

## AGREEMENT

THIS AGREEMENT between the City of Columbia, Missouri, a municipal corporation (hereinafter "City") and Columbia Center for Urban Agriculture, Inc., a not-for-profit corporation organized in the State of Missouri (hereinafter "Contractor") is entered into on the date of the last signatory noted below (the "Effective Date"). City and Contractor are each individually referred to herein as a "Party" and collectively as the "Parties".

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. Contractor shall provide the services outlined in its proposal for the Event as submitted to City's Convention and Visitors Bureau, a copy of Contractor's Event Proposal is attached as Exhibit A, at a cost to City of **Seventy Five Thousand Dollars (\$75,000), to be paid out in three installments of \$25,000 each.** Contractor agrees that it is responsible for all funds made available to Contractor by this Agreement and further agrees that it will reimburse to City any funds expended in violation of city, state, or federal law or in violation of this Agreement. Should the Event be cancelled, Contractor shall, within thirty (30) days, refund to the City all money paid by the City.

2. Term. The "Term" of this Agreement shall commence on the Effective Date and shall continue until the date that is one hundred twenty (120) days after the Event.

3. Contractor agrees that it will make no changes in the approved Event until the changes are approved in writing by City.

4. Contractor agrees that it is subject to audit and review on request by City. If contractor has a financial audit prepared, that report shall be furnished to City's Convention and Visitors Bureau.

5. Contractor agrees that all funds received from City will be expended as approved by City Council and none of the funds shall be diverted to any other use or purpose, except as recommended by the Convention & Visitors Bureau's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from the provision of the Event described in Contractor's proposal shall be kept and open to City inspection during regular business hours.

6. Contractor agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than ninety (90) days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Contractor does not provide financial documentation, Contractor may not be eligible for future funding.

7. Contractor agrees that the Convention and Visitors Bureau and City will be recognized as outlined in Contractor's proposal.

8. HOLD HARMLESS AGREEMENT. To the fullest extent not prohibited by law, Contractor shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including but not limited to attorney's fees) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Contractor, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Contractor or a subcontractor for part of the services), of anyone directly or indirectly employed by Contractor or by any subcontractor, or of anyone for whose acts the Contractor or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Contractor to indemnify, hold harmless, or defend the City of Columbia from its own negligence. This clause shall survive termination of this Agreement.

9. Termination Provisions.

- a. By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.
- b. By Convenience. With ten (10) days written notice, either Party may terminate this Agreement for convenience.
- c. By Default. Upon the occurrence of an event of Default, the non-Defaulting Party shall be entitled to immediately terminate this Agreement.

10. Miscellaneous Clauses

- a. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.
- b. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available to it unless such amendment, addition, modification or waiver is in writing and signed by a duly authorized officer or representative of the applicable Party or Parties.
- c. Governing Law and Venue. This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, or the United States Western District of Missouri. The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.
- d. General Laws. Contractor shall comply with all federal, state, and local

- laws, rules, regulations, and ordinances.
- e. Employment of Unauthorized Aliens Prohibited. If this Agreement is an award of a contract or grant in excess of five thousand dollars, Contractor agrees to comply with Missouri State Statute Section 285.530 in that Contractor shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of this contract or grant, Contractor shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Contractor shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Contractor shall require each subcontractor to affirmatively state in its contract with Contractor that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the State of Missouri. Contractor shall also require each subcontractor to provide Contractor with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.
  - f. No Waiver of Immunities. In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.
  - g. Nondiscrimination. During the performance of this Agreement, Consultant shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin, or any other protected category. Consultant shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.
  - h. Notices. Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile, overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

If to City:  
City of Columbia  
Law Department  
P.O. Box 6015  
Columbia, MO 65205-6015  
ATTN: City Counselor

If to Contractor:  
Billy Polansky

On behalf of: Columbia Center for Urban Agriculture  
PO Box 1742  
Columbia, MO 65205

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand or facsimile and on deposit by the sending party if delivered by courier or U.S. mail.

11. Contract Documents. This Agreement includes the following exhibits, which are incorporated herein by reference:

Exhibit	Description
A	Contractor's Event Proposal

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement controls.

12. Entire Agreement. This Agreement represents the entire and integrated Agreement between Contractor and City. All previous or contemporaneous agreements, representations, promises and conditions relating to Contractor's Event and services described herein are superseded.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have hereunto executed this Agreement in triplicate the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI


By: \_\_\_\_\_  
Mike Matthes, City Manager

Date: \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
Sheela Amin, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Nancy Thompson, City Counselor 

CERTIFICATION: I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged, account number 22904820-504990, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

\_\_\_\_\_  
Director of Finance

CONTRACTOR

By: \_\_\_\_\_

IRS-EIN: \_\_\_\_\_

Date: \_\_\_\_\_

ATTEST:  
\_\_\_\_\_

FY2018 ATTRACTION DEVELOPMENT FUND APPLICATION  
City of Columbia – Convention & Visitors Bureau Tourism Development Program

Applications must be typed.

