

Operation of Certified Farmers' Market in La Mesa RFP 20-06



**Integrity First Promotions Inc.
DBA: Brian's Farmers' Markets
Certified Producer Certificate Holder**

Submittal Date:

This proposal is for the contract of the *SPONSOR* and *MANAGER* of the La Mesa Certified Farmers' Market.

Owner/Principal Contact:

**Brian Beevers
3013 University Ave.
San Diego, CA 92104
Cell: 619- 795 3363
Email: Brian@BriansFarmersMarkets.com
Web: www.BriansFarmersMarkets.com**

Why I Choose La Mesa Farmers' Market

Personal

I have grown to love the La Mesa community. I have a farm in Harbison Canyon and I choose to drive to La Mesa Village for casual dining, great food, and to stroll with my family. After moving from the vibrant North Park area in San Diego it was difficult to find a similar community flavor, but we found it in La Mesa.

Business

The La Mesa Farmers' Market is a thriving market. I believe that I had a large part in getting it to the point it is at today. While I cannot take credit for choosing to move the market to La Mesa Blvd, I have invested hundreds of hours and thousands of dollars recreating this market to what it is now. I have more than doubled the vendor count and increased the overall profits for the market (for vendors and for my company and the LMVA). In the past year, the market has become an iconic event known throughout San Diego County, with more people than ever before strolling down La Mesa Blvd on Fridays. Most businesses are in favor of the new location, and numerous restaurants have seen increased patronage. I was contracted to facilitate a smooth transition, and to ensure continued stability and growth of the market, which my team and I have accomplished. In a short time period, the market has experienced many successes, and my hope is that my staff and I will be given the opportunity to continue making this market amazing.

Farmers' Market Objectives and Philosophies:

Farms

I have a passion for creating opportunities through farmers' markets for local farmers to provide local communities with incredible fresh produce. As an advocate for healthy living, I work very hard to maintain viable markets. As the slogan on many of my advertisements states: "Local Food Makes Sense." I believe that when a particular food can be purchased from a local source, it should be; outside of that I support unique and multicultural imported foods. It is evident that, as an eco-minded city, La Mesa also supports reducing the carbon footprint. Local farmers' markets are a clear way to contribute to the overall climate action plan for the city of La Mesa, the nation, and ultimately the world. Less transport equals fewer carbon emissions.

Locally Made Prepared Foods

Over the past 20 years farmers' markets have transitioned from only farmers to a wide variety of locally made foods from hummus to kombucha. It is this variety that keeps the markets viable in a world where convenience is our biggest competitor. People, by and large, are just not cooking from scratch like they were in decades past. I believe that creating a mix of primarily fresh produce and farm stands, along with specialty pre-packaged foods, draws more people to the market. I believe that seeing all the fresh produce may, (optimistically.... will) inspire more people to cook and create meals that are far healthier than the contents of the towering processed food aisles in our grocery stores.

Prepared hot foods also contribute to drawing more people in to the market. As farmers' markets have changed over time, the public has come to expect a "street festival" type atmosphere. I have learned over my 11 years of founding and managing farmers' markets that one of the most popular talking points for customers is their experience eating the hot prepared foods at the market. While hot food sales is not my ultimate goal (which is motivating people to

buy more produce), it has been effective at drawing a wider demographic of shoppers to the market, and therefore encouraging more people to support farmers and cook at home.

Artisans and small businesses

Handmade crafts, fair trade items, etc., are great for farmers' markets for a few reasons: they draw a wider demographic of shoppers to the market, which is beneficial for all the reasons mentioned in the Locally Made Prepared Foods section above, they create jobs and opportunities for people who otherwise often do not have a weekly populated venue at which to present and sell their goods, and they are helpful during popular gift-buying seasons to promote the idea of buying local.

Management Philosophy

My management style is simple: I do everything in my power to create a professional, health-conscious, family- and community-oriented atmosphere. I treat every vendor with respect, giving them ongoing communication about any changes in the market with ample notice. I am known for being a fair and kind manager. Vendors are loyal to my markets and know that my mission is above money. While it is true that this is my livelihood, and I do have to get paid for my work, my ultimate driving force is not money. I know that my vendors trust me and stick with me because they clearly see the motives behind what I do. I will not inflate vendors' fees just to make another buck, but I will ensure profitability and sustainability. Vendors are also my customers and I work very hard to make sure they have a good experience at the markets I create, manage, and maintain. I believe that treating my vendors with respect and honesty allows me to expect nothing less than that in the way they treat their customers.

It is also extremely important to me to work with the brick and mortar businesses within the affected footprint. I have always offered free promotional booth spaces, signs, social media posts, coupon distribution, etc., for businesses in our footprint. I have always had an open ear policy to consider new ideas and reasonable concessions for my neighboring shops and eateries. I believe that the best farmers' market is one that supports the entire community, including storefronts and restaurants. Even for those businesses that are currently in opposition to the market, I keep an optimistic and kind attitude in hopes of finding understanding and collaboration.

Signature

A handwritten signature in black ink, appearing to read 'Brian Beevers', with a long horizontal line extending to the right.

Brian Beevers

Experience running certified and non-certified markets

I have been managing farmers' markets for 11 years. I was initially trained by the San Diego Farm Bureau and then went on to establish my own business of running farmers' markets. I have managed multiple farmers' markets over the past eleven years, and have successfully made a living doing so. I have built strong business friendships with thousands of vendors and farmers. I taught classes on how to become a vendor at a farmers' market through San Diego Continuing Education at multiple locations for about 2 years. My classes were popular and when I decided to discontinue teaching due to time constraints, San Diego Continuing Education contacted me numerous times to continue based on requests from students. Every year they still send me a letter requesting my return to teaching.

