

OFFICE OF THE MAYOR  
Telephone: (716) 286-4310

August 16, 2022

The City Council  
Niagara Falls, New York

**RE: *Proposed Agreement for Management at City Farmer's Market  
(Field and Fork Network, Inc.)***

Council Members:

Recently, the City Council approved the termination of the ground lease relative to the operation of the Niagara Falls City Market property. One of the areas of the City Market operations that requires greater focus is the Farmer's Market, as it is an important space to the citizens of the City of Niagara Falls and the community at large as a food access point. However, the City is currently not positioned to manage the Farmer's Market portion of the City Market operations and it requires the services of an experienced manager to oversee the function.

It is hereby proposed that the City enter into an agreement with Field and Fork Network, Inc. ("Field and Fork"), to provide the services that the City requires. Field and Fork is a well-respected, local nonprofit organization that connects communities to innovative solutions that foster a sustainable food system. Under their proposal, Field and Fork will, among other things, provide the City with: vendor recruitment and management; Farmer's Market promotion and marketing; enforcement of Market rules and regulations and oversight of Farmer's Market operations; on-site tracking of SNAP/Double Up Food Bucks; management of SNAP and SNAP incentive programs; coordination of staff and volunteers, and; market event planning and management.

Field and Fork's services are available to the City at the following cost: 80% of all vendor payments generated at the Farmer's Market. The agreement would be in effect through November 30, 2022. Funding for this project is available from the revenue generated from the vendor payments at the Farmer's Market.

Will the Council so approve and authorize the Mayor to execute an agreement satisfactory to the Corporation counsel in both form and content.

Respectfully submitted,

ROBERT M. RESTAINO  
Mayor

**Bax \_\_\_\_\_ Myles \_\_\_\_\_ Tompkins \_\_\_\_\_ Zajac \_\_\_\_\_ Spanbauer \_\_\_\_\_**