**Project Title:** Building Missouri’s First Agriculture Park

**Applicant Organization:** Columbia Center for Urban Agriculture (on behalf of the *Friends of the Farm* Partnership)

**Anticipated Start Date** 4/1/2018

**Completion Date** 12/01/2018

**Attraction Location** Clary-Shy Park 1701 West Ash Street, Columbia MO 65203

**Total Attraction Cost** \$2,263,878    **Amount Requested** \$75,000

**Describe how the funds will be used:** Funds will contribute to the construction of a year-round Event Pavilion to host the Columbia Farmers Market and other events at a new Agriculture Park.

Columbia Center for Urban Agriculture Budget			
	Last Year	Current Year	Next Year
Income	\$508,872	\$546,112	\$650,000
Expense	\$493,701	\$515,149	\$625,000

Did you submit a draft application for early review by CVB staff?

X Yes     No

Did you meet or correspond individually with CVB staff about your application?

X Yes     No

Have you received tourism development funds before?

X Yes     No

If Yes, how much and when?

Harvest Hootenanny Event Sponsorship \$1,800 in October 2015, \$890 in October 2016, \$1200 in October 2017

## PROJECT DESCRIPTION

### *The Attraction*

Three non-profit organizations and Columbia's Department of Parks and Recreation (Parks and Rec) have formed a public-private partnership called *Friends of the Farm*, to create Missouri's first Agriculture Park as a regional destination to connect Missourians with local agriculture. The Columbia Center for Urban Agriculture (CCUA) is working with the Columbia Farmers Market (CFM), Sustainable Farms & Communities (SF&C), and Parks and Rec to construct this health-focused, community, agricultural, recreational, commercial, and learning facility at Clary-Shy Park, an under-utilized 10-acre portion of a city-owned park in central Columbia. The Agriculture Park will include:

- A large Event Pavilion that will host the year-round Columbia Farmers Market and various large events throughout the year
- A central plaza serving as a gathering place for park visitors
- A fully conditioned multi-purpose building to host special events, meetings, and conferences
- Commercial kitchen space to be used for classes, events, and business rental
- A 3-acre urban farm which will produce 50,000 pounds of fresh food annually for local food pantries and demonstrate the beauty and feasibility of urban food production
- An outdoor classroom that will connect children to agriculture and the land in both formal educational activities and informal visits to the park
- A pollinator garden and water feature with native plants that encourages butterfly and bird watching
- A walking/running trail, with shaded seating areas at points of interest, connecting to the city's Activity and Recreation Center (ARC) and Shelter Gardens.

The CVB's *Visitors Guide* and *Profile for Tour Planners* already promote: agritourism, food, handmade goods, parks, trails, public gardens, educational opportunities. ***This demonstrates that the CVB finds these amenities valuable to tourism.*** Considering these features are all present in the Agriculture Park, this park will almost certainly be a destination which the CVB promotes in future publications.

A capital campaign has begun to raise funds for the project's capital phases, more information can be found at [www.BuildThisTown.org](http://www.BuildThisTown.org)

### *The Funded Component*

The Event Pavilion will be the centerpiece of the Agriculture Park. The partners are seeking financial assistance from the Convention and Visitors Bureau to complete a four-season building on this center-city site. The 32,700-square foot building will host the Columbia Farmers Market several evenings each week and Saturdays. Under the management of Parks and Rec, the facility will then be available for large community, corporate, and family events during other hours. ***It will be the only covered open-air facility of this size in mid-Missouri and be an attractive venue for large events.***

## LOCATION AND HOURS OF OPERATION

The Agriculture Park is located at Clary-Shy Park, a city-owned park adjacent to the ARC. The whole park, including the ARC, is 20 acres. The Agriculture Park will be built on the 10-acre field immediately to the west of the ARC.

**Figure 1. Aerial Photograph of present-day Clary-Shy Park**



Note the large unused space with no amenities, also note the poor condition of the current parking lot used by CFM.

**Figure 2. Architect's Rendering of future Agriculture Park at Clary-Shy Park**



A covered Event Pavilion, extensive agriculture demonstrations, walking trails, and other amenities will transform the underutilized central-city park.

As anchor tenant of the Event Pavilion, the Columbia Farmers Market will operate several evenings per week plus Saturdays. Part of the new building will include pull-down walls, enabling the CFM to operate on this site year-round rather the seasonally as is the case with the current pop-up tents. The building will be available for rental at all other times per Parks and Rec regulations.



The park, with its central plaza and trails, will also be available to visitors between 6 am and 11 pm--regular Parks and Rec hours.

Figure 3. Aerial Photo of CCUA's Urban Farm



CCUA has operated this 1.3-acre central-city site since 2010.

Columbia Center for Urban Agriculture's existing 1.3-acre Urban Farm draws volunteers and visitors not only from Columbia but also from the region. Both school children and adults attend its educational programs and events. Upon CCUA's transition to using the Agriculture Park as its new home base, 12 staff members will be present at the site during regular business hours and on evenings and weekends for events. Their regular presence, plus the many volunteers (over 500 last year) at the park, ***will add a feeling of vibrancy to the overall facility throughout the week.***

#### CAPITAL BUDGET

Project Architects, Simon Oswald Architecture, have provided an estimate of probable cost for the Event Pavilion. Their conservative (high) estimate for cost of the Event Pavilion's first, and largest,

phase is \$2.2 million (see detailed budget on next page). For the farmers' market, this includes space for 98 market booths, 36 of which are under cover for year-round use, and restrooms. The final cost will be determined through the bidding process. ***The project is currently going through the City of Columbia's bidding process.*** In a later phase, the building will be expanded to cover the remaining 62 market booths.

