

The City of Pateros is proposing to facilitate a public market to provide a safe place business activities and commerce during the ongoing pandemic.

- The City would host the market on City Properties – Pateros Mall & City Parking Lots
- An oversight committee, the Market Committee, would be formed including City staff, Mayor, and Council, and local business members.
- The City would pay a contract amount to an event coordinator and assistant. The event would be a two-day event, so the City can use Hotel/Motel funding for the event coordinators and advertisement.
- Market vendors would pay a small facility use fee, which would be divided between the Event Coordinator, Assistant and the City.
- The City is looking to have three roundtable discussions with the community.

PROPOSED ORGANIZATION

PopUp@Pateros Committee – meet monthly January – September

- City Council – Rules, regulations and budget
- Market Committee – Event Coordinator, Mayor, Council Members, City Staff
- Market Roundtable – Community stakeholders, businesses
- Market Coordinator – Oversee operations and events; facilitate Market roundtable
- Coordinator assistant – Assists coordinator. Provides continuity of operations.
- City Administrator – Market operations
- City Clerk – Finance and advertising

PROPOSED FUNDING STRUCTURE

Event Coordinator – Contract Position

Hotel/motel revenues to pay for Event Coordinator. Estimated \$5,000 per year.

- \$200 a month January-May; \$250 a week Memorial Day through Labor Day;
- City to also pay 50% of all stall fees collected to Event Coordinator

Assistant Coordinator – Contract Position

- Volunteer position with 25% of all stall fees collected to go to Assistant Coordinator

City

- 25% of Stall fees to retained by City for M&O and Utilities.

Vendors

- Stall fees to be recommended by Market Committee and approved by Council.

PROCESS

Much work is to be done:

- What does the market look like?
- When and where should it happen?
- What are the impacts to existing businesses?
- What are the impacts to City facilities?
- Will the model work? Is there enough interest?
- How do we secure partners and vendors?

What Should a Downtown Market Look Like?



alamy stock photo



alamy stock photo



PopUp@Pateros

BUSINESS MODEL

KEY PARTNERS

Vendors

- Food Vendors
- Entertainment
- Flea Market Vendors
- Market Vendors

City of Pateros

PopUp Pateros Committee to evolve into managing non-profit

Pateros Chamber of Commerce

KEY ACTIVITIES

Friday/Saturday Market Sales

Entertainments

Night Markets

UNIQUE MARKET WEEKENDS OR SEASONAL MARKETS

- | | |
|--------------------|--------------------|
| Art Exhibit & Show | Crafts & Homemades |
| Gun & Sport | Pampered Pets |
| Cars & Campers | Vintage & Retro |
| Antiques | Home and Garden |

KEY RESOURCES

Downtown Pateros

Electric for food vendors

Entertainment pavilion

Visibility from US-97

5,200 Average Annual Daily Traffic

Pateros Park System – Restroom Facilities

Parking – Visibility from highway

VALUE PROPOSITION

FOR VENDORS: Low entry fee and overhead, high visibility, tourist market.

Local Businesses: Increase commercial activity

City: A vibrant downtown and retail market increases city revenues.

CUSTOMER RELATIONSHIPS

Pateros is a city of hospitality with fantastic food and great overnight accommodations.

A regularly scheduled market is important for maintaining repeat customer

CHANNELS

US-97 Traffic

Traditional advertisement

Individual vendors notify their customers through social media

City Website

Pop-Up Pateros Social Media

CUSTOMER SEGMENTS

- Tourist traffic
- Locals
- Destination shoppers, similar to those going to Twisp, Okanogan, and Chelan Farmer Markets.



COST STRUCTURE

- Advertisement
- Market Coordinator
- City Staffing – utilities, trash and coordination

REVENUE STREAMS

- Sales tax revenues
- Hotel/motel tax revenues
- Increase tax revenues in core business district
- Stall rentals (use as sales incentive for market coordinator and assistant)

Pateros Pop-Up Market Schedule

OCTOBER

- 28 or 29 **Park Committee Meet** – Megan (Planning/Parks), Christine (Safety/Parks), Mayor Anders, Staff Jord & Kerri.
***Agenda:** Review Popup Proposal, make recommendations, set roundtable meetings and agendas. Draft coordinator(s) job description. Approve advertisement.*
- 30 **Begin Media Blitz** – Quad, Chelan, Omak, Wenatchee, State Nickell, Facebook, Economic Alliance...

NOVEMBER

- 16 **Park Committee Meeting**
Regular Council Meeting – Committee Presentation; Market Committee Formed

DECEMBER

- 1, 8, 15 3 Roundtable meetings. (Businesses, vendors, & stakeholders)
Agenda:
 1) *Market concept; City facilities and investment; Community discussion*
 2) *Local Business; Impacts and concerns; Opportunities and Challenges; Community discussion*
 3) *Interested Businesses; Market themes and ideas; Hiring a coordinator; Community discussion*
- 21 Market Committee Meet
- 21 City Council Meeting

JANUARY *TENTATIVE SCHEDULE SUBJECT TO CHANGE*

- 11 2ND Monday of the Month – Market Roundtable (Businesses, vendors, & stakeholders)
- 18 3RD Monday of Month – Market Committee & Council Meeting

FEBRUARY *TENTATIVE SCHEDULE SUBJECT TO CHANGE*

- 8 2ND Monday of the Month – Market Roundtable. (Businesses, vendors, & stakeholders)
- 15 3RD Monday of Month – Market Committee & Council Meeting

MARCH *TENTATIVE SCHEDULE SUBJECT TO CHANGE*

- 8 2ND Monday of the Month – Market Roundtable (Businesses, vendors, & stakeholders)
- 15 3RD Monday of Month – Market Committee & Council Meeting

APRIL *TENTATIVE SCHEDULE SUBJECT TO CHANGE*

- 12 2ND Monday of the Month – Market Roundtable (Businesses, vendors, & stakeholders)
- 19 3RD Monday of Month – Market Committee & Council Meeting

MAY *TENTATIVE SCHEDULE SUBJECT TO CHANGE*

- 10 2ND Monday of the Month – Market Roundtable (Businesses, vendors, & stakeholders)
- 17 3RD Monday of Month – Market Committee & Council Meeting
- 28-31 First Market Weekend