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Agenda Date: 1/4/2023, Item No. 46

Authorization to Utilize City-Owned Parcels for Temporary Farmers Market and Enter Into a License with MAA Wellness Center, Inc. (Ordinance S-49313)

Request to authorize the City Manager, or his designee, to enter into a license and other agreements as necessary with MAA Wellness Center, Inc. for the operation of a temporary farmers market on vacant City-owned property at the southwest corner of 24th Street and Broadway Road. Further request authorization for the City Treasurer to accept all necessary funds related to this item. No impact to the General Fund.

Summary

The Neighborhood Services Department (NSD) manages a City-owned parcel in South Phoenix, on the southwest corner of 24th Street and Broadway Road. The parcel has been vacant for a number of years. NSD, in partnership with the Community and Economic Development Department (CEDD) is in the process of seeking redevelopment opportunities for the site. Extensive community outreach has been conducted as part of the effort, and CEDD is actively working on a request for proposals (RFP) which will seek a retail development to bring several new amenities for the community including healthy food options, health care services and other retail options. Through the public engagement conducted as part of this process, the community cited the need for healthy food options as a top priority for this development and the area has been identified as a food desert. The RFP and future development preparation process is anticipated to take more than a year. Until the time a development project is ready to move forward, CEDD and NSD are seeking to activate the site with a temporary farmers market, which will serve the surrounding community and infuse healthy food options into the area. CEDD and NSD seek to partner with a local business, MAA Wellness Center, Inc., to program and oversee operations of the farmers market. MAA Wellness Center, Inc. has agreed to enter into a license agreement and other agreements as necessary to facilitate their use of the property.

Contract Term

The term of the license is 12 months with month-to-month extensions.

Financial Impact

The license fee will be based on market rent and/or other valuable consideration, and

any fees received will be reinvested by the Neighborhood Services Department into the community.

Location

Southwest corner of 24th Street and Broadway Road (Parcel Number: 122-43-003K)
Council District: 8

Responsible Department

This item is submitted by Deputy City Managers Ginger Spencer and Alan Stephenson, and the Community and Economic Development and Neighborhood Services departments.