

Farmers and Crafts Market – Use of Main Street



City of Las Cruces

Inter-Departmental Memorandum

To: Brian Denmark, Assistant City Manager/Chief Operating Officer

From: David Dollahon, Chief Planning Officer 

Subject: City Council Worksession - Market Status Update

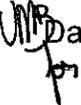
Date: January 23, 2012 File No.: M-12-011

Half of the Las Cruces Farmers & Crafts Market made the move to the north end of downtown on Saturday, November 5. There have been mixed reports on the market move. The extreme winter weather that we have experienced has severely affected the market and its patrons. Reports during successful markets from vendors and customers have been very positive about the new layout of vendor booths. In all, 128 vendors were placed in new locations along both Las Cruces Avenue and the north section of Main Street.

The purpose of this memo is to outline the issues that we will present at the worksession with the move to the north end and the continued long-term operations of the market. They are:

- Maintaining visibility to downtown businesses during market hours;
- Encouraging greater foot traffic between both market vendors and businesses;
- Promoting two-sided access benefits to the market vendor; and
- Coordinating simultaneous events with the market and private entities.

In the long-term, placement of the more than 60 vendors on the wait list into permanent places, as well as cash-management issues identified in a City internal audit.

cc:  David Weir, Community Development Director

Las Cruces Farmers & Crafts Market

Market Status Update

Market Move Update

- Market moved on November 5
- Moved 128 vendors to Las Cruces Avenue and north.
- Vendors report that the new layout provides greater exposure.
 - Weather (very high winds and strong winter storms) has affected vendor sales.
 - Some vendors are reporting greater sales ever experienced at the market.
- Will be testing the layout's flexibility to accommodate events that coincide with the market in April with an upcoming chalk art event.
 - If fruitful, will give greater opportunity for downtown exposure.

Market Move Update

- After last Council update, the proposed layout was presented to businesses. They reported the following:

Business Requests

- Keep downtown businesses visible for crowds
- Position booths to attract foot traffic on sidewalks
- Encourage vendor booths to be walkthrough

How Incorporated

- Removed long corridors – bumpouts provide segmentations
- Bumpouts allow for traffic to enter sidewalk. Have also wrapped vendors at callecitas to entice foot traffic on sidewalk.
- Walkthrough setup has been discussed to vendors.

Future Issues Examined

■ Space Assignments

- 60+ vendors on waiting list to obtain a permanent space.
- Spaces available on sidewalks and will further encourage customers to visit storefronts.
- Staff is working with vendors on exact placement of those booths to ensure visibility of businesses and to not block entryways.

Future Issues Examined

- Cash Handling (Receipt of Space Fees)
 - Internal audit findings discussed safety issues of staff carrying a change fund and collecting fees in an open public area.
 - Adjustments to the City's financial system have been required to accommodate the collection of space fees at the market.
 - The space fees are minimal and exhaust City staff time and other resources.
 - Staff will be working to present solutions to the market vendors in the coming months to resolve this issue.