

SURF CITY NIGHTS

TASK FORCE

Revenue Goal: \$265,000 | Booth Goal: 98 (91%) | Current Booth Occupancy: 85 (78%) | 109 Available Spaces

MONTHLY	REVENUE	COMMISSION	AVERAGE PER WEEK	GROWTH
MAY (5 WEEKS)	\$22,681	\$1,127	\$4,536	
JUNE (4 WEEKS)	\$17,579	\$1,494	\$4,395	-3%
JULY (3 WEEKS)	\$15,377	\$2,281	\$5,126	+17%
AUGUST (5 WEEKS)	\$27,760	PENDING	\$5,552	+8%
TOTAL	\$83,397	\$4,902	\$19,609	

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On February 16th, 2023 The Board of Directors Discussed and Voted to Approve the Following:

- BID Member Program
 - 10x10 Space: Complimentary plus \$2.00 CA Farmer's Market Tax
 - (10) for storefronts at Street Level on Main Street, (5) for non-storefront BID Members
- The Return of Hot Prepared Food Booths
 - Rate Structure: Peak \$192.50, Mid Peak \$146.25, Off Peak \$100.00
 - Location: Olive Avenue, Walnut Avenue (added)
- Downtown Partner
 - Rate: \$50.00 per week, plus \$2.00 CA Farmer's Market Tax
 - Number of Spots: 5 (based on availability)

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Vendor Mix

VENDOR TYPE	# OF VENDORS	% OF TOTAL MARKET
FARMERS	7	8%
BUSINESS SERVICES	2	2%
RETAIL	16	18%
CRAFTER	13	15%
PRE-PACKAGED	20	22%
HOT FOOD	17	19%

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Market Challenges and Solutions

1. Vendor Procurement
2. Vendor Retention
3. New Vendor Onboarding
4. Late Vendor Set-Up/Rule Enforcement
5. Filling the 3rd Block
6. Surf City Artisan Fair
7. Sponsorship Opportunities