I have helped organize multiple street events. I managed the North Park monthly artwalk, Ray at Night, for three years, before passing the event on to new organizers. I was also part of the original team that revived the Golden Hill Street Fair. For two years I helped organize that event and my roles included recruiting all the vendors, providing much of the needed equipment, and managing the day of the event.

Furthering my experience, I organized the Kids' Block in 2015 and the Simply Local Block in 2018 at the North Park Festival of Arts. For the Kids' Block I recruited vendors, organized a stage and family-friendly musicians and other entertainment, and coordinated all the vendors to create free activities for kids. According to the feedback I received, the Kids' Block was considered a successful part of the North Park Festival of Arts that year. The Simply Local block was filled with over 40 vendors with 100% locally made artisan goods.

I own and operate Simply Local, a retail shop located in North Park. It is filled with over 75 artisans that are 100% locally owned. We have received numerous accolades and awards, and continue to be a destination for local gift shopping. It operates very similarly to a farmers' market except that is in a brick and mortar building, and is open 7 days a week.

I have also provided consultation to numerous market managers, event managers, and businesses on best practices of event management, effective staff management, and overall business start-up strategies.

Comparable Market Experience:

The most applicable example is my current management of the La Mesa Certified Farmers' Market. Having the experience of managing this market at the former location as well as the new location has given me significant insight to the benefits and challenges of the specific operation of this market. While the Civic Center location was able to maintain the basic criteria for sustainability, it never had the potential to significantly grow. I was tasked to ensure a successful transition from the parking lot to the street and to create a vibrant community-driven market. There were multiple moving parts and many rules and regulations, and oversight by the city. As a result of proper planning and communication, my team and I managed a smooth transition. My team is fully trained to handle all the required road closures, directional signage, no parking/tow zones, and management of vendor traffic flow.

My team and I more than doubled the number of vendors in the market by researching, strategically selecting, and recruiting quality farmers, artisans, and specialty food vendors. Overall, revenues for vendors increased on average. (I encourage the proposal review panel to examine the data compiled by Chris Gonzales to verify these claims.) The move to La Mesa Blvd under the management of my team has been an indisputable success.

Additional comparable market experience is the North Park Farmers' Market. This market maintains approximately 70+ vendors in the San Diego community of North Park. My team and I have worked tirelessly to maintain a healthy ratio of farms, prepared foods, and artisans. In March of 2019 I was able to get the market approved to accept EBT, which is growing in popularity and improving sales. My most exciting success has been the closure of a section of 29th Street, a cross street that separated the two blocks of the market. The long process of working with the city and businesses came to fruition in January of 2019. Instantly it became a safer market experience for families with children. It also allowed for a 20-vendor expansion. We were also now able to create an attractive courtyard area with umbrellas, tables and life-size table games for entertainment, which has been well received by the public. If I were given the privilege to continue managing the La Mesa Farmers' Market and had a longer contractual term of time, these are possibly the types of investments that I would be able to make.

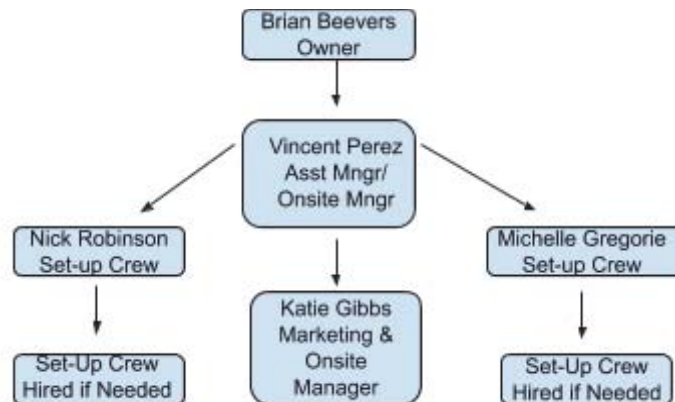
Unique Qualities of Brian's Farmers' Markets

The differences between my company and others are sometimes not seen on the surface. Those who work with me appreciate that my company is transparent in our operations. I am motivated by building a better world, by building better communities, as opposed to purely being motivated by money. We have great relationships with vendors; we see them as partners not subordinates. We are loyal, honest, and trustworthy, and we only work with organizations that we feel understand the greater good in creating healthy communities. Our overall principles reflect the people of La Mesa by:

1. Engendering kindness at the market. When vendors do not feel stressed or overwhelmed or fearful of the manager, the market vibe is positive. The way I run my markets is intentionally low stress. While we keep with the rules, we approach vendors in a way that honors and respects them. There is never an overall sense of reprimand or punishment. We work hard to build rapport with every vendor. We seek to understand them before we make a rash judgement. When vendors feel respected, they enjoy working at the market and it reflects onto the customers. I believe, by and large, the people of La Mesa are kind, and we should embody that.
2. Curating vendors that fit with the neighborly "La Mesa vibe". Picking the right vendors can be the most challenging part of managing a market in a specific community. It is easy to fill a market with just any vendor, a tactic that is usually money-motivated. I would make the argument that valuing quality and good fit above just filling the space will make a better market for everyone.

Operational Capabilities:

Current flow chart of my market team:



Resources That I Can Provide

I own and maintain an 18-foot Freightliner box truck outfitted with \$40,000-\$50,000 worth of equipment for running farmers' markets and other events, including:

- Three quiet, high-power generators for powering lights, which are needed every October through March for markets that extend past dark. Access to these generators will lead to significant savings by alleviating the need for generator rentals.
- A fully-compliant hot- and cold-water 3 compartment sink. 3-compartment sinks are required by the health department and to rent them is often cost-prohibitive (approximately \$300-\$500 per market).
- Tables and chairs for dining - I have seating for approximately 12 to 16 people.
- Safety cones, A-frame barricades, candlestick cones, and safety vests.
- Portable P.A. system for announcements, music, and amplification for an acoustic musician (4-channel system; we ask the musician to bring their own mics and mic stands).
- Brooms and dustpans, trash cans, recycling cans. (Access to a nearby dumpster to dump at the end of the market is requested).
- Extra canopies, tables, tablecloths, hand-washing stations, canopy screen enclosures, extension cords, and more. These items are kept available in case a vendor forgets one of these necessary accessories, which occurs frequently. It is preferable to lend a canopy to a vendor for a \$15 fee than have them leave to retrieve the forgotten item and be significantly late for the market.
- Stormwater management gutter covers
- I have all the exact signage that is required for the La Mesa Farmers' Market by the La Mesa traffic control department. Currently, this specific signage is a shared ownership with the LMVA.

