

Report of Attendance, Traffic and Staff

October 2, 2017

On April 26, 2017, 3 months after opening the Outdoor Market at the Salinas Sports Complex we had 70 vendors, 184 cars and 553 people attend the market.

On September 27, 2017, 5 months after opening we had 87 vendors, 334 cars and 1,339 people attend the market.

We have 3 security guards directing traffic, one is at the entrance making sure everyone is directed into the parking lot and off Main St., there is one supervising vehicles entering and people walking into the event to ensure adequate pedestrian access, the third guard supervises that market customers park in the Salinas Sports Complex parking lot and don't park in other areas.

Staff includes myself (market manager), and 6 other people. Two people and myself check vendors in between 2 and 3PM, at 4PM 2 others start to open to the public and charge admission. After vendors set up there are 2 of us on site plus a Salinas Sports Complex employee to supervise the event until closing at 8PM. Once we supervise vendors out by 9:30PM we close and have 2 people stay and clean up.

Completed by Patricia Rodriguez - Market Manager