



City Council Agenda Item

City Council Meeting Date: December 15, 2020

TO: Jim Throop, City Manager

FROM: Mario Guerrero Jr., Recreation Manager
m_guerrero@ci.lompoc.ca.us

SUBJECT: Discussion of City Operated Downtown Swap Meet in the Parking Lot on I Street and Ocean Avenue

Recommendation:

Staff recommends the City Council review the staff report and direct the Recreation Division to develop and operate a Downtown Swap Meet on Saturdays at the downtown parking lots on I Street and Ocean Ave.

Background:

On August 4, 2020, staff presented to the City Council a conceptual plan on the operation of a City operated swap meet. Due to COVID-19 related restrictions at that time, staff was directed to report back to the City Council for further discussion.

On August 25, 2020, staff submitted a memo to City Council detailing the operational plan and budget (Attachment 1).

For many years, a swap meet concessionaire operated a swap meet weekly on Saturdays in a parking lot in downtown Lompoc that is bordered by Cypress, I and J streets. The swap meet was very popular, but due to operating and regulatory concerns raised by residential and commercial neighbors, a presentation was made at the April 1, 2014, City Council meeting to address those concerns (noise, trash, parking violations). At that meeting, the City Council expressed a general consensus that the swap meet had outgrown the location, and a number of suggestions were offered for changing the swap meet operations, including relocating, reducing operating hours, reducing frequency (monthly or bi-weekly versus weekly), reducing the number of vendors allowed, and increasing enforcement of business licensing and seller's permits. Due to an inability to reach a consensus to address all concerns with the swap meet concessionaire, on July 15, 2014, the City Council discontinued the Concessionaire Services Agreement with the swap meet concessionaire.

Discussion:

Due to community demand for a swap meet/flea market option, and to ensure proper operation and maintenance, the City Recreation Division proposes a City-operated Downtown Swap Meet every Saturday to be located at the downtown parking lot of I Street and Ocean Avenue. Operation by the City Recreation Division will allow direct oversight of operations to ensure enforcement of all rules and regulations. As well, moving the location to the front parking lot will reduce the impact to the home owners and provide more parking for the community.

Conceptual Operations

- Set-up – 7:00-9:00 a.m.
- Hours of operation – 9:00 a.m. to 3:00 p.m.
- Clean-up – 3:00-5:00 p.m.
- Vendors – Seller’s Permit with the State of CA, City of Lompoc Business License
- General public – Allowed to sell merchandise two times per year without a permit or license
- All vendors, including general public, will register at the Anderson Recreation Center in advance (no on-site registration)
- Vendor spaces will vary in size to allow a vehicle, if desired
- Onsite – City staff, security, trash, chemical toilets

COVID – 19 Operational Plan

- Adhere to the CDPH COVID-19 Industry Guidance Guidelines
- All Vendors will agree and abide by the guidelines
- Signage will be displayed so the public is aware and follows protocols

See the attached layout for more details.

In order to ensure the City’s operations curb possible negative impacts, staff intends to engage the community, possibly through a Parks and Recreation Commission hosted workshop, to inform the public of the rules and regulations, as well as to receive public input.

Fiscal Impact:

The projected revenue and expense is based on a per day charge to each vendor, and 48 weeks of operation per year, to account for inclement weather when the swap meet would not be able to operate.

Rental Spaces – Approximately 70 spaces

38 – 13 x 13 no vehicle – \$25

28 – 20 x 13 with Vehicle – \$45

4 – Spots for Food Vendors – \$45

Estimated Expenses		Estimated Revenues @ 50% Occupancy		Estimated Revenues @ 70% Occupancy	
City Staff (PT)	\$23,760	13 x 13 Sites	\$22,800	13 x 13 Sites	\$31,200
Security	\$8,400	20 x 13 Sites	\$30,240	20 x 13 Sites	\$41,040
Toilets & Trash	\$5,908	Food Sites	\$4,320	Food Sites	\$6,480
Marketing	\$3,000				
Miscellaneous	\$6,000				
Total Expenses	\$47,068	Total Revenue	\$57,360	Total Revenue	\$78,720
		Surplus	\$10,292	Surplus	\$31,652

Estimated surplus could be reserved for capital improvements necessary at the Downtown Swap Meet site, such as striping, overlay, landscaping, lighting, or other items as needed. In addition, the estimated surplus could be used to defray other General Fund operations.

Conclusion:

The previous swap meet was very popular to the residents of the Lompoc Valley and allowed local vendors the opportunity to sell their goods in a safe, communal environment. A Downtown Swap Meet would bring visitors back to shop in the downtown area with spill over to nearby businesses.

Respectfully submitted,

Mario Guerrero Jr., Recreation Manager

Christie Alarcon, Community Development Director

APPROVED FOR SUBMITTAL TO THE CITY COUNCIL:

Jim Throop, City Manager

- Attachments:
 Attachment 1 August 25, 2020 Memo to Council
 Attachment 2 Downtown Swap Meet Layout