



Legislation Text

File #: ID#16-3126, **Version:** 1

SUBJECT/RECOMMENDATION:

Approve a contract with Project for Public Spaces to conduct a Mercado feasibility analysis for the Downtown Gateway, and authorize the appropriate officials to execute same.

SUMMARY:

The 2014 Urban Land Institute report recommends the creation of a public market, or Mercado, in the Downtown Gateway neighborhood. As part of staff's effort to launch a Mercado, the CRA plans to hire Project for Public Spaces (PPS), a nationally recognized place-making and economic development firm, to conduct a Mercado feasibility analysis.

PPS defines public markets as "markets which operate in or as a public space, feature only locally owned and operated businesses, and which have a broader public purpose, such as neighborhood revitalization or improving community health."

PPS will conduct a site visit to Downtown Clearwater in order to meet with key neighborhood stakeholders, as well as host a training and workshop for vendors. PPS will survey stakeholders to assess vendor capacity and interest, as well as gauge customer satisfaction with existing food options. PPS will perform a detailed market analysis - estimating market demand for a proposed market and determining the optimal operating scale of the market. PPS will also conduct a site selection and assessment; and finally, PPS will recommend a concept for the public market, which includes potential tenants, users, location, and operations.

PPS' final deliverable will be a report of findings and recommendations for the creation of a viable, sustainable Downtown Mercado.

PPS was selected by a committee from multiple respondents to an informal Request for Proposals.

APPROPRIATION CODE AND AMOUNT:

Funding in the amount of \$50,000 for this contract will be from 388-94849, Downtown Gateway