



Legislation Details (With Text)

File #: EDA M2021-046 **Version:** 1 **Name:**
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File created: 10/18/2021 **In control:** Economic Development Authority
On agenda: 10/28/2021 **Final action:** 10/28/2021
Title: Funding Proposal - Hispanic Holiday Market

Sponsors:

Indexes:

Code sections:

Attachments: 1. 1 - Pilot program of Hispanic Holiday Market MERCADO LOCAL

Date	Ver.	Action By	Action	Result
10/28/2021	1	Economic Development Authority	approve	Pass

Meeting Date: October 28, 2021

To: Members of the Economic Development Authority

From: Nate Carlson, Economic Development Coordinator

Funding Proposal - Hispanic Holiday Market

Action Requested:

The EDA will receive a funding proposal for a Hispanic Holiday Market. The Board may make a motion directing staff to facilitate the request or take no action.

Summary Report:

Local partners, Charlie Kyte and Mar Valdecantos, approached EDA staff regarding the proposed event where local Hispanic vendors would have the opportunity to sell holiday items over the course of several weeks. Currently, the market is tentatively scheduled to take place in the Depot building located at 204 3rd Street West.

Numerous cities and EDAs have coordinated with local “holiday pop-up” shops and offered to cover the cost for event space. The attached proposal identifies \$950 as the request for the EDA to assist in this holiday market. The EDA has identified minority entrepreneurship as a strategic priority, and this event would realize that objective.

Alternative Options:

N/A

Financial Impacts:

The funding request is \$950 and would be pulled from the current EDA budget.

Tentative Timeline:

The holiday market is tentatively scheduled for Fridays through Sundays starting November 17 and ending on December 29.