Current Markets:

Market Name	Years of Mngt	Time/Day	Vendor Count	Gross Annual Sales	Notes
Concourse Lunch Mkt	(New Mkt) Since Nov 2018	Wed 11am-2pm	10	*\$286,000.00	*projected based on current weekly and monthly totals
UTC Eastgate Lunch Mkt	2.5 years	Thurs 11am -2pm	15	2017 \$470,805.88 2018 \$499,250.76	

North Park Farmers' Mkt	1 year	Thurs 3:00pm-7:30pm	*70	\$702,336.24 (12 months -May 2018 through April 2019)	* Vendor counts fluctuates by about 5 +/- during different seasons.
Horton Plaza Lunch Mkt	2.5 years	Fridays 11am - 2pm	15	2017 \$212,473.39 2018 \$215,800.39	
La Mesa Farmers Mkt	1 year	Fridays 3pm to 7pm	*55	2018 \$810,906.84 (12 months - from May 2018 to April 2019)	* Vendor counts fluctuates by about 5 +/- during different seasons.

As I manage multiple farmers' markets it is important that I am able to handle bigger picture responsibilities. Therefore, after I spend 3 to 4 weeks at a new market, and learn the unique set-up and break-down procedures, as well as all the intricacies specific to that market, I then pass the onsite management over to one of my assistants.

The assistants are trained in the following areas, including but not limited to:

- Managing every aspect of the market from set-up to break-down
- Managing vendors with honesty and integrity
- Dealing with conflict and emergencies
- Problem-solving, and making quick decisions when necessary
- Seeking out safety red flags and dealing with them promptly
- Kindly but sternly enforcing the rules of the market
- Recruiting the right vendors while considering the dynamics of the market
- Professionally communicating with community groups, media, and sponsors
- Tracking data and producing comprehensive spreadsheets
- Keeping spirits high and maintaining a sense of fun at the market

Vincent Perez, Assistant Manager

Vincent, the assistant manager, has gone through over a year of extensive training and currently is the onsite manager of three markets under my supervision. Vincent is also my top vendor coordinator and recruiter. He manages the office and ongoing administrative duties. He is excellent in all aspects, likely the best employee I have ever had in this position.

Katie Gibbs, Marketing Coordinator

The marketing is directed and overseen by me, however, Katie is the key to making it successful. Katie is proficient with the workings and strategies needed to create effective digital marketing. She currently manages Instagram, Facebook, Twitter, Yelp, Mailchimp, and our most effective media platform, Opt-In Group Texting Campaigns. The group texting has proven to be the best ROI. We create eye-catching coupons which are sent out about 1 day prior to the market that week. Katie also updates our website which receives approximately 3000 unique hits per month and growing. In addition, Katie is trained to take on the duties of the onsite manager when necessary.

Nick Robinson

Nick has worked for Brian's Farmers' Markets for nearly 8 years, and is incredibly dependable. He is the brute force behind all the required street signage, safety requirements, and monitoring of street closures.

Market Description

As the Market Manager, I am tasked with creating a successful market that is centered around the vibrant family and neighborly community of La Mesa, and according to all collected data my team and I have successfully achieved this for the La Mesa Farmers' Market this past year. For this success to continue and grow it is pertinent to choose the proper day and hours that will not jeopardize the incredible support it has now. While there are numerous suggestions of new locations and different times and days, most of those suggestions are unfortunately stated without proper experience or data. I urge the city and the council to lean heavily on experts such as myself in this matter.

The absolute BEST choice for the La Mesa Farmers' Market is on Fridays in its current location on La Mesa Blvd, with the open hours from 3:00pm to 7:00pm, set-up starting at 2:00pm and streets opening by 8pm. Currently the street closure starts at 1:30pm, however, this can easily be adjusted to 2:00pm for street closure. While this would be the shortest setup time that I have ever seen in my 11 years for any market, I have confirmed with vendors that they are willing to make it work. This would allow a full lunch service to all the restaurants within the market footprint. Breakdown would conclude by 8:00pm as my team has proven possible for the last year.

Choosing 3pm-7pm open time is strategic, in that it allows people who are just getting off work to also shop at the market. Any earlier, and you would miss a significant amount of "9 to 5ers". Any later and it would impede on the restaurants.

Moving the location from La Mesa Blvd would, without a single doubt, crush it's great vibe and current success. While it may survive if returned to the city lot, it will not maintain its current support from the community. I would predict that we would immediately lose about 10-20 vendors and within 1-2 months, more than half will have sought out other markets on Fridays and ended their participation in the La Mesa Farmers Market.

Moving the day from Fridays will also have a major impact on the market. If moved to any other weekday (M-Th), it would likely be detrimental to the market's success. Families would stop coming, due to it being a school night, and the multitude of after school activities that would impede participation. It is also a work night, and people by and large are not in the leisurely mindset to enjoy a nice shopping stroll through the market. I would imagine that the market will lose, at first 50% of its average sales, soon thereafter, vendors would start to drop, then sales will drop even lower. Eventually, I predict the market would no longer be able to sustain itself.

