

Parks, Recreation, and Forestry Department

To: Parks, Recreation, and Forestry Commission

From: Kristine Butteris, Parks, Recreation, and Forestry Director

Date: 1/20/2025

Subject: Review and take action: \$15 Discount for TNM Vendors

Background

In 2024, we held four Thursday Night Markets at the Bentzin Family Town Square with a vendor fee of \$25/market. There was no incentive for a vendor to register for all 4 markets.

Budget Goal

Maintains a safe and healthy community, with an eye toward future needs and trends

Financial Impact

The proposed \$15 discount per vendor is a minimal expense compared to the potential increase in registrations and operational efficiencies gained from early commitments.

Recommendation

Our goal is to encourage vendor participation across all events, creating a consistent and engaging experience for attendees while fostering stronger relationships with our vendors. To incentivize full-series participation, we propose offering a \$15 discount to vendors who commit to registering for all five events upfront. The fee is \$25/event or \$110 if a vendor registers for all five (includes a \$15 discount).

Benefits:

1. **Increased Vendor Commitment:** Encourages vendors to plan their participation early, ensuring higher attendance across all events.
2. **Streamlined Operations:** Reduces administrative efforts in managing multiple individual registrations.
3. **Enhanced Revenue Predictability:** Secure upfront commitments, allowing for better financial planning and resource allocation.
4. **Vendor Loyalty:** Builds goodwill with vendors, increasing the likelihood of repeat participation in future events.

Motion: Approve \$15 discount for Thursday Night Market vendors that register for all 5 events at the Bentzin Family Town Square.

2025 Operational Goals

The purpose of our operational goals is to identify, prior to the budgeting process, what work the city intends to achieve in 2025. The goals should align with our mission. Not only will the operational goals inform budget prioritization, but they will also guide the creation of the 2025 Department Work Plans.

Present a budget that (in no particular order):

1. Invests in the strategic planning and maintenance of our city buildings
2. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
3. Supports employee retention and growth, while also evaluating operations and the associated staffing
4. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
5. Maintains a safe and healthy community, with an eye toward future needs and trends