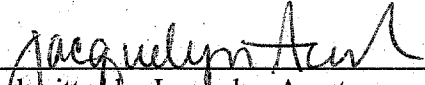


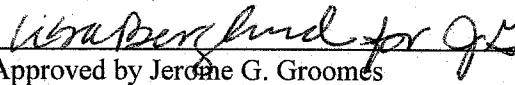


City of Carson Report to Mayor and City Council

September 21, 2010
Unfinished Business

SUBJECT: CONSIDERATION OF ORDINANCE NO. 10-1458 ESTABLISHING A BUSINESS LICENSE TAX EXEMPTION FOR FARMERS SELLING AT THE FARMERS' MARKET


Submitted by Jacquelyn Acosta
Administrative Services General Manager


Approved by Jerome G. Groomes
City Manager

I. SUMMARY

At their meeting of June 15, 2010, the City Council directed the City Attorney to prepare an ordinance to establish a business license tax exemption for farmers selling at the weekly farmers' market at the SouthBay Pavilion.

The ordinance before Council establishes a definition of farmers and grants them an exemption from the business license tax (Exhibit No. 1).

II. RECOMMENDATION

WAIVE further reading and INTRODUCE Ordinance No. 10-1458, "AN ORDINANCE OF THE CITY OF CARSON, CALIFORNIA, AMENDING CHAPTER 1, SECTION 4118.4, AND CHAPTER 3, SECTIONS 6303, 63143.1 AND 6339 OF THE CARSON MUNICIPAL CODE EXEMPTING FARMERS AT CERTIFIED FARMERS' MARKETS FROM CITY LICENSE AND PERMIT REQUIREMENTS AND STATING THE SITE, OPERATIONAL AND OTHER REQUIREMENTS FOR SUCH EXEMPTION."

III. ALTERNATIVES

1. DO NOT ADOPT the ordinance.
2. TAKE another action that the City Council deems appropriate.

IV. BACKGROUND

The SouthBay Pavilion (SBP) has been operating the weekly farmers' market since September 2008, when they took over the Thursday morning tradition which was started by the city of Carson in 1996.

Since taking over the management of the program, SBP has endeavored to expand the event by investing in promotion and advertising, as well as hiring a market manager to run the event. SBP believes that their efforts are being thwarted and they are losing vendors because of the city's business license requirements, which they view as excessive and burdensome (Exhibit No. 3). They have approached the city to seek relief from the tax obligations on behalf of the farmers.

This issue was reviewed by the Economic Development Commission (EDC) on

17.