



Update: Vegan Depot Event at City Park



Jason Lass

December 8, 2021

The Ask

- That the Committee of the Whole provide direction on whether to proceed with recurrent use of City Park for the Vegan Depot event on a bi-monthly basis.



Vegan Depot in Corona

- Bi-monthly (every other week)
- Saturday, 9:00 am to 2:00 pm
- 40-50 vendors per event
- Roughly 1,500 in attendance



Background

- Started in 2020 as a “certified farmers market” during the pandemic as an allowable experience.
- Council approved recurrent use of City Park 10/20 and 4/21.
- Operator dropped the “certified farmer’s market” post pandemic.
- Operator has since expanded to markets into other communities including Los Angeles, Riverside, San Diego, and Redlands.



Vegan Depot Farmer's Market



A vibrant, colorful poster for the Vegan Depot Farmer's Market. The background is a mix of orange, yellow, and pink. At the top, a banner reads "MUSIC" in purple. Below it, "ORGANIC JUNKIE'S VEGAN" is written in white. In the center, a stylized train icon is inside a circular arrow, with the word "DEPOT" below it. To the right, "YOGA IN THE PARK" and "SOUNDBATH" are listed. On the left, "FAMILY FRIENDLY" is written. At the bottom, "AT CORONA CITY PARK" and "OCTOBER 23TH 9AM-2PM" are displayed. The address "Address: 930 E 6th St, Corona, CA 92879" is at the bottom. There are also illustrations of pumpkins and stars.

MUSIC

ORGANIC JUNKIE'S VEGAN

DEPOT

FAMILY FRIENDLY

YOGA IN THE PARK

SOUNDBATH

AT CORONA CITY PARK

OCTOBER 23TH 9AM-2PM

Address: 930 E 6th St, Corona, CA 92879

VEGAN HOOLIGANS . JADES VEGAN SUSHI . LOVE AMARO PIZZERIA

SHANE'S TAMALES . LEAF OVER BEEF . VEGAN OR NAH . SREY VEGAN

MOON MILK BAKING CO. NEVAEH COFFEE . AURAGANIC JUICERY . NOVA BOBA

GOOD VIBES SOCIETY . ANCIENT ZEN REMEDIES . MAS MOSS . KOMPOOCHA

MR. MICHE . CLARITE . VEGAN STOPS . MY DADDY'S RECIPES . NATIVE FARMS

BRANCH AND VINE . ART BY VERY . JOY COMPASS . MONTSE'S BOUTIQUE

MONSTER POSSE . HOME & GARDEN GALLERY . TOTFUL TREATS . DREI LEAF MARKET

KOKO MOO MILK . KAWAII CHAINZ . KNOTMASTE SHOP . VERO'S TIENDITA

BODY KANTINA . NOHO CANDLE CO . ZOQUE BOTANICALS . CAMP HOUSE SUDS

THE HIGHER CHANNEL 777 . PRETTY DEAD COSMETICS . TIMOI . LYSSA CARES

BOHEMIAN BOWLS . SABRINA'S BOUTIQUE . BLUE MIST CBD . MYOFLUX

THE VEGANS ARE COMING

California's Biggest Vegan Farmer's Market Set to PopUp in the Arts District

With a background in Mortgages and Real Estate, owner Christina Bohannon never imagined she would open a restaurant, let alone California's largest pure vegan farmer's market.

After caring for her ailing father with a whole food plant based diet, Christina found that everyone and everything is positively influenced by the compassion tied to a plant based lifestyle.

Vegan Queen of the Inland Empire
In 2018, Christina opened **Organic Junkie** in Corona, the first and only vegan restaurant in the area.

Best known for its vegan ceviche and blue hempseed horchata, Organic Junkie was recently ranked number nine by Yelp for vegan eateries in North America.

In 2020, Christina created **The Vegan Depot**, now SoCal's largest 100% vegan farmer's market which helps over 75 small vegan business owners and provides strictly vegan options.

Vegan Depot Farmer's Market just celebrated it's one year anniversary

and continues to grow. It has become a mini vegan central park, located at the Historic Corona City Park.

