



APPROVED
Board of Directors Meeting
June 27, 2017

EXHIBIT

Farmers Market

Overview

FoodInRoot (FIR) is a Tucson-based company that organizes and executes Farmers Markets in the greater Tucson area. Current FIR successful markets include: St. Phillips, Northwest Medical Center, UA Main Campus, Tucson Botanical Gardens, Desert Diamond Casino, Rancho Sahuarita.

FIR president, Clayton Kammerer contacted GVR in April 2017 to open discussion of once-a-week bringing a new open-air market to GVR West Center on a year-round basis. Mr. Kammerer and a FIR manager met with GVR staff in May 2017 at West Center to inspect the site (staff included in the meeting were Kent Blumenthal, Jim Conroy, David Jund, Lynda Campbell, Julie Vance, Karen Rans & Danny Freeman). Visit their website at www.foodinroot.com

Proposal

1. *FoodInRoot* has proposed a self-contained, weekly event at the GVR West Center, managed by the *FIR* organization.
2. Staffing:
 - a. FIR hires & manages vendors
 - b. FIR manages parking, set-up, teardown, garbage collection
 - c. Minimal, if any, GVR staff resources required for implementation.
3. Anticipated Schedule:
 - a. FIR Farmers Market will be held each Tuesday.
 - b. Farmers Market operating hours: 9 AM-1 PM (approx.) – subject to seasonal adjustments
 - c. Tear down begins at 1:pm, to be completely off site by 2:30pm
 - d. Grand opening target date: Tuesday, October 3, 2017
4. Set-up Location:

The Farmers Market will be offered on GVR Drive at West Center. GVR Drive will be blocked to local traffic during Farmers Market hours. As the Farmers Market grows, additional vendors will be added on the West Center sidewalk and onto the courtyard/patio (similar to the layout of the Southern Arizona CultureFest). Attendee parking is available in the large West Center parking lot adjacent to GVR Drive.

5. Revenue Sharing with GVR: 10% FIR gross receipts (FIR states that the other Farmers Markets generate between \$500-\$2500 gross receipts per event).
6. No Conflicts:
 - a. There are no scheduling conflicts with GVR Arts & Entertainment programming or GVR classes.
 - b. There are no access or parking issues related to GVR Clubs hosted at West Center.
7. No alcohol served/sold at Farmers Market.
8. Termination: Either GVR or *FIR* may terminate an agreement for the West Center Farmers Market, with or without cause, with twenty (20) days written notice to the other Party.

Benefits to GVR

1. Directly addresses GVR mission: "To provide recreational, social and leisure education opportunities that enhance the quality of our members' lives."
2. Offers members a new social, recreational, fun activity.
3. Provides new non-dues revenue generated from currently un-used assets.
4. Open to the community, bringing more people to experience the GVR campus and generating more awareness & interest in GVR itself.
5. *FIR* has a strong marketing plan and following, offering a "turn-key" operation.
6. GVR and the GVR Foundation may share a booth at each Farmers Market at no-charge. The booth will promote GVR classes and performances and GVR Foundation activities.
7. Offers local businesses another avenue to generate income, growing Green Valley economy.

Recommendation

Approve establishing a Farmer's Market at West Center based upon the elements included in the aforementioned 'Overview,' 'Proposal' and 'Benefits to GVR.'