

Future Agenda Item Request as submitted by Council Member Mendoza and seconded by Mayor Meyer on October 25, 2025:

City Council Agenda Item Request

Requested by: Mayor Meyer and Council Member Mendoza

Subject: Allocation of Economic Development Grant Funds and staff time for a 2026 Winter Market

Purpose / Recommendation:

Requesting 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.

Background:

The City currently maintains an account with remaining **Economic Development Grant funds** that can be strategically used to support community-based economic initiatives. A **Winter Market** aligns with the City's goals of enhancing local business visibility, supporting small enterprises, and creating family-friendly community events.

Proposed Features:

1. **Uniform Market Sheds:**
 - o Purchase and installation of uniform, high-quality sheds or kiosks for participating vendors to ensure a cohesive and professional appearance.
 2. **Expanded "Santa Spot":**
 - o Double the size of the vendor kiosk for Santa area to accommodate higher attendance and improve accessibility for families.
 3. **Community Stage:**
 - o Stage area for **local groups** to perform music, dance, and public readings, highlighting local talent and diversity.
 4. **Planning Committee:**
 - o **Mayor Meyer** and **Council Member Mendoza** request to serve on the **Winter Market Planning Committee**, working in collaboration with City staff, (Park & Rec and Economic Development) , and community partners to guide event planning and implementation.
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Fiscal Impact:

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

Requested Action:

That the City Council direct staff to:

1. Develop a proposal for funding, planning, and implementing a **Winter Market during November and December 2026** using current and future Economic Development Grant funds.
2. Establish a **Winter Market Planning Committee** including the Mayor, Council Member Mendoza, and designated City staff.
3. Include **local businesses and business organizations** in the process of recruiting and selecting market vendors.
4. **Develop a marketing and outreach plan** designed to drive regional tourism from the Bay Area.
5. Return to the Council with a proposed budget, timeline, and partnership plan for approval.

