

Pier Plaza Arts & Crafts Fairs

ITEM #21-625

CITY OF HUNTINGTON BEACH
SEPTEMBER 7, 2021



Programming History



Since the 1990's, the City has hosted an arts and crafts fair in the downtown area utilizing a third party vendor, currently known as Pier Plaza Art A-Faire (Art A-Faire).

The fairs have provided opportunities for local artists and visitors, while activating the downtown/pier area between specific events

In July 2000, the City obtained a Conditional Use Permit (CUP) and Coastal Development Permit (CDP) to officially locate the fair on an ongoing basis at Pier Plaza.

SUPPLEMENTAL COMMUNICATION

Meeting Date: 9/7/2021

Agenda Item No.: 33 (21-625)

Conditional Use Permit Terms



Findings for approval:

- The activity will not impact the surrounding businesses, residents or beach-related activities
- The activity will be compatible with surrounding commercial, residential and beach related activities
- The activity will provide a variety of recreational facilities which provide opportunities for all income groups
- The activity will provide 38 vendor booth spaces

Promotional Agreement



In February 2006, the City entered into a Promotional Agreement with Art A-Faire to operate an arts and crafts fair in accordance with the original CUP.

The Art A-Faire shall:

- Outreach to artists to participate
- Provide on-site supervision and coordinate logistics
- Operate on Fridays year-round, Saturdays and/or Sundays at the request of the City to compliment other City-sponsored activities

In February 2009, City Council approved an extension of the Agreement through February 2012. The Promotional Agreement expired in 2012, but the City's CUP to conduct the arts and crafts fair remains in place today.

Development of a New Agreement



The Art A-Faire programming has benefitted the City by activating Pier Plaza when there are gaps in community-oriented programming

Permits for Art A-Faire events have been issued in accordance with the expired agreement: \$125 per Friday, \$200 per day Saturday/Sunday

Current charge per Fee Resolution for commercial specific events is \$1,350 per day

There is a need to develop an updated agreement for ongoing, City approved programming at Pier Plaza

Development of a New Agreement



Option A: Direct staff to continue working with Art A-Faire and draft a new Promotional Agreement for approval by City Council. The new agreement may include new flat user fees, a profit-sharing model, or both.

Option B: Direct staff to issue a Request for Qualifications (RFQual) to identify the most qualified arts and crafts vendors, and return to City Council with a proposed operator and agreement to provide an open-air arts and crafts fair. The City may have the opportunity to enter into agreements with more than one vendor, based on City's needs and vendor qualifications.



Questions?