



Update: Vegan Depot Event at City Park



Jason Lass

November 10, 2021

General Concept

- Certified Farmers Market including food trucks, locally sourced products, handmade items, healthy lifestyle information, yoga, etc.
- Bi-monthly, Saturdays, 9am-2pm



Program Update:

- Corona event went from weekly to bi-monthly dropped the “certified farmer’s market.”
- Expanded to offer a summer market in the Downtown Los Angeles Arts District.
- Launched a bi-monthly weeknight market in Riverside.
- Future projects include expanding into Redlands and San Diego area.



Vegan Depot Corona:

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



Vegan Depot Farmer's Market



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.
[@veganedpot_dtl](#)



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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



Budgetary Impact (est.)

Permit Fees and Cost Recovery:

- Annual one-time permits \$300
- Per event permits \$720

Monthly Maintenance:

- Biweekly park cleanup (100 hours)
Approximately \$10,000 (100% Budgeted)



Considerations for Recurrent Use

Opportunities:

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

Challenges:

- Expense for ongoing cleanup and outreach to unsheltered residents,
- Repeat consecutive use could conflict with other future park use including sports and special events,
- Similar in appearance to Farmers Market on Main,
- Precedent established for commercial use of a public space on a recurrent basis.



Recommended Action

That direction be given to extend the permits and consecutive use of City Park to the Vegan Depot event through the end of the 2022 calendar year.



QUESTIONS



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