Moving the day to a weekend (Sat or Sun) could possibly maintain the support from the community, however, it is likely that retaining our vendors may be impossible (see survey conducted by the City of La Mesa), which in turn would likely affect the community support. Assuming that Saturday would still be unwelcomed by a handful of restaurants, Sunday would be the only other day to consider. If we were to move the market to Sunday, the best operating times would be opening between 9am and 10am and closing between 1pm and 2pm. Setup and breakdown would be at least an hour prior and an hour after.

The most likely cause for failure on a Sunday is that most vendors already have commitments to other markets (Hillcrest, La Jolla, Leucadia, Solana Beach, Rancho Santa Fe, to name a few). It is likely we would lose 30%, if not more, of our farmers and likely up to 50% of our specialty foods and arts and craft vendors. Even if we were able to replace all the farmers and vendors with other farmers and vendors, it would still have a deep impact on loyal customers. Many customers have been coming for nearly 26 years, and are committed to shopping at their favorite farmer or vendor. It is not uncommon for customers to stop supporting a market when their favorite vendor is gone. It is a big risk to believe that the market can sustain this major change and build back up. Having said all that, **IF** there is literally no possibility to maintain the current day and time of the La Mesa Market, Sunday is the only day that has a slight chance of eventually succeeding. I would still be open to this arrangement, but please note, that I strongly do not recommend it. (The market map attached would serve a Sunday market also).

Proposed Amenities and Overview

The La Mesa Farmers’ Market in the current location and time, has incredible potential. In one year, it has already improved on multiple levels. The exponential growth this year is extremely rare. It should also be noted that the short term permit granted originally to the LMVA only impeded the potential, yet it still grew. It is a fiscally responsible business practice to conserve your investments if the future of the business is repeatedly placed back on the chopping block. I was hesitant to make any large investments on amenities and equipment when it was very clear that adversaries of the market had major influence over it’s fate. Below is an incomplete list of Amenities that could be implemented into the market, incomplete because the possibilities are endless. My team and I are prepared to take this market to the next level. In order to do so we need a long term permit.

Also, below in the middle column is a list of the current amenities as well as many opportunities that I offered to brick and mortar businesses even before we transitioned to La Mesa Blvd. I publicly announced these in meetings and in conversations directly with business owners. Very few businesses took advantage of this and none of those opposed to the market did.

Finally, the last section consists of concessions that can be implemented in short order as far as the market management side of things. I realize the city would have to reprogram the meters for one of the proposed changes.

<p>Implementation of longer term, more costly investments, given that a longer permit with the city is attained</p>	<p>Amenities/Opportunities Offered Currently:</p>	<p>Concessions that are ready now for implementation, in hopes to alleviate discontent of adversaries:</p>
<ul style="list-style-type: none"> - Shuttle Service (budget permitting) - Invest in special events throughout the year, such as Kids’ Day, Backyard Gardeners’ day, Collectibles/Vintage Day, Winter Holiday shopping day, Taste of La Mesa Blvd at the Market (promoting restaurants). - Investing in umbrellas and seating to create a better ambiance - Implementing EBT to encourage all socio-economic levels to shop for fresh produce. - Investing in cross city promotions, drawing even more people into La Mesa’s incredible downtown village. - Investigate possibilities of designating retiree parking 	<p>For Patrons:</p> <ul style="list-style-type: none"> - Live music - Covered seating - Text coupons, reminders, important communications - Information Booth - Clown/balloon artist for children - Inexpensive reusable bags for sale - Social media announcements - Allowance for community groups to promote local events, fundraisers, etc. <p>For Brick & Mortar Businesses within the market footprint:</p> <ul style="list-style-type: none"> - Free placement of sandwich boards within the market - Free placement of coupons on our management table - Free booth for promoting their business (promotions only) - Free placement of coupons on our social media and texting program - Open to other creative collaborations 	<ul style="list-style-type: none"> - Move setup time to 2pm, allowing for a full lunch service - Cut hot food vendor count in half - Remove banners from behind booths to allow for clear visuals to the brick and mortar businesses behind. - Implement a parking system for vendors that will require them to park in the city lot. Enforcement will be done by license plate registration for vendors. - Reconfigure our resources to focus on onboarding brick and mortar businesses in the multiple ways we can help promote them. - Reach out to community groups and clubs for partnerships (Little League club, La Mesa Library, Gardening Clubs, Soccer Clubs, all of the La Mesa Schools from Preschool to High School, etc.)

Operational Budget

This estimated budget reflects the current cost of most necessities of the market. What it does not take into account is rising costs of the following: equipment replacement, equipment rentals, permits, marketing, and insurance.

Adding the shuttle service would leave very little room for unexpected or rising expenses. It would also impede most, if not all, contributions to improving the business district of La Mesa Blvd. There is no other market that I know of that hires out shuttle services, even in the most congested of locations. (Some markets are in locations where shuttles already exist). It has been suggested by a council member the city should provide insurance for the shuttle service. Regardless, I am still willing to implement a shuttle if it is at all financially possible..

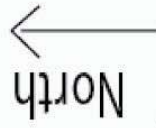
Lastly, it is important to note that if there is a mandate to invest some of the revenue into promoting the brick and mortar businesses, the execution of such marketing should not fall under the farmers' market management team. This is precisely why the LMVA has an important role. I would propose that if any funds are available for marketing the brick and mortar businesses, it be given to a group such as the LMVA in order to best serve those businesses.

