

Santa Cruz Community Farmers' Market and the City of Santa Cruz

JOINT STATEMENT

The Santa Cruz Community Farmers' Market (SCCFM) has been an integral part of downtown since its inception following the 1989 Loma Prieta earthquake. At that time, most of the downtown corridor was damaged and the area residents were reluctant to return. The markets' presence attracted people back to the downtown area and reinvigorated the downtown business district through its operations. The downtown is undergoing considerable change again with numerous construction projects underway and more construction in the development pipeline. The City of Santa Cruz (City) and SCCFM have a successful collaborative working relationship and will continue to work together to ensure that the downtown SCCFM market thrives, regardless of its location. To that mutual goal, we acknowledge the following:

- 1) SCCFM and the City are jointly committed to identifying and securing a permanent home for the market in downtown Santa Cruz and the City has approved \$1.775M to date towards a permanent home and structure for a year-round SCCFM market;
- 2) The City and SCCFM acknowledge that the weekly market has positive economic and community benefits for the entire community and for future downtown vitality in particular;
- 3) The City and SCCFM are actively pursuing options for expanding and enhancing future market operations in the downtown area;
- 4) The City and SCCFM recognize that ongoing construction activity throughout the downtown has the potential to impact ongoing SCCFM market operations and the need to identify and vet multiple locations in the downtown for temporary operations is needed to minimize impact to market customers and market vendors;
- 5) Temporary SCCFM market locations include, but are not limited to, the following: Lot 7, Lot 4, City Hall complex, including the courtyard and surrounding public rights of way
- 6) SCCFM and the City have worked together over the last few years to develop conceptual site plans for operation of the market on Lot 7;
- 7) SCCFM has approved Lot 7 and the conceptual site plans as one option for both a temporary and future permanent location for the market;
- 8) SCCFM and the City will continue to identify more locations and funding for permanence for the market in downtown over the year ahead which in addition to Lot 7 shall include, but not be limited to, Lot 4 and the existing Library site as identified in the study completed by the Project for Public Space and Group 4 Architecture approved by City Council in June 2021
- 9) SCCFM will continue to operate the market at the existing downtown location for the foreseeable future until SCCFM determines that surrounding construction impacts necessitates a relocation to a suitable alternative downtown site identified by SCCFM and the City;

In order to memorialize the above commitments, the City and SCCFM jointly agree to enter into a Memorandum of Understanding to further define the next steps involved in establishing ongoing temporary and permanent operations of the SCCFM market in downtown Santa Cruz.