



Agenda Report

19-310

Agenda Date: 3/19/2019

REPORT TO PARKS & RECREATION COMMISSION

SUBJECT

Discuss Proposal to Include a “Mini Maker Vendor Exhibition” at the Art & Wine Festival in Kid’s Kingdom Area

BACKGROUND

The 2019 Art & Wine Festival is celebrating its 39th consecutive year. The Festival has incorporated new features over time to enhance the Festival and include or increase community participation as well as to provide additional activities for Festival guests. The idea of incorporating a “Mini Maker Vendor Exhibition” has been proposed to include Santa Clara youth and teen produced arts and crafts in Kids Kingdom for 2019. This Vendor Exhibition would function similar to adult arts vendors, but focus on including youth entrepreneurs. A youth business fair was recently held at Live Oak Park with a positive reception from community and Council.

DISCUSSION

A “Mini Maker Vendor Exhibition” could highlight youth talent as Santa Clara business persons, and create inspiration for other children and families at the Festival. A similar event occurred at Live Oak Park in October, 2018. The Children’s Business Fair was managed by Kidzule, a Santa Clara based non-profit. The Fair aimed to teach children entrepreneur skills, including how to develop a solution, pitch and market a product. Forty-two children’s businesses were featured at this inaugural four-hour event.

Currently, Art & Wine Festival vendors and exhibitors pay for booth space, tents, tables, chairs and power use at the Festival. The Festival is programmed to recover full cost. Wine, Beer and Glass and token booths raise funds for Santa Clara based non-profits, and Food Alley supports non-profits. If the “Mini Maker Vendor Exhibition area is incorporated into the Festival, any costs will require a revenue source. The Mini Maker space at Art & Wine proposes to host up to 24 exhibitors each day of the Festival, for a total of 48 vendors. Current projections put the cost for this program element at approximately \$1,800 for tables and canopies. The cost does not include staff time to select the vendors, assign vendor spaces, and an incremental amount for set-up and take down.

The Parks & Recreation Commission advises on matters of the Festival elements, Festival grants allocations to non-profit organizations, beer, wine, glass and token selection, marketing, and sales. The Commission will discuss the proposal and provide feedback to staff on inclusion of the Mini Maker space and under what conditions.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes

in the environment.

FISCAL IMPACT

The Mini Maker Vendor Exhibition area will cost approximately \$1,800 additional for equipment rentals from the Art & Wine Festival expenditure budget and take approximately 50 hours of staff time to facilitate.

Alternatives

1. Charge the Mini Maker Vendors a "Fee" to cover costs of the booths and vendor selection.
2. Commission sponsor the Mini Maker Exhibition Area as part of the Parks & Recreation Commission expenses and request that the Mini Maker donate 10% of their proceeds to the Commission's Art & Wine Festival Account for non-profit grant allocations.
3. Not have a Mini Maker Vendor Exhibition area as part of the Art & Wine Festival.

RECOMMENDATION

Staff does not have a recommendation.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, e-mail clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

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