

City of Lompoc

December 15, 2020 City Council Meeting

Discussion of City Operated Downtown Swap Meet

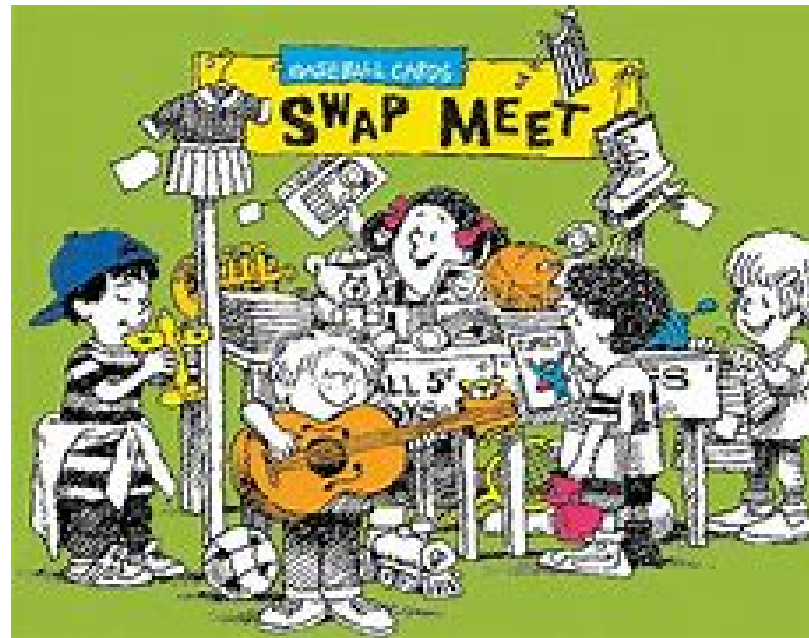


Background

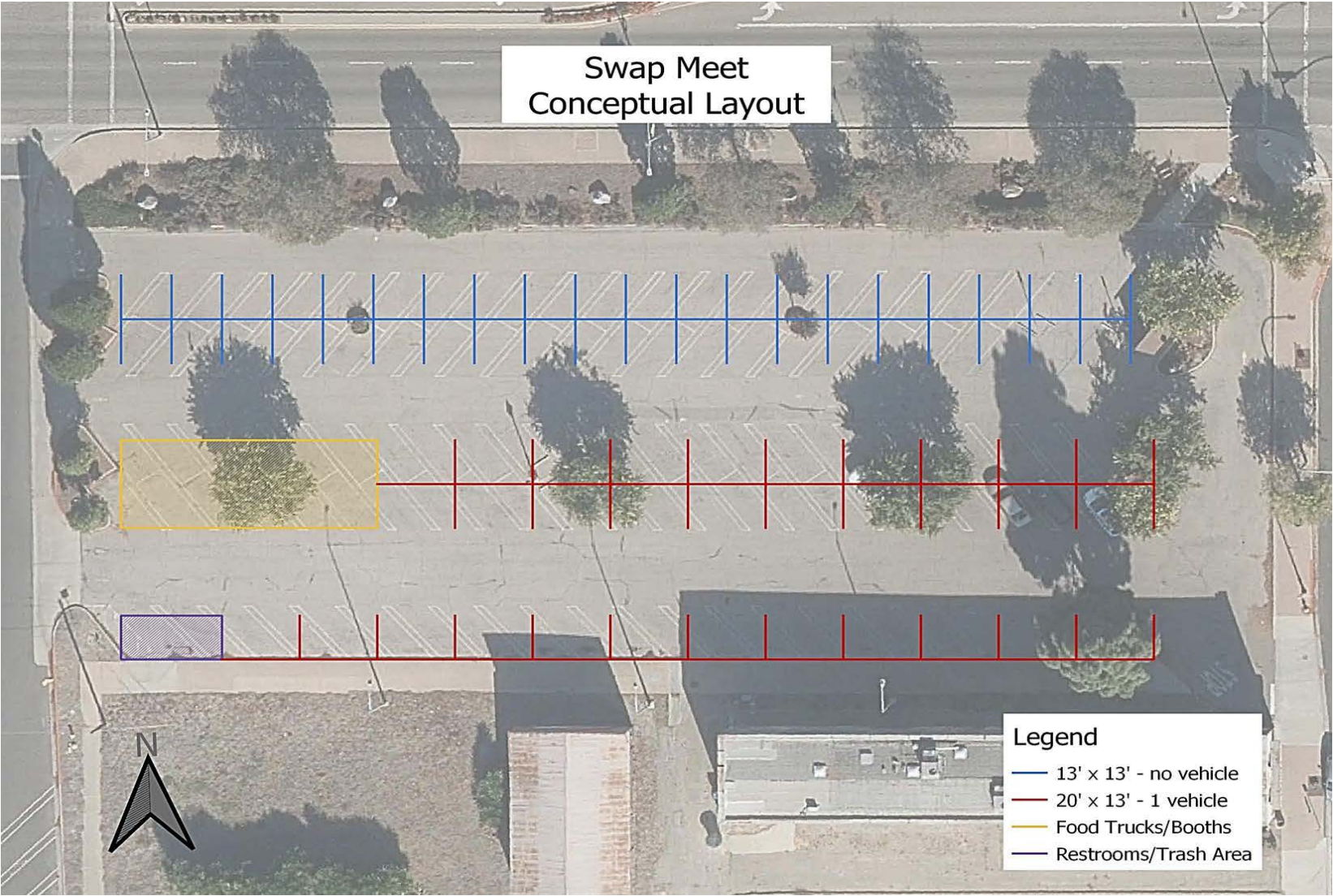
- April 1, 2014 A presentation to City Council was given to address operating and regulatory concerns raised by residential and commercial neighbors. Operating Concerns (Noise, Trash, Parking violations), Regulatory Concerns (Enforcement of Business Licensing and Sell Permits)
- July 15, 2014 Due to an inability to reach a consensus to address all the concerns with the swap meet concessionaire, the City Council discontinued the service agreement
- 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.
- August 25, 2020 Staff submitted a memo to City Council detailing the operational plan and budget

Discussion

- 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



Swap Meet – I Street and Ocean Avenue



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 and 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

Fiscal Impact

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

Type of Market

Flea Market	They set up and sell their goods from designated spaces called booths or stalls, which they rent from the flea market owners or organizers. Traditionally, each flea market vendor stays with their booth and takes care of customer transactions
Swap Meet	Technically, a swap meet is a gathering where people swap primarily used merchandise. Today, however, most swap meet merchandise is sold instead of traded and the term is used interchangeably with flea market
Open Market	Consideration for all items (Flea Market, Swap Meet & Farmers Market)

Business Friendly – Brick & Mortar

- Engage the surrounding businesses and develop a program to offer free or reduced space to promote and offset any reduction in service
- Develop a reduced fee structure for other Brick & Mortar businesses to promote and engage the community

Conclusion

- Staff recommends City Council direct the Recreation Division to move forward with the Swap Meet as proposed in the staff report.

