



# Monrovia City Council Update on Farmers Market and Street Fair July 6, 2021



# Background

- For over twenty five years, the Community has benefited from the Friday Night Old Town Monrovia Farmers Market and Street Fair
- Program Purpose:
  - To enhance the overall quality of life for the community
  - To create a Friday night destination for many throughout the San Gabriel Valley
  - To bring new visitors to town and introduce them to new businesses in Old Town
  - To provide activities for families and friends to do before or after they have enjoyed a meal in Old Town
  - Overall goal to encourage visitors to choose Monrovia over another community to spend their leisure time



# Background

- In 2016, the City entered an agreement with Raw Inspiration to host the weekly Farmers Market and Street Fair
  - On May 18, 2021, the City Council Extended the 5-year agreement for one-year
  - The agreement allows for 5, 1-year extensions at the City's discretion
- Raw Inspiration has been a terrific partner
  - Good communicator and listens to the merchants
  - Understand challenges and always works toward finding suitable solutions
  - Very responsive
  - Work towards supporting the brick and mortar businesses



# Background

- In March 2020, due to the COVID-19 Pandemic, the Farmers Market and Street Fair was closed
- Over the subsequent several months, the team from Raw Inspiration advocated for a portion of the Farmers Market and Street Fair to be qualified as an essential service, much like grocery stores
  - Through their advocacy, in July 2020, portions of the Market were allowed to re-open
  - The Market was scaled back to a single block of Myrtle Ave.
    - Originally in the 700 block of Myrtle Ave.; then moved north to the 500 block to create continuity with the outdoor dining in the 400 block
  - One way loops were created to ensure physical distancing, masks were required, spacing between vendors was increased, and capacity in the Market was limited



# Background

- In February 2020, the Street Fair Oversight committee convened to discuss the program and prepare an annual report
- COVID-19 delayed the presentation to MOTAB and the City Council
  - Too many changing factors and unforeseen impacts to Old Town and Raw Inspiration
  - Focus became on COVID response
- Now with the guidelines lifting and things returning to pre-pandemic conditions, a reset on the annual meeting and report is expected in the coming months
- In addition, MOTAB will need to identify two members to serve on the Oversight Committee
  - Both previous members are no longer serving on the MOTAB Board
  - Staff has recommended MOTAB consider this appointment at the July meeting to allow for the new Board Member to be a part of this discussion



# Background

- Staff presented an update to MOTAB at their June meeting and gathered feedback
  - Discussed the re-launch of the Full Friday Night Farmers Market and Street Fair – Effective July 2
  - Discussed the need for outreach to the impacted merchants in the 500, 600, 700, and 800 blocks
  - Discussed the impacts to the newly opened Avalon housing project
  - Discussed Marketing and Branding of the re-launch
  - Discussed communication related to the Parking impacts from the Market Vendors
  - Discussed the desire to limit the number and type of prepared food vendors



# Overview

500 block Lemon Ave. to Colorado Blvd.

Artisan Crafters  
Prepackage Food  
Pony Rides  
Kids Entertainment

600 block Colorado Blvd. to Olive Ave.

Bouncers  
Inflatables  
Face Painting

700 block Olive Ave. to Walnut Ave.

Prepackaged Food  
Artisan Crafters  
Farmers

800 block Walnut Ave. to Chestnut Ave.

Prepared Food  
Tables and chairs for visitors  
Entertainment



# Re-Launch Success!

- The Market re-launched on Friday, July 2
  - Large crowds and mostly positive feedback
  - Still working out some kinks and will continue to improve
  - Received criticism related to the petting zoo and specifically the Camel during the hot weather
    - Operator provides ample shade, water, and breaks for all the animals
    - Operator will not bring the animals out if the conditions are unhealthy or unsafe
    - Many of these animal are rescues and all are well-loved by the operator
- Current vendor breakdown = 74 Vendors
  - Farmers = 9
  - Artisan Crafters = 33
  - Entertainment = 4
  - Prepackaged Food = 17
  - Prepared Food = 8
  - Other = 3





# Next Steps

- Identify MOTAB Members for the Oversight Committee
  - July 20
- Convene an Oversight Committee Meeting
  - August TBD
  - Council Member's Shevlin and Spicer are currently on the Committee
- Continue to respond to Merchant and Resident questions
  - Ongoing
- Bring back to Council an Annual Report from Raw Inspiration as outlined in the Agreement
  - September





Question?