**Figure 4. Capital Budget for Event Pavilion**

<b>COMPONENT</b>	<b>QTY</b>	<b>UNITS</b>	<b>UNIT COST</b>	<b>SUBTOTAL</b>	<b>* OVERHEAD, PROFIT, CONTINGENCY</b>	<b>TOTAL</b>
6" Thick Concrete Vendor Stalls / Aisle	3,633	Sq Yd	51.75	188,025	66,263	<b>254,288</b>
6" Thick Vendor Drive Lanes / Parking	5,416	Sq Yd	51.75	280,278	98,775	<b>379,053</b>
4" Thick Sidewalks & Pedestrian Access	244	Sq Yd	40.50	9,882	3,483	<b>13,365</b>
Foldable Bollards	6	Each	1,000.00	6,000	2,115	<b>8,115</b>
Parking & Crosswalk Striping	2,500	Lin Ft	1.00	2,500	881	<b>3,381</b>
Central Portion of Building	14,715	Sq Ft	65.00	956,475	337,079	<b>1,293,554</b>
Sprinkler System	14,715	Sq Ft	2.50	36,788	12,966	<b>49,753</b>
Bathroom / Storage	825	Sq Ft	200.00	165,000	58,149	<b>223,149</b>
Bike Rack for 2 Bikes	8	Each	100.00	800	282	<b>1,082</b>
Bike Corral	6	Each	700.00	4,200	1,480	<b>5,680</b>
Sign Substrates / Walls	2,000	Sq Ft	12.00	24,000	8,458	<b>32,458</b>
<b>Estimated Cost of Event Pavilion Included in Phases 1 and 2:</b>						<b>2,263,878</b>
<i>*These are estimates of what a General Contractor would charge on top of the actual cost.</i>						

## POTENTIAL TO INCREASE VISITATION, LENGTH OF STAY, AND TOURISM EXPENDITURES

The facilities and the events at ***the Agriculture Park will enhance and extend the stay of visitors coming to Columbia.*** The Agriculture Park is more than a farmers' market or an urban farm or a recreational facility. Its distinct yet interconnected features emphasize fresh food, nutrition, and outdoor activity. With 2,000 – 3,500 customers every week, CFM's Saturday-morning market is already an attraction for Columbia's visitors. With the added features of a covered structure, seating, shade, gardens, interpretive activities, and an overall improved environment, market customers will spend more time at the park. The site will transform from *a place to shop* into ***a local food destination.***

Additionally, special events held in the Event Pavilion will attract out of town visitors. The 32,700 square foot open-air Event Pavilion is the only event venue of its kind in Columbia. Farm to Table events, car shows, bazaars, barbeques, and fairs can all be held in this building. ***This open-air pavilion makes it easy for unique pop-up events to occur, there is no other venue like this in Columbia.***

Our marketing campaign for the project's capital campaign is called "Build This Town". Building the park's 10 acres of shopping, demonstrations, and hands-on learning opportunities will put Columbia on the map for travelers and will appeal to people who seek out the best food that mid-Missouri has to offer. ***A great farmers' market defines a city and says a lot about the local community.*** To demonstrate this claim, included below are customer reviews of the Columbia Farmers Market by out-of-town visitors taken from [www.yelp.com](http://www.yelp.com), a website which allows users to review local businesses and attractions. These testimonials demonstrate the market's value as an attraction to these visitors and also show the potential for improvement at the site.

Figure 5. Excerpts from Yelp Reviews of Columbia Farmers Market



The image shows a screenshot of a Yelp review. On the left, there is a profile for 'Angie R.' from Southeast, Denver, CO, with 0 friends, 18 reviews, and 13 photos. The review itself is dated 11/5/2016 and is a 5-star rating. The text of the review reads: 'Traveling through Columbia we stopped at the most wonderful farmers market! It was such a welcome spot. They had a violinist who brought so much charm we didn't want to leave! This is a must stop! Excellent variety of breads, fruits, eggs and vegetables! Don't miss the homemade breakfast burritos!'





**Brian M.**  
 Saint Louis, MO  
 180 friends  
 878 reviews  
 3000 photos  
 Elite '17



12/8/2014



While visiting a friend in Columbia she made sure that we were up early to check out the Columbia Farmers Market, which sets up shop every Saturday for several hours in a parking lot. While I am not going to get into specifics as far as what types of produce and other items were available, I will say that they had the usual items like produce, flowers, baked goods, meats, etc all at great prices and best of all of the items were local. I even managed to find several items to bring back to Saint Louis!

All of the vendors were friendly, and some even took credit card however for those without cash you can stop by the ATM if needed. If in Columbia on a Saturday morning I highly recommend making a stop!



