

February 14, 2023

RE: Proposed Olive Ave. Street Closure and Weekly Farmers Market

Operated By:  
California Fresh Farmers Market Association

Host Organization:  
Tower District Marketing Committee

RECEIVED  
2023 FEB 23 A 10:00  
CITY OF FRESNO  
CITY CLERK'S OFFICE

The Tower District Marketing Committee is proposing to enter in to a host agreement with the California Fresh Farmers Market Association for the weekly operation of a Thursday night farmers market on Olive Ave. The Thursday farmers market will operate from 5 pm to 9 pm weekly. This pilot project will have a term of 52 weeks before being subject to renewal. The market will operate year round and will be subject to cancellation due to severe weather; cold, heat or rain.

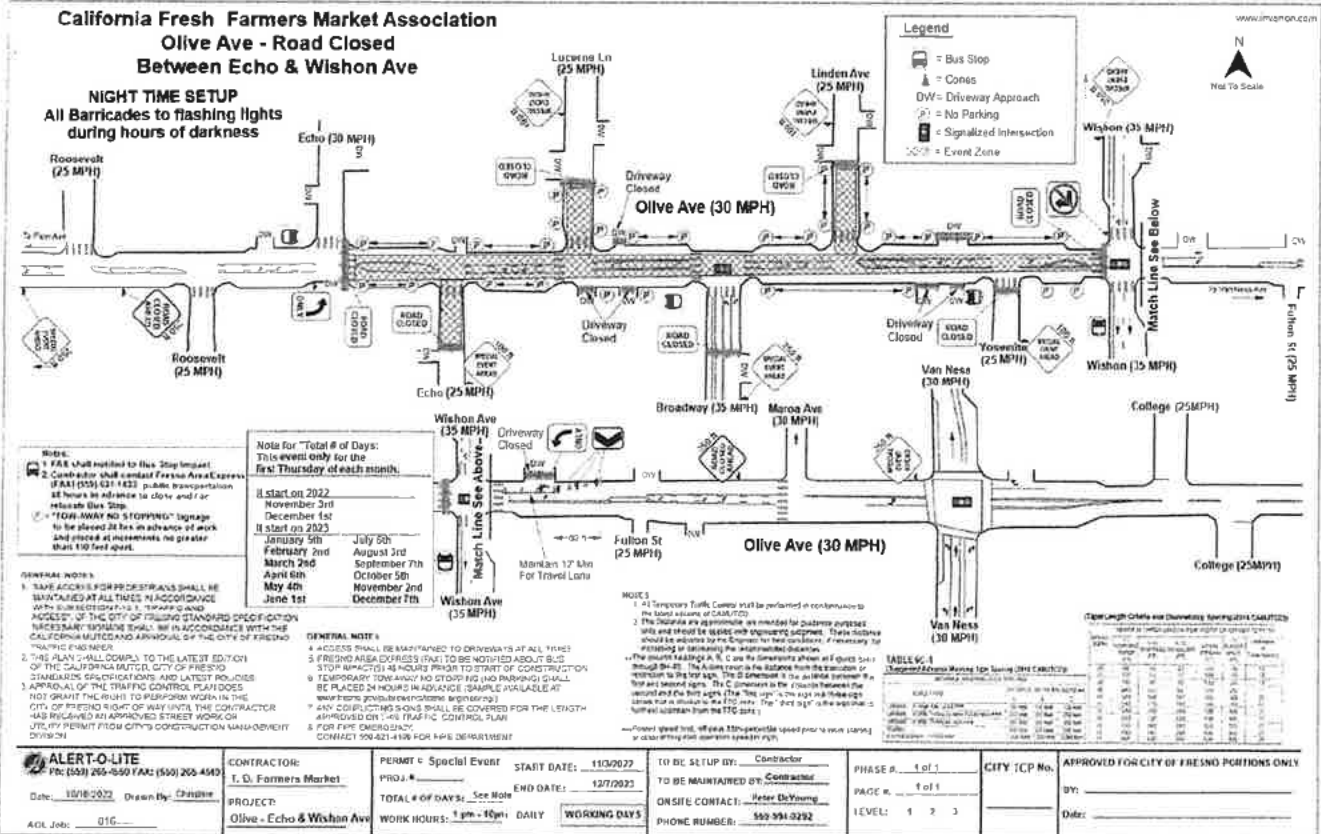
This proposed farmers market will require a street closure of Olive Ave from Echo Ave. to Wishon Ave. on Thursdays starting at roughly 2 pm until 10 pm to allow for set-up and break-down of the market. The proposed market will not close off access to parking located behind the businesses in the event area, but will limit the ability for those lots to exit onto Olive Ave during the closure times. All street closures will be conducted in accordance with the City of Fresno rules including, but not limited to proper notification, signage, detour routes for busses, commercial and residential traffic. Closures will be contracted to Alert-O-Lite to ensure professional and appropriate weekly execution.

