

RAW INSPIRATION

# *Monrovia*

*street fair & market*

MARKET REVIEW





# Market Review 2022



MONROVIA | *street fair & market* |

## Adapting the Street Fair during the pandemic 2020-2022

The Fair & Market closed due to the pandemic March 2020.

- Reopened July 3, 2020
  - limited capacity
  - new market protocols
  - monitor & management of vendor cleaning protocols & safety
  - no entertainment or seating
  - only 1-block long
- Relocated North November 2020
  - response from the community & vendors
  - dining seating for restaurants
- June 2021 Expansion to pre-pandemic footprint (full 4-blocks)
- Inspections  
Health Dept., and Agriculture Dept.
  - no incidents and spotless inspections through 2020-2022



# Farmers & Vendors

## Overview of business through the pandemic



### FARMERS

-Business continued for farmers through the pandemic

Sampling was restricted  
Variations in setup effected  
-packing own produce  
-configuration of tables and produce

Staffing was strained due to regulations needing more staffing to comply

### PREPACKAGED FOODS

-Business continued for prepackaged foods through the pandemic

Sampling was restricted  
Setup variations with spacing/walls

Staffing was strained, many operators are sole employees

### PREPARED FOODS

-Completely shut down, unless they decided to pivot and prepack food to sell either frozen or by the meal like a prepack vendor.

### CURRENT STATUS:

-The above modifications to business operations were officially lifted June 15, 2021.  
-The most important issue our vendors have been faced with is their inability to hire employees for work due to a deficit in the current job market, per their responses.

# Market Composition



## FARMERS

- 6-15 Farmers

## CRAFTERS

- 20-35 Crafters

## PREPACKAGED FOODS

- 20-30 Prepackaged Vendors

## MONROVIA RESIDENT BUSINESSES & NON-PROFITS

- 10-12 various participation dates

## PREPARED FOODS

- 10-12 Prepared Food Vendors

## WEEKLY FAMILY ACTIVITIES

- Kid's Night Every 1st Friday
- Petting Zoo
- Bounce Houses & Rock Wall
- Live Entertainment
- Face Painter
- Balloon Artist

### NOTABLE DETAILS:

-Seasonal variations in the market effect composition, winter we see the market contract and spring/summer is more bountiful.



# MARKET LENS





# Happenings

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- Met with the Oversight Committee to discuss the market through the pandemic as well as gather feedback, October 2022.
- Increase of non-permitted street vendors infiltrating the market without being in compliance.
  - Our management team trained to approach vendors to request they move 500' away from the market
  - Offer them a place in the market under our approval, permitting and insurance process
- Beautifying the North entry point
- SB1383
- Calling all merchants & local non-profits 
  - \*please CBD not accepted at this time





# Gardens Into Schools

2019 Grant Recipient  
*Plymouth Elementary*  
*Food Ed Program*  
 update from Mar. '21



Dr. Greg Gero  
 Plymouth Elementary Principal

Hi Katie and Melissa,

I hope you are both doing well! I wanted to provide you with an update about our garden projects. Our vision has become more and more ambitious! We have partnered with *Amigos de los Rios* and *Food Ed* to undergo a campus-wide transformation, including:

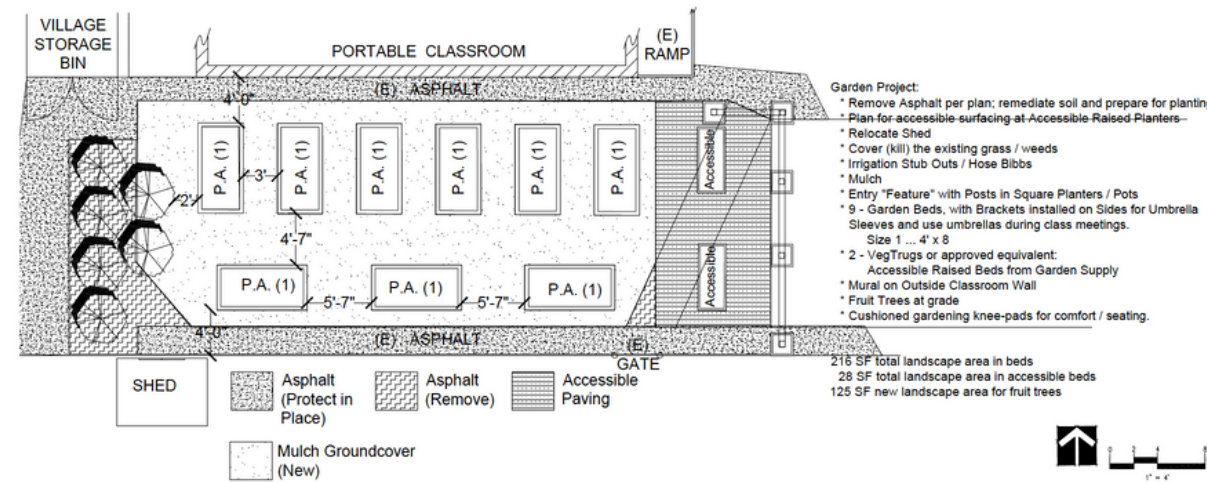
- Adding sustainable plants and trees that will address water flow issues
- Removing asphalt and replacing with porous pavement and colored concrete (improves water absorption and cools surface temperatures up to 20 degrees)
- Adding bioswales in strategic locations to improve water flow
- Creating outdoor learning spaces (including in our new vegetable garden!) for students

We have continued with the online garden science curriculum provided by *Food Ed*, and plan to expand this once students return to campus.

We're also partnering with L.A. Compost to create a community compost center that will connect to our vegetable garden.



Plymouth  
 Elementary



Plymouth Elementary School Garden Project

Layout Option 4  
 03/06/2020







# Local Businesses & Vendors



Kattywompus String Band  
517 S. Myrtle



# Paving the Way Ahead

We will continue supporting our farmers & vendors get stronger and back to a more normal market. Some of the ways we are helping our farmers & vendors regain their strength:

- Waiving fees
- Working out a payment plans
- Business planning and support
- Creating an online presence as a backup for business to keep moving
- Creating more business opportunities by opening more markets

With that, we have been experiencing an uptick in people interested in starting their own business. We are working on programming that helps to support and foster small business growth from the community by breaking down the often confusing, overwhelming & time consuming process.



Thank you for being a part of our resilience and strength

It has been and continues to be an honor to serve the Monrovia community!



THANK YOU!