



## Staff Report

**TO:** City Council  
**FROM:** Christina Taylor, Deputy City Manager  
**DATE:** February 6, 2024  
**SUBJECT:** Discussion and Direction on Establishing a Downtown Market Night

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**Description** Discussion and direction on adopting a policy establishing rules and regulations for a market night.

### **Background and Analysis:**

Throughout the past year, the City has spent considerable time and resources developing a Downtown Beaumont Revitalization Plan, facilitating downtown business meetings and committing financial and staff resources to revitalizing downtown.

One of the goals in revitalizing downtown is to develop a market night to draw residents and visitors into downtown. Staff has worked internally and with other jurisdictions having successful market nights to identify best practices, policies and procedures for implementing a market night.

Key factors considered:

- Potential locations
- Days/times
- Public safety – wind, heat, traffic, alcohol sales, lighting
- Entertainment options
- Public Works and Community Services staff members would be required to facilitate traffic control and street closures
- Police Department staffing needed

Other considerations:

- Charging vendors, allowing participation with a valid business license or creating a fee specifically for DBMN
- Use of a third-party specializing in market night coordination and vendor management
- Cost to establish and operate DBMN

Attachment A to this staff report is a Draft Downtown Beaumont Market Night Rules and Regulations Policy. This policy outlines the purpose and goals of DBMN, outlines rules and regulations, operational protocols and provides other useful information. There are a number of yellow highlighted sections for discussion in the draft document.

Economic Development has approximately \$900,000 in 1235-7096, Program Costs. Staff recommends considering utilization of funds in Program Costs to establish DBMN.

**Fiscal Impact:**

The cost to prepare this staff report is approximately \$150.

**Recommended Action:**

Hold discussion and provide direction to staff on establishing a market night and adopting a market night rules and regulations policy.

**Attachments:**

- A. DRAFT Downtown Beaumont Market Night Policy