



Cathedral City

Legislation Text

File #: 2016-360, Version: 1

City Council

MEETING DATE: 9/14/2016

TITLE:

Desert Oasis Open Air Market

FROM:

Chris Parman, Communications / Events Manager

RECOMMENDATION:

Staff recommends the approval of S.U.P. #16-021 to establish the weekly Desert Oasis Open Air Market at Welk Resort.

BACKGROUND:

Front Page Events / Uptown Productions produces open air flea markets in the Coachella Valley including the Palm Springs Vintage Market at the Camelot Theatre and the former Palm Springs Open Air Market that was once located at Agua Caliente Spa Casino Resort. Vendors sell a variety of goods including prepared foods, produce, jewelry, art, apparel, and accessories.

DISCUSSION:

Owner Rick Jeffs would like to bring a weekly open air market to Cathedral City's Welk Resort located at 34567 Cathedral Canyon Drive, every Tuesday evening from 4 pm to 8 pm beginning on October 25, 2016 through April 25, 2017. The City would be a Level 1 sponsor in exchange for offering promotional marketing assistance.

The weekly market will be located on private land and all aspects of set-up, waste, restroom facilities, power, security, lighting, parking, traffic management, set-up and clean-up will be coordinated by the applicant. Mr. Jeffs and Welk Resorts have signed a Memorandum of Understanding allowing the market on their property. As a sponsor, the applicant will list the City as an additional insured with a liability limit of one million dollars.

The applicant has a lengthy list of potential vendors and believes he can get at least 40 vendors per week. Having the event at a resort offers a base of customers, but it will also be open to the entire community. Local businesses may apply to become a vendor as well.

FISCAL IMPACT:

Since all aspects of the open air market's operations will be handled by the applicant, the City will

incur minimal expenses. The applicant has paid for his S.U.P. application fee.

ATTACHMENTS:

Special Use Permit #16-021