Cost Description	Yearly Expenses	Total per week	Total Costs monthly
2 Grounds Crew 2x 8/\$16/hr	\$13,312.00	\$256.00	\$1109.33
Onsite Manager 12/\$18/hr	\$11,232.00	\$216.00	\$936.00
Load sheet printing	\$436.80	\$8.40	\$36.40
Marketing	\$2400.00	\$46.15	\$200.00
Ag Permit	\$150.00	\$2.88	\$12.50
Health Permit	\$676.00	\$13.00	\$56.33
Ag Inspections	\$600.00	\$11.53	50.00
SD City Permit	\$1849.00	\$35.55	\$154.08
Porta Potty & Sink	\$2880.00	\$55.38	\$240.00
Insurance	\$5296.00	\$101.84	\$441.33
Cost Recovery to City of La Mesa	\$700.76 \$400.00 for Fire dept	\$13.47 \$7.69	\$58.39 \$33.33
Equipment replace/repair/vehicle maintenance	Estimated \$2500.00	\$48.07	\$208.33
Potential Shuttle Service	Estimated \$31,200.00	\$600.00	\$2600
Total Estimated Operational Cost	\$73,632.56	\$1415.96	\$6136.02*

* The average fees the market takes in monthly after expenses is about \$7500.00. Therefore net revenue each month is extremely low due to the shuttle service.

**La Mesa Certified Farmers Market
Every Friday - 3pm to 7pm**

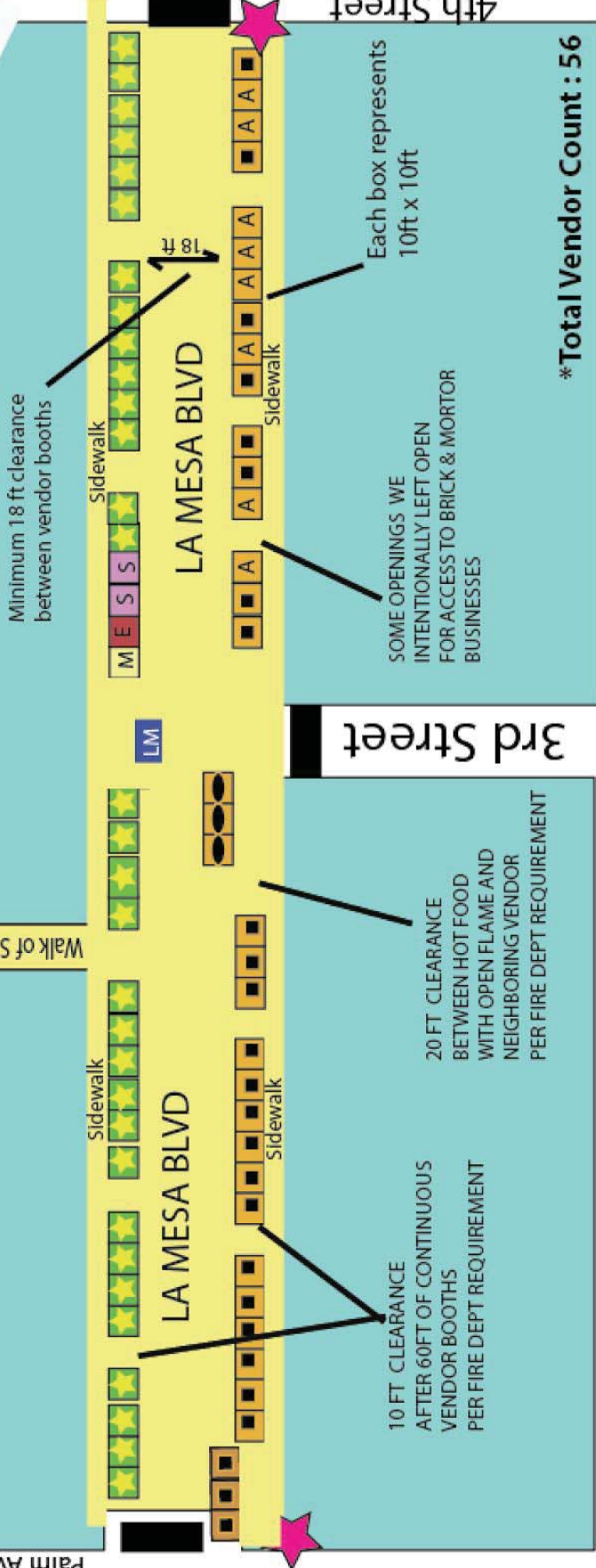
Allison Ave



Palm Ave

ADA RESTROOM

Walk of Stars



- Certified Farmers - 18 total - 3240 sq ft
- Potential Shuttle/Rideshare Drop-off/Pick-up points
- Open Food/Hot Food - 3 total - 30 sq ft
- Seating Areas
- Prepackaged foods - 26 total - 2550 sq ft
- Live Music
- Non-Food/Arts & Crafts - 9 - 90 sq ft
- First Aid
- Office
- 3 comp Sink
- Vehicle Blockade
- All Yellow is Pedestrian Walkways

**This number fluctuates dependent on the week and season.*

References:

<p>Kari Ann Parris Manager, Operations Irvine Company 9530 Towne Center Drive Ste 100 San Diego, CA, 92121 Kparris@irvinecompany.com Relation: Formerly the main contact for the market I manage located on Irvine Co. property at Broadway Circle, Downtown San Diego</p>	<p>Angela Landsberg Director North Park Mainstreet 3939 Iowa Street Suite 2 San Diego CA 92104 619 294 2501 Angela@NorthParkMainstreet.com Relation: I am the contracted manager of the North Park Farmers' Market. Angela is the director of North Park Mainstreet which sponsors and oversees the market.</p>
<p>Jeffrey Wallace City of San Diego Associate Management Analyst 1200 3rd Ave Ste 1700 San Diego CA 92101 JJWallace@sandiego.gov 619 553 6517 Relation: Main contact regarding my management of a market on the Concourse Plaza</p>	<p>Marin Peterson Senior Associate Irvine Company 9530 Towne Center Drive Ste 100 San Diego, CA, 92121 M.Peterson@irvinecompany.com 858 412 8800 Relation: Main contact regarding my management of a market on the Irvine property at the Eastgate Campus.</p>
<p>Yasser Ben Hadj Yahia Baba Foods, Manager yasserbhy@yahoo.com Phone: 619-887-9999 Relation: Vendor at numerous markets Managed by Brian's Farmers' Markets</p>	<p>Robin Rushmore Owner Ausachica Nursery 4827 Sunrise Hill Dr El Cajon, CA 92020 858 361 6899 Relation: Robin is a Farmer that has vended at numerous markets Managed by Brian's Farmers' Markets</p>
<p>Wei Tan Holt Owner El Capitan Farm 10204 El Capitan Real Rd El Cajon, 92021 Weitanholt@gmail.com Relation: Wei is a farmer that has been a vendor at the La Mesa Farmers Market before and after the move to La Mesa Blvd.</p>	

