Farmers Market operates on a slim budget and is dependent on thriving farmers markets to sustain the robust and quality markets residents have come to expect. The Eastside Farmers Market spends \$30,000 to operate each year - running June through August – and typically only earns about \$5,000 in revenue from vendor fees. This 2021 season has been particularly hard on the Eastside Farmers Market and since the market opened in June has lost more than 50% of its vendors by mid-July. This loss in vendors translates into reduced shoppers at the market which has led to reduced revenue. This market is in a Census-designated Low-Income, Low-Supermarket Access neighborhood and the market provides an important option for shoppers with limited access to healthy and fresh food. The Eastside Farmers Market is a crucial community asset benefitting residents living in a “low-opportunity” area of the City as designated by the City’s Equity Index. The Tacoma Farmers Market also accepts and matches EBT/SNAP benefits at all market locations, providing a valuable resource to residents with limited incomes.

Compounding the need for assistance, the Eastside Farmers Market has historically been supplemented by the prosperous Broadway Farmers Market that serves downtown patrons and relies heavily on daytime shoppers that would stop by on lunch breaks from work. Since the pandemic has sent many downtown workers to telework from home, this has led to reduced revenue at the Broadway Farmer’s Market, which means less supplemental revenue for the Eastside Farmers Market.

The \$5,500 Council Contingency Fund request will ensure the Eastside Farmers Market will be able to sustain basic services through next year. Without the funding, the Eastside Farmers Market will be less likely to provide activities at the market, provide fewer cooking demonstrations, provide fewer waived vendor fees when necessary to help struggling farmers, and would need to reduce the market’s outreach and marketing campaign.

COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

Several meetings have taken place between Council Members and the Tacoma Farmers Market to understand the need and financial position of the not-for-profit. Those most affected by this proposal are the shoppers and vendors at the Eastside Tacoma Farmers Market. The Eastside Market is located in a Census-designated Low-Income, Low-Supermarket Access neighborhood and is located in an area designated “very low” opportunity based on the City’s Equity Index. As a small, local, non-profit, the Tacoma Farmers Market has direct contact with vendors and shoppers and strives to serve their needs to create thriving markets.



2025 STRATEGIC PRIORITIES:

Equity and Accessibility: (Mandatory)

This proposal will reduce inequities and disparities to under-represented communities by providing financial support to a farmer’s market located in an a Census-designated Low-Income, Low-Supermarket Access neighborhood and in an area designated “very low” opportunity based on the City’s Equity Index. It will provide the opportunity for members of the Eastside community to attend and benefit from a thriving seasonal farmer’s market in the neighborhood. The Tacoma Farmers Market serves as a valuable resource to residents with low incomes by accepting and matching EBT/SNAP benefits at all market locations.

Economy/Workforce: *Equity Index Score: Very Low Opportunity*
Increase positive public perception related to the Tacoma economy.

Livability: *Equity Index Score: Very Low Opportunity*
Improve access and proximity by residents to diverse income levels and race/ethnicity to community facilities, services, infrastructure, and employment.
Improve health outcomes and reduce disparities, in alignment with the community health needs assessment and CHIP, for all Tacoma residents

Explain how your legislation will affect the selected indicator(s).

This proposal may increase the positive public perception related to the Tacoma economy by supporting a community event that benefits a low-income neighborhood. The proposal may also improve access of residents from diverse backgrounds and income levels to community services by fostering financial stability of the Eastside Farmers Market. The proposal may improve health outcomes and reduce disparities in alignment with the community health needs assessment by supporting access to healthy, local foods in the heart of this Census-designated Low-Income, Low-Supermarket Access neighborhood.

ALTERNATIVES:

Alternative(s)	Positive Impact(s)	Negative Impact(s)
1. Do not fund	Additional funds would be available in the Council Contingency Fund for other purposes.	The Eastside Tacoma Farmers Market may struggle to maintain current vendors and shoppers, reducing the financial viability of this market into the future.

EVALUATION AND FOLLOW UP:

Success will be indicated by an increase in shoppers at the Eastside Farmers Market and an increase in vendors by the end of the 2022 season.

STAFF/SPONSOR RECOMMENDATION:

The recommendation is to approve the authorization of \$5,500 from the Council Contingency Fund to support the general operations of the Eastside Tacoma Farmers Market.