The intent of this proposed farmers market is to bring increased foot traffic to the area, improve economic opportunities for the businesses and provide access to locally grown fresh produce and value added products to the Tower District community and the residents of Fresno and the surrounding area. This farmers market is a California certified farmers market and it's vendors accept EBT and PEBT payment to ensure more individuals and families have access to affordable fresh produce. The goal of this proposed market is to create a regional event that draws in new business to the businesses through increased marketing of the Tower District, creating a general awareness of the region and its tenants and generating return visits outside of market hours.

California Fresh Farmers Market Association has been operating a certified market at River Park for over 25 years and operates farmers markets at Community Regional Medical Centers. The Market will offer more than 200 varieties of locally grown fresh fruits and vegetables throughout the season, many organic, sold by small farmers. All products sold at the farmers market will be seasonal and come from the Central Valley. No produce grown outside of the Central Valley will be sold. Additionally, the market will also offer fresh cut flowers, plants, dried fruits and nuts, jams and jellies, olives, olive oils, fresh roasted coffee beans, fresh salsas, fresh squeezed orange and pomegranate juices, local honey, a huge variety of fresh baked items. Local artisans will be encouraged to join the market and sell their creations – glass, pottery, photography, paintings, jewelry, etc. Food trucks are an important part of the success of the modern farmers market. CFFMA strives to provide a wide variety of unique street foods in tents and mobile gourmet food producers being sensitive to place them away for competing tenants. Growers / vendors are required to haul out any trash they create at the market, leaving the Market Area in the same condition (or better) as it was before their arrival.

# The Tower District Farmers Market

## Preliminary Site Plan



I have been made aware of the proposed Olive Street Farmers Market and that if approved would occur on Thursdays from 5 pm to 9 pm with a street closure from 2 pm to 10 pm each week from Echo Ave. to Wishon Ave. I have received a copy of the proposed closure map for the establishment of this market by the California Fresh Farmers Market Association in partnership with the Tower District Marketing Committee and the businesses of the Tower District in the specific event area. I have been made aware that the market agreement is for a term of 52 weeks to pilot the program and establish a successful market that benefits the Tower District businesses and surroundings community. I have been made aware of my right to provide feedback to the host organization, the Tower District Marketing Committee through a monthly meeting open to all businesses in the area and that they will relay that feedback to the California Fresh Farmers Market Association so that appropriate adjustments can be made to the market's operations throughout the term of the pilot program.

Business Name:

Address:

Authorized Representative:

Contact:

We support the establishment of the Tower Farmers Market and street closure.

We object to the establishment of the Tower Farmers Market and street closure.

Additional comments:

I have been made aware of the proposed Olive Street Farmers Market and that if approved would occur on Thursdays from 5 pm to 9 pm with a street closure from 2 pm to 10 pm each week from Echo Ave. to Wishon Ave. I have received a copy of the proposed closure map for the establishment of this market by the California Fresh Farmers Market Association in partnership with the Tower District Marketing Committee and the businesses of the Tower District in the specific event area. I have been made aware that the market agreement is for a term of 52 weeks to pilot the program and establish a successful market that benefits the Tower District businesses and surroundings community. I have been made aware of my right to provide feedback to the host organization, the Tower District Marketing Committee through a monthly meeting open to all businesses in the area and that they will relay that feedback to the California Fresh Farmers Market Association so that appropriate adjustments can be made to the market's operations throughout the term of the pilot program.