CERTIFIED PRODUCER'S CERTIFICATE

ISSUING COUNTY: SAN DIEGO

CERTIFIED PRODUCER

Name: BRIAN BEEVERS
DBA: INTEGRITY FIRST PROMOTIONS INC
Address: 1772 Harbison Canyon Road
City, St. Zip: El Cajon, CA 92019
Phone (1): 619-795-3363
Phone (2):
Email: brian@briansfarmersmarkets.com

AWM2010-DCP-00196

FOR OFFICIAL USE ONLY

CERTIFICATE NO:	8210
COUNTY FEE:	\$52.00
ISSUING DATE:	08/15/2018
EXPIRATION DATE:	08/14/2019
AMENDED DATE:	
COPIES ISSUED:	3

PRODUCTION SITE(s)

Only those products listed below, and grown at the following production site(s) by the certified producer may be sold at a certified farmers' market.

1685- 1772 HARBISON CANYON RD, EL CAJON, CA
 92019 APN 513-092-02-00

STORAGE LOCATION(s)

MONTHS IN STORAGE

Name(s) of the Producer(s) that the Certificate Holder May Sell FOR:	Issuing County/ Certificate No	Date Declared
NONE		

Name(s) of the Producer(s) Authorized to sell for this Certificate Holder :	Issuing County/ Certificate No	Date Declared
NONE		

AUTHORIZED COUNTY(ies) - transporting products into another county for the purpose of selling at a certified farmer's market within the county is permitted only in the authorized counties listed on this certificate

San Diego

I have reviewed this certificate and certify that the information provided is true and correct. I further certify that I am knowledgeable and intend to produce in accordance with good agricultural practices as published by the department. See http://www.cdfa.ca.gov/is/i_s_c/crfm.html for copy of guidelines. I am aware I must also comply with any other local, state or federal laws. I understand that violations of these regulations may subject me to criminal and/or civil penalties, including fines, suspension and/or revocation of this Certificate and/or my privilege to participate in certified farmers' markets.

This certificate is issued under authority of Title 3, Division 3, Chapter 1, Subchapter 4, Article 6.5 of the California Code of Regulations. It authorizes the certified producer to sell produce directly to consumers at a certified farmers' market. Upon issuance of this certificate the applicant is hereby registered with the California Department of Food and Agriculture.


 Certificate Producer's Signature

Ha Dang
 Issuing Agricultural Commissioner
 BY: 

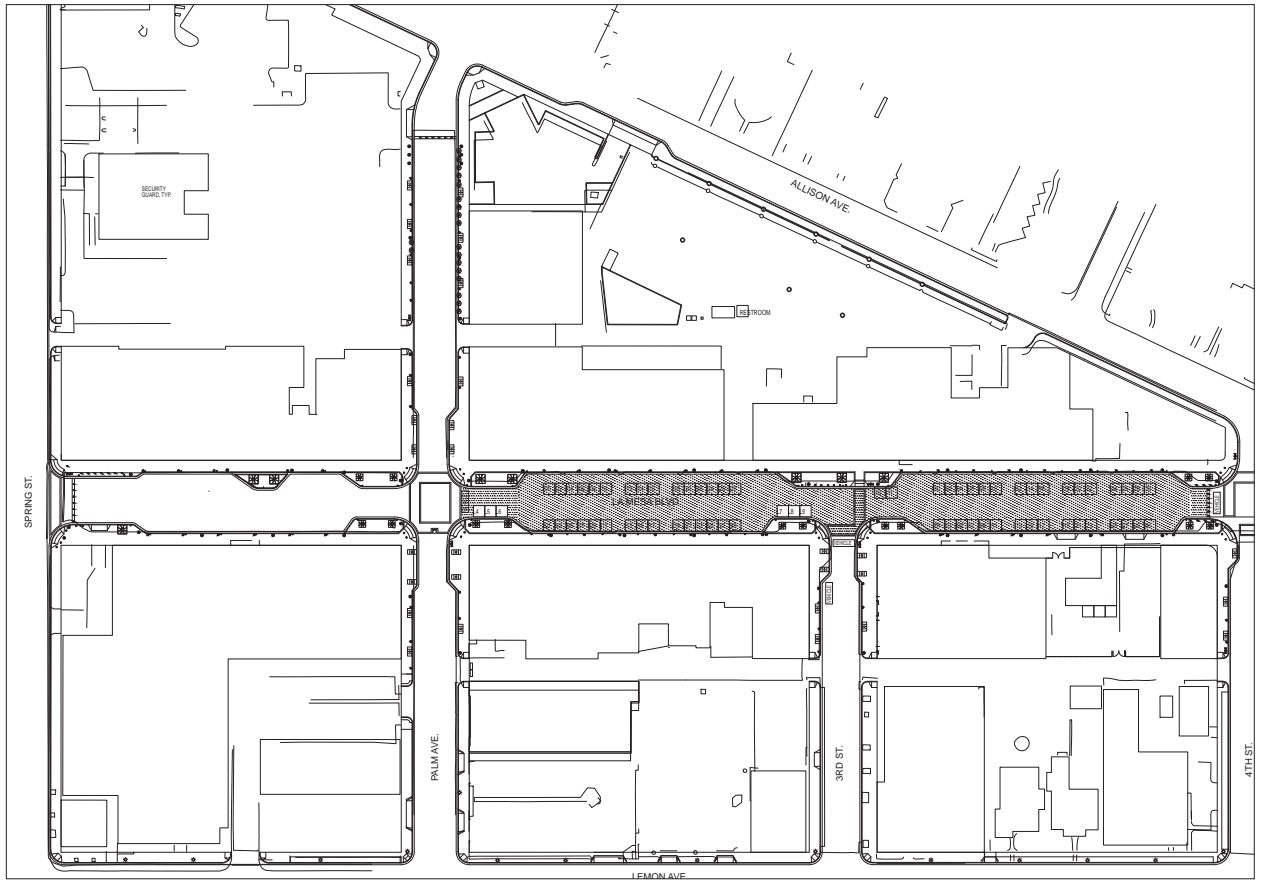
*** THIS CERTIFICATE MUST BE CONSPICUOUSLY POSTED AT POINTS OF SALE ***