FISCAL IMPACT:

The proposal has a fiscal impact of \$5,500 budgeted from the Council Contingency Fund.

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1030 – Council Contingency Fund	660000		\$5,500
TOTAL			\$5,500

What Funding is being used to support the expense?

Council Contingency Fund

Are the expenditures and revenues planned and budgeted in this biennium’s current budget?

YES

The Council Contingency Fund is provided an established amount of funding each year available for Council-sponsored initiatives.

Are there financial costs or other impacts of not implementing the legislation?

YES

The Eastside Farmers Market would be less likely to provide activities at the market, provide fewer cooking demonstrations, provide fewer waived vendor fees when necessary to help struggling farmers, and would need to reduce the market’s outreach and marketing campaign.

Will the legislation have an ongoing/recurring fiscal impact?

NO

Will the legislation change the City’s FTE/personnel counts?

NO

The proposal funds general operations of the Eastside Tacoma Farmers Market.

ATTACHMENTS:

- Resolution

2021-2022 Council Contingency Commitments

2021-2022	\$250,000
	Committed
Council Requested- South Sound Together	\$12,000
<i>Resolution 40747</i>	
A resolution authorizing the one-time use of \$12,000, budgeted from the Council Contingency Fund, for City membership in South Sound Together, for the year 2021.	
Council Requested- Joint Municipal Action Coalition	\$6,000
<i>Resolution 40751</i>	
A resolution authorizing the one-time use of \$6,000, budgeted from the Council Contingency Fund, as the City's contribution towards a Joint Municipal Action Committee sponsored Request for Proposal to provide consulting services to better align the work of participating organizations.	
Council Requested- Opioid Task Force	
<i>Resolution 40753</i>	\$2,000
A resolution directing the City Manager to allocate \$2,000 from the City Council Contingency Fund to the Tacoma Pierce County Health Department to support media and broadcasting for the 2021 Pierce County Opioid Summit.	
Council Requested- Gun Violence Prevention	
<i>Resolution 40767</i>	\$25,000.00
A resolution directing the City Manager to allocate \$25,000 from the City Council Contingency Fund in order to hire a facilitator to convene workgroups to determine best practices for funding gun violence prevention efforts, and hire a research team to review best practices to address gun and youth violence reduction.	
Council Requested- Tacoma Reads	
<i>Resolution 40793</i>	\$ 10,000.00
City Council concurrence for a \$10,000 City Council Contingency Fund request to support the 2021 Tacoma Reads Together events	
Council Requested - Alling Park	
<i>Resolution 40792</i>	\$ 1,500.00
Council Contingency Fund expenditure of \$1,500 to support neighborhood outreach around Alling Park to address illegal use of fireworks by the Safe Streets Campaign, a grassroots organization that unites and inspires neighbors, youth, and businesses to build safe, healthy, and thriving communities.	
Council Requested - Accommodations for Korean Delegation	\$ 5,000.00
<i>Resolution 40811</i>	
Council Contingency Fund expenditure of \$5,000 to support the lodging and accommodations of a student group and host from Korea who are participating at the Asia Pacific Cultural Center's 25th Anniversary fundraiser as educational and cultural ambassadors.	
Council Request - Black Lives Matter Mural	\$ 10,000.00

To Council July 27, 2021	
A resolution authorizing a Council Contingency Fund expenditure of \$10,000 to support the Kinsey African American Art & History Collection and installation of a Black Lives Matter mural in Tollefson Plaza.	
Council Requested - South Sound Housing Affordability Partners	\$ 22,000.00
To Council July 27, 2021	
A Resolution authorizing execution of an Intergovernmental Agreement establishing and confirming the City of Tacoma's participation in South Sound Housing Affordability Partners and allocating an estimated \$20,000 - \$22,000 in Council Contingency Funding for startup in 2021.	
Council Requested - Eastside Farmers Market	\$ 5,500.00
To Council August 3, 2021	
A Resolution authorizing a Council Contingency Fund expenditure of \$5,500 to support the general operations of the Eastside Tacoma Farmers Market.	

Beginning Balance	\$250,000
Total Amount Allocated	\$99,000
Current Balance	\$151,000