**L. W.**  
 Saint Louis, MO  
 194 friends  
 29 reviews  
 8 photos



10/27/2009

Word on the streets is the fine citizens of CoMo are working on getting a permanent structure for their market.

For a smaller, middle Missouri town, Columbia rocks. The CoMo market (unlike its big sister, Soulard Market in STL) has actual guidelines for growers who want to sell their produce in the market. This has fostered a wonderful grassroots collective of local farmers who are also food activists who don't utilize chemical pesticides.

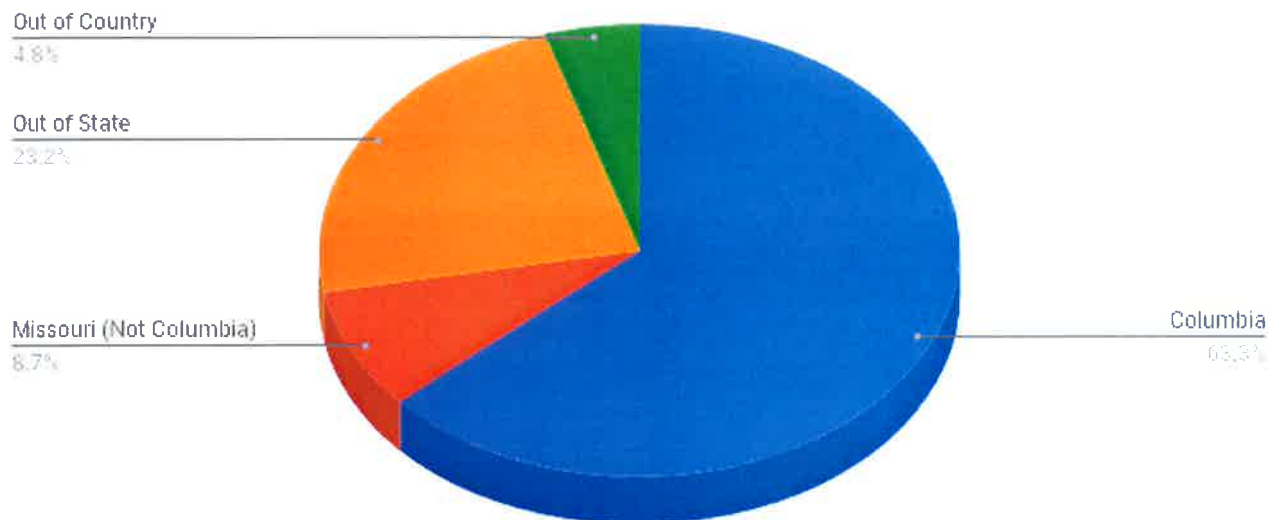
The market offers a variety of items including potted flowers, baked goods, exotic produce and those good ol' stand bys we Missourians can identify. Just be sure to wear your walkin' shoes because it can get a little muddy, and bring your reusable bags!

Keep fighting for that permanent structure, CoMo! I'm rootin' for you!

Columbia has many wonderful attractions which bring people to our town: sports, conferences, festivals, and more. The Columbia Farmers Market, and Agriculture Park, in combination with these large attractions serve to extend the stay of visitors to our town. For example, this summer Columbia was one of many cities across the country prime for viewing the solar eclipse. The eclipse occurred on Monday, August 21, 2017. The Columbia Farmers Market conducted a “dot survey” on Saturday, August 19, 2017 (see Figure 6), to determine how far customers travelled to the market. Results showed that 35.7% of visitors came from out of town, with many from out of Out of State or Out of Country (see Figure 7). Many of these visitors came to Columbia to see Monday’s eclipse. ***These eclipse tourists were in Columbia on Saturday morning for a Monday afternoon event. This data reinforces our argument that the Columbia Farmers Market enhances and lengthens a visitor’s stay.***



Figure 7. Chart displaying customer origin using data from “Dot Survey” on 8/19/17.



Supporting local businesses and the local economy has become increasingly more important to travelers. The Columbia Farmers Market is a producer-only market, meaning that no re-sale of products is allowed—each vendor at the market grew or produced the products they have for sale. This standard gives the Columbia Farmers Market integrity and truly connects market shoppers to local farmers. The Agriculture Park surrounding the market will provide an environment encouraging shoppers spend more time at the site and will offer authentic experiences to the park’s visitors. Most people are disconnected from agriculture and there is a growing trend to learn more about how food is produced. **Visitors will be blown away when they are up close to a farm which produces over 50,000 pounds of food annually.** The agriculture demonstrations and urban farm will bring in visitors for workshops and events. The Agriculture Park and the collaborative nature of the project represent Columbia’s unique environment. This park will brand our town as a fun, active, and fresh place full of innovators. **The Agriculture Park will be what visitors unexpect.**

#### METHODS OF TRACKING SUCCESS

Columbia Farmers Market, Columbia Center for Urban Agriculture, and Columbia Parks and Recreation are already actively measuring the impact of their programs. These metrics will continue to be measured and all are expected to increase. Customer surveys will be conducted at the market to determine where people came from and if from out of town, whether they stayed in a hotel during their stay.