ORIGINAL TO ISSUING COUNTY

COPY TO STATE

COPY TO AUTHORIZED COUNTIES

PRINTED ON Wednesday, August 15, 2018



1 SITE PLAN

SCALE: 1"=40'



PETER SOUTHWOOD
ARCHITECT
5000 Broadway Blvd
San Diego, CA 92108
Tel: 619.594.2828
peter@southwoodarch.com

REVISIONS

LA MESA FARMERS MARKET
VENUE LAYOUT
LA MESA, CA 91942

DATE:
JANUARY 23, 2018

SCALE:
PS

DRAWN:
PS

SHEET NO.:
1 OF 1



**APPLICATION FOR
SPECIAL EVENT**

July 1, 2018 – June 30, 2019

CITY CLERK USE ONLY

Applicant Name:

(Please Print) **Brian Beevers**

Address: 3013 University Ave. San Diego CA 92104 City: San Diego State: CA Zip: 92104

Home Phone: 619 795 3363 Work Phone: 619 550 7180 Cell Phone: 619 795 3363

E-Mail Address: **Brian@BriansFarmersMarkets.com**

Organization **Brian's Farmers' Markets**
(Please Print)

Address: 3013 University Ave. San Diego CA 92104 City: San Diego State: CA Zip: 92104

Phone: 619 795 3363 E-Mail address: **Brian@BriansFarmersMarkets.com**

Event Name: La Mesa Certified Farmers' Market Text

Date(s): Every Friday **Start Time:** 2:00pm **Location:** On La Mesa Blvd Between Palm and 4th st.
End Time: 8:00pm

Please note: application fee is not refundable. Also, any required staffing for the event is charged at full cost recovery rates unless a specific exception has been approved by the City Council. This applies to all events.

Approximate Number of People:	FEES
<input type="checkbox"/> Parade	\$ 350.00
<input type="checkbox"/> 250-499.	\$ 408.00
<input type="checkbox"/> 500-999.	\$ 598.00 + \$1,000 refundable clean-up fee
<input checked="" type="checkbox"/> 1,000+.	\$ 1,849.00 + \$1,000 refundable clean-up fee
<input type="checkbox"/> Street Closure Permit (if applicable) . . \$	50

In addition to the above fees, applicant must provide the following:

- A certificate of insurance in an amount specified by the City, **and** an Additional Insured Endorsement naming the City of La Mesa and verifying that the applicant's insurance shall be primary and any insurance or self-insurance provided by the City shall be non-contributory. (Available through the applicant's insurance carrier.)
- A hold harmless/indemnification agreement. (Available through the City Clerk's Office.)
- Applicant must submit a traffic control plan if city property/streets/traffic/transit will be impacted and/or used for the event. Applicant must notify MTS and/or SDTC if any form of transit will be impacted.
The Engineering Division must approve the traffic/transit control plan prior to the approval of the permit.

Detailed Description of Event:

The La Mesa Certified Farmers' Market is a weekly event consisting of approximately 56 vendors. North side of the street is all certified farmers and the south side of street is a mix of pre-packaged locally prepared foods, arts and crafts and 3 hot food vendors. This 26 year tradition is now a widely community supported event. I hope to keep it on the list of wonderful things about La Mesa.

It is important to note that while 1000+ people will stroll through the market over the course of 4 hours, there is likely not more than 500 at any given time.

Name of Event La Mesa Certified Farmers Market

If a PARADE, provide the following information:							
Assembly Location(s):	N/A						
Dispersal Location(s):	N/A						
Specific Parade Route:	N/A						
Plans for Assembly:	N/A						
Plans for Dispersal:	N/A						
Number in Parade	N/A	People:	N/A	Animals:	N/A	Vehicles:	N/A
Will any costumes, masks or unusual attire be worn?					YES <input type="checkbox"/>	NO <input type="checkbox"/>	N/A
On-Site Contact(s) responsible for special event or parade:							
NAME		CELL/PHONE #		ADDRESS			
1)	Brian Beevers	619 795 3363					
2)	Vincent Perez	619 865 3029					
3)							
Total number of security persons provided by applicant: <u>0</u>							
Describe identification marks, badges or symbols to be worn by such persons:							
While do not have security, we have 3 staff members who are trained to handle safety concerns and to call proper authorities if needed.							
WHEN THE SPECIAL EVENT IS EXPECTED TO REACH 500 OR MORE PERSONS AT ANY GIVEN TIME, TO BE DETERMINED BY THE CHIEF OF POLICE OR HIS/HER REPRESENTATIVE, THE APPLICANT, IN ADDITION TO THE ABOVE, WILL PROVIDE AND ASSURE THE FOLLOWING SERVICES:							
<ol style="list-style-type: none"> 1. The applicant shall distribute handbills that have been approved by the Chief of Police, or his/her representative, to surrounding residences and businesses within 300 feet of the special event's perimeter at least 30 days before the event. Parades and runs may satisfy this requirement by posting notices along the proposed route. The applicant must attest in writing to the City Clerk that this requirement has been met. 2. Adequate potable water supply. 3. One toilet for every 250 persons in attendance. 4. Adequate lighting during nighttime events. 							

