

City of Port Aransas Market Event Policy

Purpose

The City of Port Aransas may allow occasional market events on City property when they support the mission of Parks & Recreation by promoting **health and wellness, active lifestyles, outdoor recreation, environmental stewardship, local creativity, community connection, and quality of life.**

1. Frequency

- Market events on an individual City property are limited to **one (1) per calendar quarter**. No markets may be held between Memorial Day and Labor Day.
- No more than **four (4) recurring market events may be conducted per calendar year** on City property.
- The City Manager or designee may approve an occasional additional specialty market when it provides a significant community benefit and does not substantially duplicate another market or event.

2. Market Character

Markets should offer **unique, specialty, locally produced, handmade, artistic, agricultural, wellness-oriented, or recreational products** that are not readily available through existing Port Aransas businesses.

Markets may not encompass more than one City venue or facility at a time.

Preference should be given to:

- Port Aransas and regional artists, makers, growers, and independent producers;
- Products supporting health, wellness, recreation, gardening, conservation, or outdoor lifestyles;
- Local food and agricultural products, where permitted;
- Educational demonstrations, activities, or experiences; and
- Vendors that add variety rather than duplicate existing local businesses.

3. Ineligible Vendors

The following are generally not permitted:

- **Multi-level marketing (MLM), direct-sales, or pyramid-style businesses;**
- Products readily available through existing Port Aransas retailers;
- Generic or mass-produced merchandise without a distinctive market purpose;
- Vendors primarily selling memberships, subscriptions, financial products, or similar services;

- Political campaign sales or fundraising unrelated to the event; and
- Any product or activity prohibited by law or City ordinance.

4. Parks & Recreation Alignment

Markets held on Parks & Recreation property should provide a meaningful connection to the City's recreational mission. Events that promote **healthy living, physical activity, outdoor recreation, environmental stewardship, arts and culture, or community engagement** are preferred.

A market whose primary purpose is simply providing temporary retail space may be denied or directed to another appropriate location or permitting process.

5. Administration

The market organizer is responsible for vendor selection and compliance with City requirements. The City may require a vendor list and may remove or deny vendors that do not meet this policy.

All markets remain subject to applicable **special-event permits, insurance, fees, safety, sanitation, food-service, parking, and cleanup requirements.**

Approval of a market does not constitute City endorsement of individual vendors or products.

Effective Date: _____

Approved By: _____