Figure 8. Measurements of Success Chart

Measurement	Organization Responsible	Measurement	Expected Change In 5 Years
Market Customer Attendance	Columbia Farmers Market	Staff observation	33% increase
Market Sales	Columbia Farmers Market	Vendor Surveys	33% increase
Customer Origin	Columbia Farmers Market	Customer Surveys	Out of Town Customers will make up 38% on weekends with other events
Park Attendance	Parks and Rec	Digital Counters	Use of outdoor areas will increase by 60%
Food Produced	CCUA	Harvest Records	300% increase from CCUA's Urban Farm
Number of Educational Experiences and Participants	CCUA	Event Records	(Baseline 0) 6,000 people will participate in educational experiences annually
Event Space Use and Income	Columbia Parks and Recreation	Reservation Records	(Baseline 0) 200 rentals will host 16,000 people and generate \$60,000 annually.

### MARKETING EFFORTS

The Columbia Farmers Market will continue its *year-round billboard advertising*. This billboard informs travelers on I-70 of the market's presence. Additionally, television, radio, and print advertising is already paid for by the Columbia Farmers Market. These mediums reach audiences across the state. With the larger Agriculture Park attraction, there will be growth in marketing the entire site. Columbia Farmers Market is already featured in the CVB's *Visitors Guide*. The CVB's *Visitors Guide* and *Profile for Tour Planners* already promote: agritourism, food, handmade goods, parks, trails, public gardens, educational opportunities. ***This demonstrates that the CVB finds these amenities valuable to tourism.*** Considering these features are all present in the Agriculture Park, this park will almost certainly be a destination which the CVB promotes in future publications.

Farm to Table dinner events are already held by Columbia Center for Urban Agriculture and Columbia Farmers Market. These events are highly publicized and will grow at the Agriculture Park. For example, CCUA's annual Harvest Hootenanny attracts around 1,000 attendees annually, at the Agriculture Park, this event will grow and attract more visitors.

Colleges, hospitals, and sports bring many visitors to Columbia every year. Information about the market is already available to visitors who check Yelp, Google, Facebook, Twitter, Instagram, and the Columbia Farmers Market and CVB websites. The improved park will continue to serve these visitors and provide them with an improved experience.

### OPERATIONS BUDGET

The Friends of the Farm public-private partnership is working to build the Agriculture Park. Although, the work continues beyond fundraising and construction. The partners are also working together to manage and maintain this site to serve our community's needs. Each organization will remain

independent. Together, the partner organizations have the experience and capacity to deliver the park's day-to-day programming. This is not a new entity and the organizations are not merging, it is a group of organizations who have agreed to work together under a Memorandum of Understanding codified by the Columbia City Council (see appendix for MOU). The deep partnerships will allow this park to serve the entire community with an emphasis on fresh, healthy, local foods.

To address the operations budget as it relates to this funding request, there are two components of the Columbia Farmers Market budget that will change as a result of this attraction enhancement: staffing and rent. With more vendors and more customers, the market will require more staff, so personnel costs will increase. However, the increase in staffing costs will be offset by an increase in the number of vendors who pay membership fees. The vendors who sell at the market pay annual fees which cover staff, marketing, and other operational costs. As the number of vendors grow, CFM's income will also grow to cover increased operational costs. So, even though costs will increase, income will also increase and **CFM's bottom line will not be affected.**

CFM currently pays rent to Parks and Rec for use of the parking lot they occupy at Clary-Shy Park, and after the Event Pavilion is built, rent will increase. Ongoing maintenance of the Event Pavilion will be the responsibility of Parks and Rec. In order for the city to cover these costs, CFM and others who rent the building will be charged a rent which pays for these maintenance expenses. Higher rents paid to Parks and Rec will be offset by items to be eliminated from CFM's budget—notably port-a-potties in the summer and rental fees paid to Parkade Center in the winter. **CFM's Income and expenses will remain balanced.**

Figure 9. Columbia Farmers Market 2018 Budget

2018 CFM Budget	
INCOME	
Shirt/Hat/Bag Sales	5,000.00
Grants	40,000.00
Vendor Fees	60,365.00
<b>Total Income</b>	<b>105,365.00</b>
EXPENSES	
Advertising	6,610.00
Dues and Subscriptions	1,970.00
Insurance	1,985.00
Rent	12,000.00
Education	1,625.00
Mileage, Meals, Incidentals	2,400.00
Phone / Data	1,400.00
Supplies	15,000.00
Payroll	60,500.00
<b>Total Expenses</b>	<b>103,490.00</b>
<b>Net Income</b>	<b>1,875.00</b>

Similarly, the operations budget for Columbia Center for Urban Agriculture will experience some changes, but remain balanced. CCUA's rent payments at the Agriculture Park will consist of the



farming and educational activities provided at the site. This will eliminate the cash rent CCUA currently pays, but increase the staffing required to maintain the new Agriculture Park. ***CCUA's Income and expenses will remain balanced.***

### SOURCES OF CURRENT FUNDING

To date, almost \$3 million has been raised for the Agriculture Park project. This \$3 million consists of cash and pledges. All cash is currently being held either by the Community Foundation of Central Missouri or the City of Columbia.

