

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



ITEM: 3.2
(ID # 25499)

MEETING DATE:
Tuesday, July 09, 2024

FROM : BOS DISTRICT 1

SUBJECT: BOS DISTRICT 1: First District use of Mead Valley Revitalization Funds for the Mead Valley Food Marketplace. District 1. [\$50,000 Total Cost – 100% Mead Valley Revitalization Fund]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Direct the Executive Office to Issue \$50,000 from the Mead Valley Revitalization Fund to Facilities Management for Operator obligations in the License and Operating Agreement.

ACTION:4/5 Vote Required


Supervisor Kevin Jeffries 7/11/2024

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Spiegel, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Gutierrez
Nays: None
Absent: None
Date: July 9, 2024
xc: BOS-Dist. 1, E.O.

Kimberly A. Rector
Clerk of the Board

By: 
Deputy

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FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$50,000	\$0	\$50,000	\$0
NET COUNTY COST	\$0	\$0	\$0	\$0
SOURCE OF FUNDS: Mead Valley Revitalization Fund 100%			Budget Adjustment:	No
			For Fiscal Year:	24/25

C.E.O. RECOMMENDATION: [CEO use]

BACKGROUND:

The County of Riverside, through a request from District 1, has been working on creating a “food fair destination” in the unincorporated Mead Valley area of the County. The Mead Valley area has an existing and vibrant street food culture with a mix of both legal and illegal vendors participating within this community. The County’s goal is to organize this popular street food scene, by offering a safe, permitted and legal alternative location for all vendors to operate.

The site for the “Mead Valley Outdoor Marketplace” (Outdoor Marketplace) is located near the corner of Cajalco Expressway and Harvill Avenue on an approximate 5-acre portion of a greater site (Property) currently owned by the Riverside County Transportation Commission (RCTC). On January 30, 2024, the County entered into a license agreement with RCTC to allow for the Outdoor Marketplace to be located on the Property.

The Outdoor Marketplace is intended to provide an organized and well-managed venue where multiple food trucks and food vendors can come together through an Operator on a large property and to sell food to the public within a safe, clean, permitted, and fun environment.

Through a Request for Proposal (RFP) process, CMXRS, a California Corporation (Operator) was selected as the Operator for the Outdoor Marketplace. Facilities Management - Real Estate (FM) has worked with CMXRS to negotiate and execute a Sublicense and Operating Agreement (Agreement) that will allow the Operator to best manage and promote the Outdoor Marketplace. The venue is intended to be a family-oriented destination; one that provides a great choice of a variety of food as its central theme.

The term of the initial Agreement is for a 3-year period with an option to extend. The Agreement provides that the Operator pay the County 5% of gross revenues beginning in the second year of operations. The County has provided the Operator with a one-time reimbursement fund in the amount of \$120,000.00 to offset start-up costs to the Operator. This action seeks to augment that Operator reimbursement fund by an additional \$50,000 to assist the Operator in expansion of the Outdoor Marketplace due to the high level of interest by both vendors and the public. To provide for the expansion, FM will negotiate an Amendment to the current Agreement with the Operator and through its delegated authority.

The County, through the Transportation and Land Management Agency (TLMA), has made certain and required initial improvements to the site as detailed, negotiated and agreed within the Agreement, and it is the obligation of the Operator to operate, maintain, provide security, insure, and manage the overall and daily operations of the Outdoor Marketplace and including this effort to expand the parking area and provide other minor improvements to enhance the overall environment of the Marketplace.

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Impact on Residents and Businesses

The Outdoor Marketplace provides a positive impact to the Community by establishing an organized safe and legally permitted venue for both residents and businesses to enjoy.

Additional Fiscal Information

A \$50,000 amount to Facilities Management to augment the one-time Operator Reimbursement Fund as provided within the Agreement.

SCHEDULE A. BUDGET ADJUSTMENT

Increase Revenues:

790600-47220-7200400000 Contrib Fr Other County Funds \$50,000