



Cathedral City

Legislation Text

File #: 2016-526, Version: 1

City Council

MEETING DATE: 12/14/2016

TITLE:

Amendment to SUP #16-021, Desert Oasis Market

FROM:

Chris Parman, Communications / Events Manager

RECOMMENDATION:

Staff recommends amending S.U.P. #16-021 to establish the weekly Desert Oasis Open Air Market at the Downtown Festival Lawn.

BACKGROUND:

On September 14, 2016, the City Council approved S.U.P. #16-021 allowing Front Page Events / Uptown Productions and its owner Rick Jeffs to conduct a weekly open air market at 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. Sales at the resort have been slow and it has paused operating pending this amendment. The operator believes the market didn't get much traction due to low visibility.

DISCUSSION:

Owner Rick Jeffs would like to amend the S.U.P. and bring the weekly open air market to Cathedral City's Festival Lawn located at 68600 East Palm Canyon Drive, every Friday evening from either 3 pm to 7 pm in standard time and/or 4 pm to 8 pm or 9 pm in daylight savings time beginning on January 6, 2017 through April 28, 2017. The City would be a Level 1 sponsor in exchange for offering promotional marketing assistance.

The weekly market will be responsible for all aspects of set-up for waste, power, security, lighting as well as clean-up. Mr. Jeffs understands that his outdoor market is secondary in priority for the Festival Lawn and will move the market during weekends when other special events are utilizing it and/or adjacent areas. In those particular weekends, he will move the market to be located in front of City Hall on Avenida Lalo Guerrero where the C.O.D. Street Fair was located last season. If both spaces are being occupied, then he will move the outdoor market in front of the parking structure on

Avenida Lalo Guerrero. In the case of the whole downtown area being utilized, he will cancel the market that week.

As a sponsor, the applicant will list the City as an additional insured with a liability limit of one million dollars.

The applicant has discussed the move with his vendors and they are onboard with the change. He is even getting additional vendors wanting to come to the downtown market, if approved. Local businesses are more than welcome to apply as a vendor as well.

With a change in time and location, along with the new electronic billboard at the Festival Lawn, the outdoor market has a great chance of success.

FISCAL IMPACT:

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

ATTACHMENTS:

Amendment to S.U.P. #16-021