**Figure 10. Cash and Pledges To date**

Donor	Cash In Hand	Pledges Outstanding	Total
MU Health Care	495,000		495,000
Park Sales Tax	400,000		400,000
Land and Water Conservation Fund		400,000	400,000
Missouri Foundation for Health		175,000	175,000
Stafford Family Trust	50,000	100,000	150,000
Boone County Community Trust	50,000	100,000	150,000
Partners for Places	50,000	50,000	100,000
Becaon of Hope Foundation		125,000	125,000
Heinkel Foundation	25,000	50,000	75,000
MFA Foundation		75,000	75,000
Anonymous Donor	16,817	33,333	50,150
National Association of Conservation Districts	46,950		46,950
3M	40,000		40,000
Lisa Guillory & Tim O'Connor	30,000		30,000
Robbie & Ali Price	10,000	20,000	30,000
USDA	29,000		29,000
Lara Landrum	25,000		25,000
Tim & Adriana McGarity	25,000		25,000
Shelter Insurance	25,000		25,000
Chuck & Jan Swaney		25,000	25,000
Landmark Bank	25,000		25,000
MFA Inc	9,000	16,000	25,000
MFA Oil		25,000	25,000
Central Bank of Boone County	5,000	20,000	25,000
Jeff Chinn and Nan Presser	12,000	13,000	25,000
Other Donors	209,314	172,937	382,250
<b>TOTAL</b>	<b>1,578,081</b>	<b>1,400,270</b>	<b>2,978,350</b>

## LAND / BUILDING ACQUISITION

Clary-Shy Park is owned by the City of Columbia Parks and Recreation and will continue to be owned by Parks and Rec in perpetuity. All buildings built on the site will be owned by Parks and Rec. Columbia Farmers Market and Columbia Center for Urban Agriculture, both have signed agreements with Parks and Rec for use of the land over the next 35 years.

## CONTRACTORS BIDS

The project is currently out for bidding. The initial phase of the Event Pavilion's construction includes a concrete slab to accommodate 98 vendors and the central portion of the Event Pavilion which includes restrooms. It is estimated that this initial buildout of the Event Pavilion will cost \$2.2 million (a detailed budget can be found in the "Capital Budget" section of this proposal). This estimate is purposefully conservative (high), the actual cost will not be known until bidding is complete.

## RESEARCH ON SIMILAR ATTRACTIONS

### *St Louis Science Center: GROW Exhibit*

In June 2016, the St. Louis Science Center opened their new 1-acre GROW exhibit. It features gardens, fruit trees, chickens, meeting rooms, classrooms, and numerous outdoor and indoor exhibits. The exhibits focus on food production, biology, chemistry, and agronomy. This September *St. Louis Business Journal* reported that GROW was the journal's winner of "Public/Private Project – Less than \$10 million", the article also stated that ***GROW attracts more than 75,000 visitors each month. This exhibit, has many similarities to Columbia's Agriculture Park.***

### *Farmers Market of the Ozarks in Springfield, MO*

In 2012, the *Farmers Market of the Ozarks* (FMO) was established in Springfield, Missouri. The following year, a pavilion with roll down doors was built for a year-round market at a development called the "Farmers Park". In the short lifespan of FMO, the market has seen tremendous growth. Today, during the peak of the season, FMO boasts more than 100 vendors and Saturday-morning customer counts around 11,000. The residential, commercial, and park-like atmosphere furnished at the Farmers Park makes it is a regional attraction and encourages customers to spend more time there. Below are examples of customers' reviews of FMO taken from [www.yelp.com](http://www.yelp.com). These reviews are from out-of-town customers who enjoyed the atmosphere. A community's farmers' market says a lot about that town. Many travelers seek out farmers' markets when visiting a new city.

Figure 11. Yelp Reviews from Farmers market of the Ozarks



**Angela M.**  
Woodstock, IL  
24 friends  
18 reviews  
11 photos

★★★★★ 8/16/2014

This is a great Farmer's Market! It has been rated in the Top 100 Farmers Markets in the US. When you go, go hungry! There are several food trucks selling breakfast, BBQ, pizza and more. There are a large number of farmers from around the area present, so stroll thru and check out their booths. There is a big price difference on some items so definitely do your comparison shopping. Seen today were huge, beautiful heirloom tomatoes, eggplants, garden potatoes, basil. One of the most popular booths is run by the Amish selling fresh pies and breads. Awesome music was playing in the background and there were plenty of places to sit and people watch!



**George S.**  
Tacoma, WA  
2 friends  
7 reviews  
2 photos

★★★★★ 2/28/2015

One of the best farmers markets I have ever been to. Wonderful people open even in a snow storm shows dedication.

FMO was awarded the title "15th Farmers Market in the Country" in 2014 by *The Daily Meal*. In 2015, *Food 52* named FMO the "6th Farmers Market in the Country", and *FEAST Magazine* named FMO the best farmers' market in Missouri. Much of FMO's success can be attributed to the year-round pavilion and park atmosphere. An improved park atmosphere and year-round Event Pavilion at Clary-Shy Park will provide many of the same benefits for the Columbia Farmers Market here in Columbia.

