



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: DIANE McBRIDE, RECREATION DIRECTOR/ASSISTANT TOWN MANAGER
RE: FRISCO GARDENERS CONCESSIONAIRE AND LICENSE AGREEMENT
DATE: MAY 9, 2023

Summary and Background: Graciela Ledesma with Frisco Gardeners approached the Town of Frisco with a request to sell flowers for a ten (10) day period on the B1 Lot this summer season. The Town currently has a non-exclusive agreement in place with Uncle John's Fruit Stand for a portion of this B1 lot for a fruit and vegetable stand. Ms. Ledesma will operate adjacent to the fruit and vegetable stand and will not interfere with this other business. The selling of flowers will compliment the sale of fruits and vegetables and will only occur for a ten (10) day period starting June 8, 2023.

Analysis: Staff worked with the owners of both Uncle John's Fruit Stand and Frisco Gardeners on this agreement. There is good synergy between the two operations that staff believe will compliment both operations. The rental rate charged to Frisco Gardeners is a fair rental rate for the space and time occupied, and is comparable to the rental rate charged to Uncle John's Fruit Stand.

Financial Impact: There is a minimal financial impact of this operation as it will only operate ten (10) days this summer season. A total of \$100 will be added to the building rents line item (10-1115-3401). This fee is comparable to other fees charged to the concessionaire on the B1 Lot.

Alignment with Strategic Plan: Approval of this agreement aligns with the Town's goals of supporting a Thriving Economy as the flower stand is locally owned/operated and is visited by locals and visitor alike.

Environmental Sustainability: Frisco Gardeners supports local, small Colorado growers, and will recycle and take care of their own trash.

Staff Recommendation: Staff recommends that Council approve the Frisco Bay Marina Concessionaire and License Agreement between the Town of Frisco and Frisco Gardeners, LLC.

Approved By:

Tom Fisher, Town Manager

Leslie Edwards, Finance Director

Attachments:

Attachment 1 – Frisco Gardeners Concessionaire and License Agreement