



## MEMORANDUM

**To:** Mayor and City Council

**From:** Adam Richter, Assistant Director of Parks and Recreation

**Via:** Jessica Carpenter, Director of Parks and Recreation

**Date:** December 13, 2022

**Reference:** Consider approval of amending the City of Coppell code of ordinances by amending chapter 6 “Business Regulations”, Article 6-16 “Alcohol Beverages”, section 6-16-6 “City Facilities” by re-lettering subsection D to E and by adding a new subsection D, providing limited license for sale of alcoholic beverages by a licensed vendor during Farmers Market event; providing a repealing clause; providing a severability clause; and providing an effective date.

**2040:** Create Business and Innovation Nodes

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### Introduction:

The purpose of this agenda item is to Consider approval of amending the City of Coppell code of ordinances by amending chapter 6 “Business Regulations”, Article 6-16 “Alcohol Beverages”, section 6-16-6 “City Facilities” by re-lettering subsection D to E and by adding a new subsection D, providing limited license for sale of alcoholic beverages by a licensed vendor during Farmers Market event; providing a repealing clause; providing a severability clause; and providing an effective date.

Recently, City staff were contacted by a vendor, who is also a Coppell resident, inquiring about selling bottles of wine at the Coppell Farmers Market (CFM). Based on current ordinance, the selling of alcohol is not permitted per Chapter 6 “Business Regulations”, Article 6-16 “Alcohol Beverages”, section 6-16-6 “City Facilities”. For this small business, and future businesses, to sell alcohol at the CFM, the ordinance will need to be amended and the vendor will need to be approved by the CFM Vendor Committee.

Current ordinance does allow for the sale of alcoholic beverages during other City-sponsored special events which has been well received by the community over the last several years.

**Background:**

The Coppell Farmers Market (CFM), located at 768 West Main Street, is a weekly market occurring Saturdays from 8:00 am - 12:00 pm. The CFM focuses on developing relationships with local growers and producers to provide fresh, seasonal produce, agricultural and local products for our community while fostering a sense of place in Old Town Coppell.

With support from the City of Coppell, the Coppell Farmers Market was established in 2003 by citizens who were passionate about local food and bringing a farmers market to Old Town Coppell. Operating under the umbrella of the Coppell Community Garden, a 501 (c)3 non-profit organization, the market is guided by a volunteer steering committee, a Market Director, and City Liaison. The CFM has 62 approved vendors, with 30-45 vendors attending the market weekly. Vendors sell a variety of products that you would typically find at the grocery store, including produce, dairy, meat, eggs, baked goods, skincare products, coffee and more.

In 2021, the Coppell Farmers Market was named the best Suburban Market by D Magazine, nationally recognized with the Snail of Approval for their sustainable practices and named the Coppell Chamber of Commerce Non-Profit of The Year. Through the hard work of a dedicated steering committee and the market director, the Coppell Farmers Market has flourished and seen a continuation of growth in the areas of customer attendance (1,700-2,000 customers a week), quantity, and diversity of vendors and products.

**Benefit to the Community:**

Amending this ordinance will allow a wider audience to be served at the CFM who wish to buy locally made alcohol. Hosting wine vendors helps support the CFM's mission to support agricultural producers. In addition to attracting more customers to the CFM, alcohol sales are in line with some of the nation's leading farmers markets and helps the CFM compete with other farmers markets in the area, specifically Grapevine with its wine festival and emphasis and Dallas with its many locally made alcohol choices. Lastly, the market aims to compete with grocery stores by continuing to offer a wider selection of high-quality food and drink. Alcohol sales will help the CFM in these efforts.

**Legal Review:**

The ordinance amendment was prepared by the City Attorney.

**Fiscal Impact:**

N/A

**Recommendation:**

The Parks and Recreation Department recommends approval of this item.