From Homeless to Vegan in 2 Seconds Flat

VDFM as has been instrumental in giving Christina's community a reason to return to the park. For years it was not considered a safe place due to non-sheltered residents and drug use.

With help of the city and Vegan Depot the park is transformed every Saturday from 10am-2pm into a community hangout with yoga, sound baths, music, activities and amazing vegan vendors.

The Vegans Are Coming to DTLA

On July 15th, Vegan Depot will host a weekly pop up in the Art District of Downtown Los Angeles. The event will take place every Thursday until August 12th switching to Sundays on August 15th.

Organic Junkie will be vending it's Lavender Lemonade and Rose Infused pitaya pineapple margaritas and beer exclusively from Party Beer Co.

Vegan Depot DTLA Art District - 411 S. Hewitt St., Los Angeles, CA 90013 / Every Thursday starting 7/15-8/12. Every Sunday starting 8/15 4pm-10pm. @vegandepot_dtl



Sign up to receive DTLA Weekly's popular Get2DTLA Newsletter for local events, ticket giveaways, DTLA Trivia and more!

The Organic Junkie Pop Up promises family fun but is also geared more towards adult night life with hours of 4pm-10pm.

Bringing in some local heavy hitters: **Cena Vegan, Vegan Hooligans, and Good Vibes Society** along with some of **Corona Vegan Depot** vendors, **Love Amaro Pizzeria, Centric Eats, Nova Boba Eco Now and Veggietize** who's been with the vegan squad since the first market in Corona.



City Park



Permit Costs (est.)

- Special Event permit (one-time) \$300
- Bi-monthly permits (per event) \$735

AREA	RES. HOURLY FEE	TOTAL
Picnic Area 3	\$13 x 5 hrs.	\$65
Picnic Area 4	\$13 x 5 hrs.	\$65
Picnic Area 5	\$13 x 5 hrs.	\$65
Parking Lot	\$30 hr. x 9 hrs.	\$270
Sports Field	\$30 hr. x 9 hrs.	\$270

Note: Fees based on City-Wide Fee Schedule for Resident Business group. Area of use has been consolidated from whole park to the specific area of use to allow other park users access. Fees are not subsidized by the City. Fees recovered are to offset administrative costs of our City's park rental program.

Applicant Costs (Non-City):

- Special Event Insurance
- County Health Permits
- Equipment Rentals



Cleanup of City Park

- City Park is now being cleaned on a weekly basis. This is not tied to special events, field, or picnic use.
- Conducted by Community Services Parks team in partnership with PD Hope Team and City Net.
- Cleanup frequency mitigates misuse of park area.
- Cost per cleanup approximately \$3,000 per week.

<u>SERVICE AREA</u>	<u>AVG. COST</u>
PD Hope Team Staff Time (2 staff)	\$500
Parks Staff Time (4 staff)	\$2,175
Supplies and Repairs (various – ex. paint)	\$325

Note: Cleanup will occur regardless of whether events or use are scheduled within the park, consistent with the City's level of care for the entire park system. Therefore, no cost savings will result if Vegan Depot events were to cease.



Impact of Cleanup

- Challenges still evident but to lesser degree.
- Noticeable deterrence of encampment, vandalism, dumping, overt code violation, etc.
- Frequency of cleanup requires less staff and hours if regularly maintained.
- Increased opportunities for support service referral for unsheltered population.

40% Decreased Cost

2020 Cleanup	\$20,000 month
2021 Cleanup	\$12,000 month



Considerations for Recurrent Use

Pros:

- Activates City Park for community gathering, positive programming, and encourages other use groups,
- Opportunity for local and unique vendors to establish and increase customer base,
- Regional attraction that supports tourism,
- Promotes health and wellness.

Cons:

- Repeat consecutive use could conflict with other future park use including sports and special events once activated,
- Precedent established for commercial use of a public space on a recurrent basis inconsistent with other park areas throughout the City.



Committee of the Whole Direction

That the Committee of the Whole provide direction to staff on whether to proceed with recurrent use of City Park for the Vegan Depot event.

Options:

- Accept the request.
- Reject recurrent use.



QUESTIONS



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