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**SUBJECT:** Consider a Request from Mayor Meyer and Council Member Mendoza for Allocation of Economic Development Grant Funds and staff time for a 2026 Winter Market or similar project

**DEPARTMENT:** City Manager's Office

**STAFF:** Darin Gale, Assistant City Manager  
Amanda McVey, City Clerk

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### **TITLE/RECOMMENDATION**

Request to prepare a report and recommendation for the allocation of current and future Economic Development Grant funds to support the creation and operation of a Winter Market in 2026.

The event would serve as an opportunity to promote local economic activity, attract visitors to the downtown area, and foster community engagement during the holiday season.

### **FISCAL IMPACT**

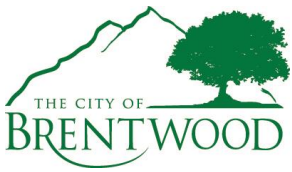
To be determined by staff based on available and projected Economic Development Grant funds.

### **BACKGROUND**

Pursuant to Rule 4.4 (a)(2) of the City Council 110-1, a request was made to the Interim City Manager by Mayor Meyer and Council Member Mendoza on October 25, 2025. Per Rule 4.4, City Council discussion is limited to whether staff time and City resources should be spent on the item and the time period for scheduling.

The attached correspondence is a request from Councilmember Mendoza and Mayor Meyer seeking evaluation of a potential new project concept. The attachment provides the initial scope and background as conveyed by the requestors and is included for reference and context.

At this time, staff is seeking direction from the City Council regarding the desired goals and outcomes for this proposal. Should the City Council wish to move forward,



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staff recommends that any action remain open ended to allow for further analysis, refinement, and development of potential alternatives. This will ensure staff has the flexibility to explore a range of options (such as operational models, partnership opportunities, cost considerations, and implementation strategies) that best align with the Council's stated objectives.

If approved and upon receiving clear goals and parameters from the City Council, staff will return at a future meeting with a more detailed assessment, including possible approaches, options, estimated costs, and recommended next steps.

**ATTACHMENT(S)**

1. Exhibit A: Submitted Request and Winter Market Concept Images