

Regarding Agenda Item: Saint George Market in Springdale Application

What's in a name? I'd argue the mission and purpose of an organization is in that name. Saint George Market should have its event in St. George.

When Tina at DeZion Gallery spearheaded a Second Saturday Art Walk in our town, we were required to submit licenses per town code as well as fees and meet a maximum quarterly allowance despite our wish to have a monthly event.

This applicant is requesting waiving the same fees that we as local businesses are required to pay. I presume we have a fee structure for a reason? If there are exceptions why were we not presented with that courtesy when we requested waivers or promotional assistance?

Responding directly to the benefit of sending money to charities...so do I. Does my business get a waiver from the town when I request an event? My business invests heavily in artists that also have a philanthropic mission. I pay high real estate costs, utilities, taxes, and invest in THIS community. What does this event offer for the town that our small businesses do not? Yet town resources would be diverted to make this event happen when we already have budget and time constraints with respect to personnel.

The local market attendees this event purports to attract are the very same local supporters of my business. Several of the artists are already represented by me. Several of the participants in this event are not artists but retailers like myself with retail locations in St. George, my direct competitors. With the promotion of the event by our town resources as well as waived fees, why is the town providing my competition with an unfair competitive advantage? Do we like these St. George businesses better than our Springdale businesses?

I propose that a similar event like a music festival brings in people interested in music. Those attendees shop as a consequence of their visit. This is mutually beneficial and at worst a relationship of **Commensalism** (when two species live together but one **benefits** while the other is unharmed or helped.) There aren't any businesses in Springdale selling music. Independent, handmade, even local artists are the bread and butter of my store and you're bringing in direct competition with this temporary event, especially when waiving the fees. If you want to attend a Saint George Market, it's just 50 miles down the road. Why do we need it here?

I understand why local restaurants were opposed to food trucks. If these markets are "lucrative" as per the applicant's claim of benefits, there will be additional requests for more Saint George Markets. My suggestion is if you want to invest in the community, rent a building, pay for the fees, permits, insurance, utilities, and taxes like the rest of us. If we don't allow pop-ups, why are we allowing a shopping event that competes with local businesses and increases an already limited number of parking opportunities for tourists?

I had a young, local couple interested in selling their t-shirts outside my store. They were denied because of outside sales (no register outside) perhaps among other things, but this proposed Saint George Market event is COMPLETELY outdoor sales. If you don't allow me to have outdoor sales, then why are they? Our ordinance would then benefit some and deny others in utilizing the space, indoor and outdoor, of our expensive, local real estate. Further, the market is a much larger event with greater impact to resources than the outside (exterior) footprint of a small pop-up at my store.

I consider many of these vendors in the Saint George Market my competition in St. George with the same wholesale accounts and local

artists. I consider this predatory. I rent, others own, commercial space at premium prices and my competition gets to come up here and sell to my potential customers without paying a single cent in rent or fixed costs or overhead with the potential for similar sales. That hardly seems fair or desirable. Why is the town creating a situation to make my job harder?

Further, my local customers who buy at this event would unlikely visit my store for several months. I've lost their sales for some period of time. I'd suggest that would be six months based on my knowledge of the local customer return rate. The Saint George Market occurs twice a year in St. George and would likely apply for similar permits in Springdale. That completely removes my local customer base and makes me dependent on tourists only. Diversification is important in a small business. This disadvantage would potentially challenge the viability of my business. Surely, this isn't the intent of the town. I don't need this event to "foster connections between small businesses and the local area." I already do this. Neither do we need to revitalize our downtown area AND we already have too much competition for limited parking.

In a time where the small business community is struggling to remain viable and relevant against giants like Amazon and WalMart, adding pop-ups like this to the menu just keeps making that threshold for survival higher.

For me, the question isn't so much that there isn't there enough for everybody, but the unfair economic advantage that this event is seeking. It puts local businesses at a disadvantage. Why is the town considering promoting them and not us?

I have personally participated in a Saint George Market in ST. GEORGE. I am familiar with the event, the rules, the promoters. I have a final concern. While at the event in October 2020 (at the height of COVID in our area), the wearing of masks at the event was 70/30 at best, where 70% were NOT wearing masks. In my opinion the people providing leadership for this event were tepid health and safety advocates at best.

Sincerely,

JOY STEIN

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