To further demonstrate the impact of Missouri farmers' markets on tourism, more customer reviews from [www.yelp.com](http://www.yelp.com) are included below:

Figure 12. Yelp Reviews from Soulard Farmers Market in St Louis, MO



**Tony R.**  
Dallas, TX  
457 friends  
218 reviews  
550 photos  
Elite '17

★★★★★ 2/9/2016

6 check-ins

Value - 5  
People - 5  
Atmosphere - 5  
Great Time - 5

I live in Dallas, TX and I heard about the Soulard market watching Andrew Zimmerman on the Travel Channel. The following week, myself and a few friends of mine flew out there to experience ourselves... OMG!!! It's like Walt Disney, Julia Child and a baby and named it Soulard!!! It's that Happiest place on earth for Foodies... The produce is extremely fresh and sources back to the farm as well as the meats. I found the BEST Bacon ever there as well as the BEST bread ever too.

I now fly from Dallas to St. Louis ever 3 months just for bacon, rabbit, bread and produce. My usual order consist of 20lbs of bacon (people at work love it too) and bread.

If you are looking to walk around and want to enjoy a

Figure 13. Yelp Reviews from City Market in Kansas City, MO

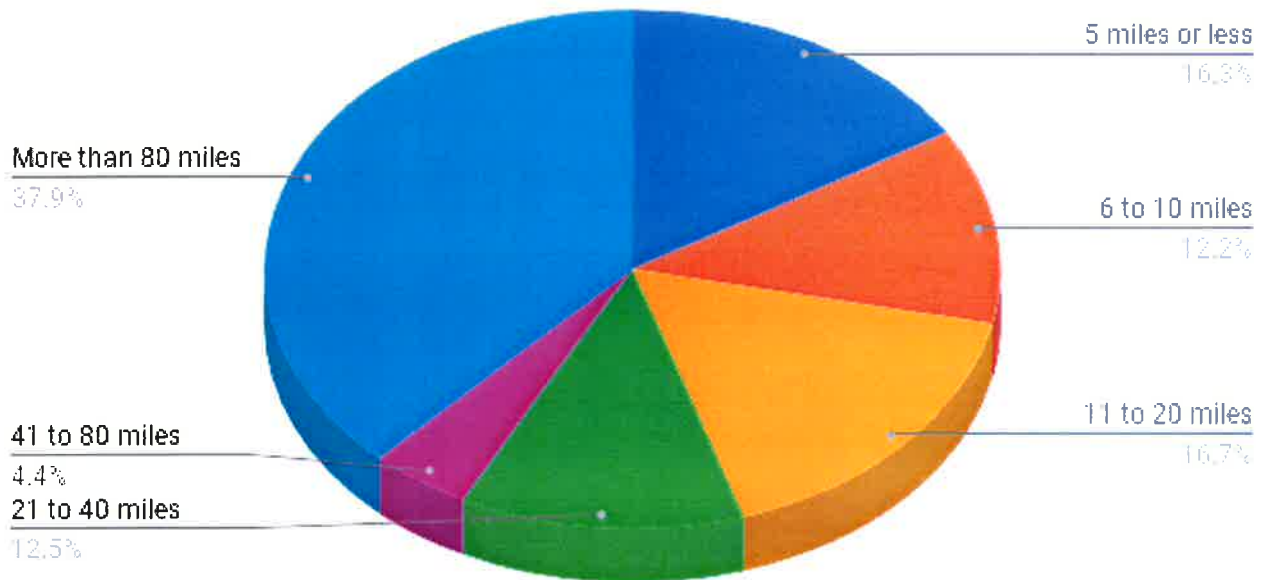
**Kim F.**  
New Carlisle, OH  
👤 17 friends  
★ 14 reviews  
📷 15 photos

★★★★★ 4/9/2017  
We visit Kansas City from Ohio on business a couple times a year and **this is always on our agenda**. If we lived here I would go every weekend! Please don't pass up the beignets!

**Lesa F.**  
Russell, KS  
👤 256 friends  
★ 255 reviews  
📷 733 photos

★★★★★ 2/20/2017  
Was in KC for the weekend and decided to check out city market  
Wow I'm so glad we did !!  
This place has everything you could possible be looking for !  
The produce selection was amazing an especially for this time of year. The prices are great as well !  
  
We didn't even see 1/3 of the place. We were buying all kinds of things from produce to doggie treats  
  
**We will for sure return again and again when in the area**

Figure 14. City Market (Kansas City, MO) Attendance on Labor Day Weekend 2017



About 38% of customers at the City market on Labor Day Weekend came from over 80 miles away. The City Market has many of the same amenities that the Agriculture Park will have, such as a farmers' market, kids activities, prepared food, and educational exhibits.

*Columbia Farmers Market in Columbia, MO*

In 2016 CFM conducted market research with help from the USDA Farmers Market Promotion Program and a University of Missouri researcher. The final report found that customers are motivated to buy local because they understand it is good for the local economy and the community. These customers are also motivated by learning about the farmers and families who grow the food. This relationship increases their wiliness to spend more of their food dollars at the

farmers' market and support those farmers. The project also examined customers' shopping patterns and showed the number one reason that customers did not come back to CFM was inconvenient times. The Event Pavilion will give the farmers market a more stable schedule in a single year-round location. Market hours will expand with these improvements.