Business Name:

Component Coffee Lab

Address:

Authorized Representative:

Contact:

We support the establishment of the Tower Farmers Market and street closure.

We object to the establishment of the Tower Farmers Market and street closure.

Additional comments:

A handwritten signature in black ink, appearing to be the name 'Alan', written in a cursive style.

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Business Name: IREWE'S CAFE, INC.

Address:

Authorized Representative: FRESNO CA.

Contact: IREWE SAUL

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We object to the establishment of the Tower Farmers Market and street closure.

Additional comments:

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Business Name: Banzai Japanese Bar & Kitchen

Address:

Authorized Representative: David Kasavong

Contact:

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Business Name: Noodle Express

Address:

Authorized Representative: Ning Bonasana

Contact:

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Business Name: *Perfect Blend*

Address:

Authorized Representative:

Contact: *Joel Lopez*

We support the establishment of the Tower Farmers Market and street closure.

[ ] We object to the establishment of the Tower Farmers Market and street closure.


Additional comments:



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Business Name: *The Lincoln*

Address: *\_\_\_\_\_*

Authorized Representative: *Aaron Gossett* 

Contact: *\_\_\_\_\_*

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Additional comments:

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Business Name: *DIVAS IN THE TOWER*

Address:

Authorized Representative: *Eddie LUNA Eddie Luna*

Contact:

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Business Name:

TOWER BLENDZ

Address:

Authorized Representative:

Antony Hyadele / Yameot TADESSSE

Contact:

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Business Name: *Aromas Restaurant*

Address: \_\_\_\_\_

Authorized Representative: *Maria Barreto*

Contact:

We support the establishment of the Tower Farmers Market and street closure.

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Additional comments:

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Business Name: *El Patio Mexican Restaurant*

Address: *1*

Authorized Representative: *Maria Barreto*

Contact:

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Business Name: Libez Restaurant & Lounge

Address:

Authorized Representative: Gaby Alvarez

Contact:

We support the establishment of the Tower Farmers Market and street closure.

We object to the establishment of the Tower Farmers Market and street closure.

Additional comments:

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*Support*

Business Name: *INTERNATIONAL FURNITURE*

Address:

Authorized Representative: *D /*

Contact:

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Business Name: DETENTIM BILLIARDS

Address:

Authorized Representative: TIM JERRYAN OWNER

Contact: TIM JERRYAN

Approved

We support the establishment of the Tower Farmers Market and street closure.

We object to the establishment of the ~~Tower Farmers Market and street closure.~~ Agreed for Farmer's Market

Additional comments:



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Business Name: *Plemonter's Deli*

Address:

Authorized Representative: *Nancy Eberwein*

Contact: *i*

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Business Name: Cellpros - Tower District

Address:

Authorized Representative: Rudy Michel

Contact: Operator/owner

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Business Name: *CDT Cocina, LLC* - *approve w/ Food option non-compet's fin*

Address:

Authorized Representative: *Liz*

Contact:

We support the establishment of the Tower Farmers Market and street closure.

We object to the establishment of the Tower Farmers Market and street closure.

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*support*  
Business Name: MAMA MIA PIZZERIA

Address: .

Authorized Representative: Michael Anthony DiNuzzo (owner, Mama Mia Pizzeria)

Contact:

We support the establishment of the Tower Farmers Market ~~and~~ street closure.

We object to the establishment of the Tower Farmers Market and street closure.

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SUPPORT

Business Name: BOBBY SALAZAR'S

Address:

Authorized Representative:

Robert Salazar, owner

Contact:

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SUPPORT

Business Name: LUCY'S LOUNGE

Address: -

Authorized Representative:

Robert Salazar, owner

Contact:

We support the establishment of the Tower Farmers Market and street closure.

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Additional comments: