

Hildt-Licata Agreement Renewal 2019

SEATTLE CITY COUNCIL FINANCE & NEIGHBORHOODS COMMITTEE

MARCH 13, 2019

History

The Hildt-Licata Agreement originated as a way to ensure consistency in the rules and regulations and it continues to meet the producer tradition of the Market – for both farmers and arts and crafts. Over the years the PDA's relationship with the daystall community has evolved into one of collaboration and support that promotes high quality businesses and assistance in incubating new enterprises.



Hildt-Licata 2018 Review Process

Initial Comment Period on Effectiveness of Hildt-Licata Agreement

May 5: Initial notice

May 30: Community meeting and initial public comment

June 1: Deadline for initial public comment



First Round of Recommendations (Nine)

June 15: PDA staff shares first draft recommendations

June 21: Community meeting for public comment on first draft recommendations

July 10: Deadline for written public comment on first draft; update at Market Programs Committee meeting



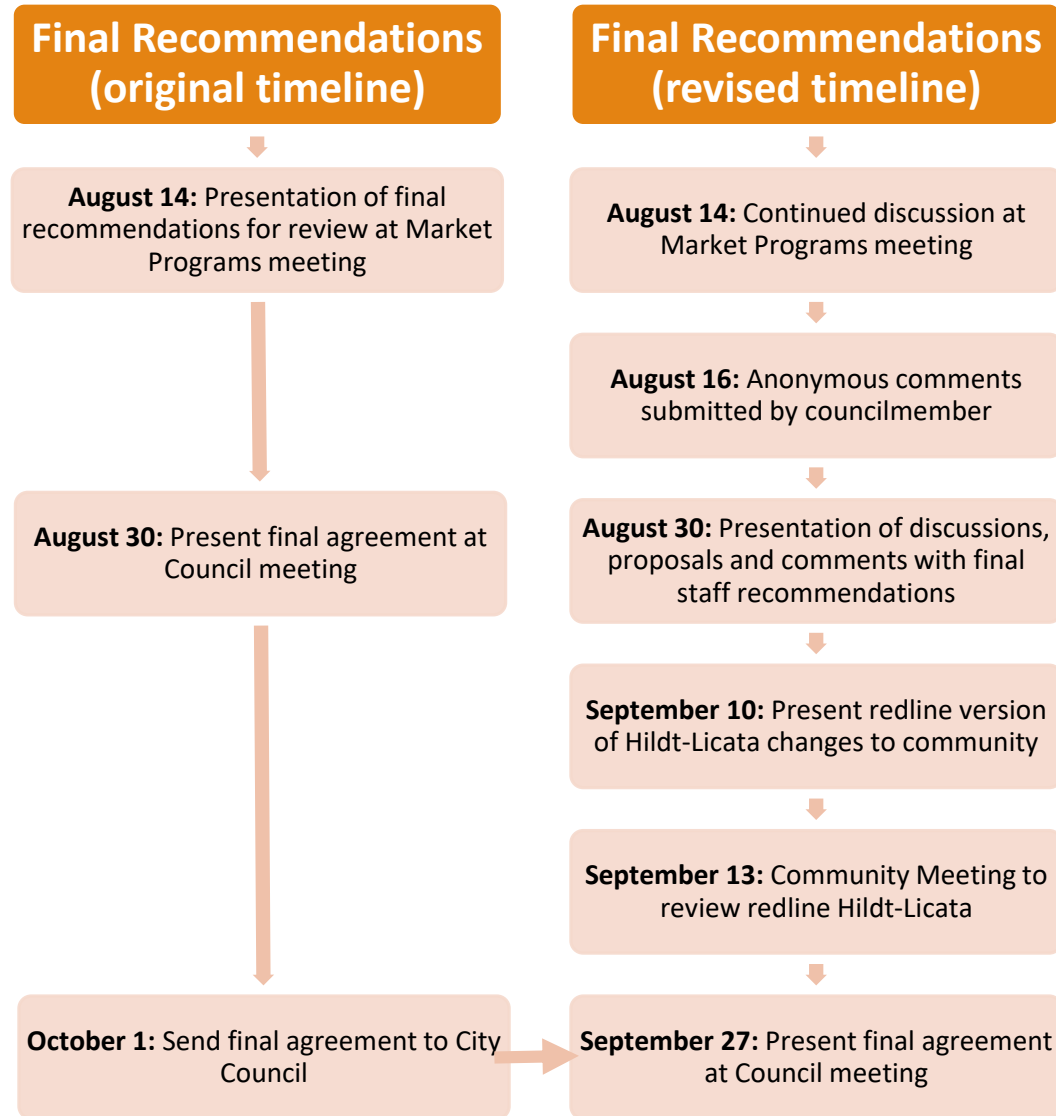
Second Round of Recommendations (Four)

July 20: PDA staff shares second draft recommendations with community

July 31: Community meeting for public comment on second draft recommendations

August 3: Deadline for written public comment on second draft

Hildt-Licata 2018 Review Process Continued



Progression of Recommendations



MarketFront

Pike Place Market PDA Charter, Article IV states “the PDA will initiate programs to expand food retailing in the Market Historical District, especially the sale of local farm produce ..to promote the survival and predominance of small shops, marginal businesses, thrift shops, arts and crafts and other enterprises, activities and services which are essential to the functioning of the Public Market.”



MarketFront Programming

Consistent Themes 2015-2017

- Primary use for daystall, craft priority
- Option for special events in the evenings, such as fundraisers and private events

Main/South
Pavilion



- Community activation
- Thematic seasonal events
- Crafts and food demonstrations
- Local producers
- Private event rentals

North
Pavilion



Recent Programs and Events in the Pavilion



Public Comment Themes

1. Stability of the Hildt-Licata Agreement
2. Seniority
3. Appreciation for programming featuring the arts and crafts community
4. Any use of MarketFront Pavilion should be consistent, compatible and non-competitive with the existing principles and operations of the Pike Place Market.
5. Concerns about capacity



Conclusion of PDA Staff Recommendations

- Renew the Hildt-Licata for another 10 years and insert a new sentence under Use of Market Space (Section 3) that reads:

“The MarketFront Pavilion shall be used for programs and events which further the purposes of the Pike Place Market PDA Charter. The primary use of the south pavilion will be as craft priority daytables.”