### ATTRACTION'S COMPLEMENT TO EXISTING TOURISM EFFORTS

#### *Addresses an unfulfilled niche in the market*

The Agriculture Park fulfills a niche—an open-air Event Pavilion—for the Columbia Farmers Market and other special events. Columbia has very few open-air markets, and CFM is by far the largest with 80 vendors. The new covered structure will allow the market to operate on rainy, sunny, and snowy days every week of the year. The nature of the existing outdoor market makes it unreliable for customers and local farmers. Currently, customer counts shrink by 45% from the last outdoor “summer” market (at Clary-Shy Park) to the following week’s first indoor “winter” market (at Parkade Center across town). Given that product offerings are largely unchanged from week to week, this precipitous drop in customers can be attributed to change in the market’s location. The future year-round Event Pavilion will make it easier to have multiple weekly market days, extend times throughout the week, and increase opportunities for additional sales. The Event Pavilion is a unique open-air space which will support unique special events like farm to table dinners, bazaars, and other pop-up events.

#### *Complements existing tourism efforts*

The CVB’s *Visitors Guide* and *Profile for Tour Planners* already promote: agritourism, food, handmade goods, parks, trails, public gardens, educational opportunities. ***This demonstrates that the CVB finds these amenities valuable to tourism.*** Considering these features are all present in the Agriculture Park, this park will almost certainly be a destination which the CVB promotes in future publications.

While the concept of an Agriculture Park is new to our community, the activities and organizations that will make up this collaborative site are tried and true. The work of Parks and Rec, CUA and CFM is already contributing to Columbia’s tourism attractions. The numerous events hosted by Parks and Rec, the weekly markets hosted by CFM, and CUA’s educational activities and special events already attract visitors to our town and enhance the visitor experience. ***The Agriculture Park will boost the impact of these successful organizations and their proven programs.*** This partnership creates a shared infrastructure that will support this winning group. Much of the funding to support the programs and activities at the park will come from the partner organizations’ existing budgets. As for program expansion at the park, new sources of funding have already been secured for these existing programs. For example, Missouri Foundation for Health has committed \$700,000 to support the park’s planning, capital, and programming costs over the next four years.

#### *Opens a new visitor market*

This project’s collaboration and coordination of resources add value to existing efforts, making a sum which is greater than its parts. CFM’s presence in the parking lot of Clary-Shy Park is currently viewed as *temporary*. CUA’s Urban Farm is currently tucked away on a few vacant lots in central Columbia, its presence could also be viewed as a *temporary* use of the land. This project will create a *permanent* home for these community assets, make 10 acres of grass and asphalt productive, and raise the level

of visibility for these community attractions. Additionally, the opportunity for pop-up events in the market pavilion opens up the possibilities for the park’s use. It isn’t just the end result—a world-class market, extensive teaching gardens, and event space—which will attract visitors, the *story* of how this project was built by public and private partners will be of equal interest to professionals in the food, agriculture, health, economic development, community development, public administration, and non-profit fields. Visitors will be able to feel the new life brought to this park and there will be many reasons to visit.

### TIMELINE

Construction for Phase 1 will begin this winter. Subsequent phases will occur as fundraising allows. Due to the success of fundraising to date, we anticipate being able to seamlessly transition Phase 1 construction into Phase 2 construction. The start and end dates indicated below are dependent on future fundraising.

**Figure 15. Project Timeline**

Phase 1	February '18 – April '18	Stormwater infrastructure, utilities, and grading
		Concrete Slab for Event Pavilion
Phase 2	April '18 – December '18	Central Portion of Event Pavilion (includes Restrooms)
		Vinyl curtains for winter market
		Customer parking expansion
		Outdoor Classroom Perimeter Fence and Preliminary Plantings
		Pedestrian Plaza and Sidewalks
Phase 3	January '19 – November '19	Urban Agriculture (gardens, orchards, other plantings, etc.)
		Barn / Greenhouse Area
		Office Building
		Outdoor Classroom Building
Phase 4	November '19 – April '20	Kitchen
		Eastern portion of Event Pavilion
		Western portion of Event Pavilion

SIGNATURE/DISCLAIMER

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We, the undersigned, hereby certify that we have read and understand the Tourism Development Attraction Fund Program Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding ADF expenditures as required.

  
Applicant Authorized Signature

1/18/2018  
Date

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**Name of Primary Contact & Email:** (if different than above): same

**Legal name of Organization:** Columbia Center for Urban Agriculture

**Name of Organization President/or Chair of Board:** Sarah Bantz

**Address:** PO Box 1742, Columbia MO 65205

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**Web Site:** [www.ColumbiaUrbanAg.org](http://www.ColumbiaUrbanAg.org)    [www.BuildThisTown.org](http://www.BuildThisTown.org)

**Federal ID Number** (required): 26-4486257

**This organization is:** Independently chartered  Private  Non-Profit  Other (please describe)