Name of Event La Mesa Certified Farmers' Market

5. Adequate number of trash receptacles.
6. Adequate communications equipment for use by the monitors.
7. Clean-up of immediate and surrounding area properties within 24 hours of the special event.
8. Parking control (two hours before the start and two hours after the conclusion of the special event).
9. Method of regulating the number of participants. One security person for every 250 persons in attendance. Special Events utilizing La Mesa police officers, La Mesa reserve officers, and/or officers from other law enforcement agencies may be exempted from this requirement.
10. One copy of white background print of a map drawn to scale showing:
 - a. The location of the property concerned.
 - b. The location of all highways, streets, alleys, lots and parcels of land within 500 feet of the exterior boundaries of the proposed use.
 - c. The location of the vehicle parking area and of all other areas to be used for other uses incidental to the special event.
 - d. All interior access ways.
 - e. Access to the property.
 - f. The location and detailed plans of all buildings and structures on the premises or to be erected, including any bandstand, stage or other facility for performers.
 - g. The location of loud speakers.
 - h. The location of all toilet, medical, drinking and other facilities.
11. A certified check or other funds acceptable to the city in the amount of one thousand dollars shall be paid at the time of application to the City of La Mesa for clean up. If the terms of this chapter are met, the funds will be returned to the applicant within thirty days after the special event upon written request of the applicant.
12. Such other information as the Chief of Police may deem necessary in order to properly provide for traffic control, street and property maintenance, administrative arrangements, police and fire protection, and for the protection of public health, safety and welfare.

I DECLARE UNDER PENALTY OF PERJURY THAT THE STATEMENTS MADE ABOVE ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF. I UNDERSTAND THAT ANY FALSE STATEMENTS OR INFORMATION WILL RESULT IN THE REJECTION OR REVOCATION OF MY PERMIT.



Brian Beevers

5-21-2019

SIGNATURE OF APPLICANT/ORGANIZATION

PRINT NAME

DATE OF APPLICATION

CITY OF LA MESA USE ONLY

COMMUNITY SERVICES DEPT: Facility Availability

Name of Facility:

Availability: YES NO

POLICE DEPT: Approved Denied Signature:

Comments:

Method of Noticing (for over 500 people):

PUBLIC WORKS DEPT: Approved Denied Signature:

Comments:

BUILDING DEPT: Approved Denied Signature:

Comments:

PLANNING DEPT: Approved Denied Signature:

Comments:

FIRE DEPT: Approved Denied Signature:

Comments:

ENGINEERING DEPT: Approved Denied Signature:

Comments:

RECEIPT #	FEE AMOUNT: \$	DATE PAID:
PERMIT #	DATE ISSUED:	BY:

**INDEMNIFICATION AND HOLD HARMLESS AGREEMENT
FOR SPECIAL EVENTS**

In consideration for the issuance of a Special Event Permit ("Permit") and to the furthest extent allowed by law, Permittee does hereby agree to indemnify, hold harmless and defend the City of La Mesa ("City") and each of its elected officials, officers, officials, employees, agents and volunteers from any and all loss, liability, fines, penalties, forfeitures, costs and damages (whether in contract, tort or strict liability, including but not limited to personal injury, death at any time and property damage) incurred by City, Permittee or any other person, and from any and all claims, demands and actions in law or equity (including attorney's fees and litigation expenses), arising or alleged to have arisen directly or indirectly out of the special event. Permittee's obligations under the preceding sentence shall apply regardless of whether City or any of its elected officials, officers, officials, employees, agents or volunteers are negligent, but shall not apply to any loss, liability, fines, penalties, forfeitures, costs or damages caused solely by the gross negligence, or caused by the willful misconduct, of City or any of its elected officials, officers, officials, employees, agents or volunteers.

Throughout the life of this Agreement, Permittee shall pay for and maintain in full force and effect all insurance as required in Exhibit A, which is incorporated into and is hereby part of this Agreement, or as may be authorized or required in writing by the City Manager or his/her designee at any time and in his/her sole discretion.


Permittee shall conduct all defense at his/her/its sole cost. The fact that insurance is obtained by Permittee shall not be deemed to release or diminish the liability of Permittee, including, without limitation, liability assumed under this Agreement. The duty to indemnify shall apply to all claims regardless of whether any insurance policies are applicable. The duty to defend hereunder is wholly independent of and separate from the duty to indemnify and such duty to defend exists regardless of any ultimate liability of Permittee. The policy limits do not act as a limitation upon the amount of defense and/or indemnification to be provided by Permittee. Approval or purchase of any insurance contracts or policies shall in no way relieve from liability nor limit the liability of Permittee, its officials, officers, employees, agents, vendors, concessionaires, invitees or volunteers.

City shall be reimbursed for all attorney's fees and costs incurred by City in enforcing this Agreement.

This Agreement shall survive the expiration or revocation of the Permit.

The undersigned acknowledges that he/she (i) has read and fully understands the content of this Indemnification and Hold Harmless Agreement; (ii) is aware that this is a contract between the City and Permittee; (iii) has had the opportunity to consult with his/her attorney, in his/her discretion; (iv) is fully aware of the legal consequences of signing this document; and (v) is the Permittee or his/her/its authorized signatory.

Signed, sealed and delivered this 21 day of May 2019.



Permittee

Brian Beavers

Print Name

3013 University Ave. San Diego CA 92104

Address

619 795 3363

Telephone Number



Witness

Marieke Dusenbery

Print Name

1772 Harbison Canyon rd. El Cajon CA 92019

Address

206 280 1057

Telephone Number