

## **South Miami Green Market**

The Green Task Force proposes a Farmers Market for South Miami to take place in the parking lot in front of City Hall on Saturdays during the winter months.

### *Vision*

The market should offer a range of vendors that offer locally grown and locally made foods, centering on fresh, organic produce at reasonable prices. Vegetables should be reduced in price for low-income buyers using food stamps. The market should provide space at a low cost for South Miami vendors selling locally grown produce and plants, as well as prepared food and selected crafts. A controlled number of other vendors may also be included with emphasis on locally-made goods, services and information that promote health and environmental responsibility. The market is associated with a community garden so activities such as gardening workshops and plant sales should be welcomed as part of the mix of events. In addition, the market should provide a venue for small performances in keeping with its mood and mission. Overall, the market should create an atmosphere that welcomes people of all income levels and reflects the diversity of South Miami.

In the second year of operation, we envision the market moving to the site of the community garden on 70th street. At this location, the market and garden complement one another more closely. The shade structure on the site may be used for events and performances. One or two vendors may operate during the week on the site.

### *Market Operator*

Operator should seek grant support, both independently and working with market sponsors to obtain grants to subsidize market activities, including reduced prices on produce for low-income buyers.

### *Funding*

South Miami Hospital is interested in working with us to find grants to support the market. A market operator might also apply for grant funds. These relationships could be structured many ways. I could imagine four scenarios

Scenario 1: The City of South Miami contracts with a market operator to provide the venue (a concession). The operator applies for funding and supports the market without cost to the city. The operator may apply for funding from South Miami Hospital.

Scenario 2: The city contracts the concession to South Miami Hospital. The hospital funds and runs the market.

Scenario 3: The city contracts the concession to an operator. South Miami Hospital donates funds to the city to run market.

Scenario 4: The city applies for grants, listing the hospital as an associated entity. The city pays a market operator directly.