City of Asheville Staff Report

City Council Meeting Date: October 27, 2026

Staff Resources: Chris Corl, Director, Department of Community & Regional Entertainment Facilities; Jon Fillman, Community Event Manager

Action Requested: Adoption of a resolution authorizing the City Manager to renew an agreement with the Appalachian Sustainable Agriculture Project (ASAP) for the production of the Asheville City Market in calendar years 2027, 2028, and 2029.

Background:

- Pursuant to Article 3 of Chapter 160A of the North Carolina General Statutes, the City of Asheville is authorized to enter into contracts for services with other entities, and the Asheville City Market produced by ASAP is eligible for City support as authorized by N.C.G.S. 106-736(b).

- In 2013, City Council adopted Resolution 13-17 establishing the City of Asheville's Food Action Plan in support of the Asheville Buncombe Food Policy Agenda, including prioritizing a long-term, permanent location for the Asheville City Market and supporting community efforts by co-designing incentives to establish neighborhood-based markets that provide healthy food.

- In 2017, City Council adopted Resolution 17-257, approving the City of Asheville Food Policy Goals and Action Plan, including focus areas in Food Access and Distribution, with the goal of increasing access to food for people experiencing food insecurity.

- Cooperation and support for regional economic development are goals set forth in the City Council Strategic Operating Plan, consistent with the City's adopted Food Policy Action Plan (Resolution No. 17-257) and Municipal Climate Action Plan (Resolution No. 23-70).

- ASAP is a non-profit organization with a shared mission to help local farms thrive, connect farmers with markets and supporters, and build healthy communities through connections to local food.

- On August 22, 2023, City Council authorized the City Manager to execute an Agreement with ASAP for calendar years 2024 - 2026, per Resolution 23-200, at a maximum annual value of $30,000, for a total of $90,000 over a three-year contract period.

- According to ASAP, from January 2024 through August 2026, Asheville City Market redeemed approximately $41,270 in SNAP benefits and $35,406 in Double SNAP incentives. In 2026, direct sales at the market supported 21 farms, and 14 new vendors had been scheduled as of September. The market also provides direct sales opportunities for emerging farms and small businesses, while its SNAP programs help customers purchase local food.

- ASAP has requested renewal of its agreement with the City to continue providing programming, in the form of a weekly farmers market continued at Market Street between the intersections of Woodfin and Walnut Streets (Exhibit “A”), and has requested the additional waiver of pole banner application fees and permit fees for the purposes of neighborhood identification within the event footprint on Market Street, in exchange for in-kind support valued at $46,205.75 per year as calculated by the value of fees by the City.

Vendor Outreach:

- Not applicable.

Council Vision 2036 Focus Area(s):

- A diverse community
- Thriving local economy
- Connected and engaged community

Council Priority Recovery Area(s):

- Economic Recovery

Committee(s):

- None

Fiscal Impact

- City support to be provided in-kind, through annual event-related fee waivers, at a maximum annual value of $46,205.75 per year, valid for programming from January 1, 2027 through December 31, 2029.

- There is no impact to the General Fund, since the fee waivers were already assumed in the Adopted Budget.

Suggested Motion:

- Motion to adopt a resolution authorizing the City Manager to enter into a new three (3) year contract with the Appalachian Sustainable Agriculture Project to conduct the Asheville City Market on Market Street weekly, and display of pole banners for neighborhood identification within the event footprint, supported by waivers of city fees and charges at a maximum annual value of $138,617.25 over the three-year term.

Attachment(s):

- Resolution

City of Asheville Resolution Number 26-_____

Resolution authorizing the City Manager to enter into an agreement with the Appalachian Sustainable Agriculture Project (ASAP) for the production of the Asheville City Market

Whereas, the City of Asheville has authority pursuant to Article 3 of Chapter 160A of the North Carolina General Statutes to enter into contracts for services with other entities; and

Whereas, ASAP is a non-profit organization with common interests to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food; and

Whereas, the Asheville City Market produced by ASAP is eligible for City support as authorized by N.C.G.S. 106-736(b); and

Whereas, the purpose of this Agreement is to provide farm-to-market opportunities in the City's Central Business District; and

Whereas, in 2013 City Council adopted Resolution 13-17 establishing the City of Asheville's Food Action Plan in support of the Asheville Buncombe Food Policy Agenda, including prioritizing a long-term permanent location for the Asheville City Market, and supporting community efforts by co-designing incentives that establish neighborhood-based markets that provide healthy food; and

Whereas, in 2017 City Council adopted Resolution 17-257 approving the City of Asheville Food Policy Goals and Action Plan, including focus areas in Food Access and Distribution by increasing access to food for people who experience food insecurity; and

Whereas, the 2023 City Council adopted Resolution 23-200 authorizing an agreement with ASAP for the production of the Asheville City Market for calendar years 2023, 2024, and 2026; and

Whereas, ASAP has requested renewal of its agreement with the City to continue providing programming, in the form of a weekly farmers market to be located at Market Street between the intersections of Woodfin and Walnut Streets (Exhibit "A") and has requested an additional waiver of pole banner application fees and permit fees for the purposes of neighborhood identification within the event footprint on Market Street, in exchange for in-kind support valued at $46,205.75 per year as calculated by the value of fees by the City.

Now, therefore, be it resolved by the City Council of the City of Asheville that:

The City Manager is authorized to execute an Agricultural Development Agreement with the Asheville Area Arts Council for calendar years 2027, 2028 & 2029 at a maximum annual value

of $46,205.75, totaling $138,617.25 over the three-year term, for the production of the Asheville City Market.

Read, approved, and adopted on this 27th day of October, 2026.

_____
Esther E. Manheimer, Mayor

_____
Brad Branham, City Attorney

_____
Magdalen Burleson, City Clerk

Exhibit A

Image showing the area of use for the Asheville City Market on Market Street between Woodfin Street and Walnut Street.

