



CITY OF POMONA COUNCIL REPORT

June 2, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Mark J. Gluba, Assistant City Manager

**SUBJECT: APPROVE A MEMORANDUM OF UNDERSTANDING BETWEEN
THE CITY AND 909 OPEN MARKET FOR A 2025 SUMMER
CONCERT SERIES**

RECOMMENDATION:

It is recommended that the City Council take the following actions:

- 1) Approve a one-year Memorandum of Understanding between the City of Pomona and 909 Open Market to host a four-concert summer series in June - September 2025, with a one-year extension option; and
- 2) Authorize the City Manager, or designee, to execute all documents and future amendments of the Memorandum of Understanding, related with this action on behalf of the City, subject to review and approval as to form by the City Attorney.

EXECUTIVE SUMMARY:

The City Council will consider a Memorandum of Understanding between the City of Pomona and 909 Open Market establishing a formal agreement to host a four-concert summer series in June - September 2025, to provide a vibrant, cultural experience that supports small businesses, local artists, and community engagement in Downtown Pomona.

SB1439/GOVERNMENT CODE §84308 APPLICABILITY:

☒ When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Councilmembers are reminded to check their campaign contributions and determine whether they have received a campaign contribution of \$500 or more that would require disclosure and/or recusal from discussing or acting on this agenda item. Campaign contributions of \$500 or more made 1) by any person or entity who is identified in the agenda report as the applicant or proposer or 2) on behalf of the applicant or participant, including a parent, subsidiary or otherwise

related business entity, or 3) by any person who has a financial interest in the agenda item requires a councilmember to comply with SB1439.

FISCAL IMPACT:

Entering into an agreement with 909 Open Market will not have a direct fiscal impact on the City's budget. The City will operate within existing budgeted resources, including in-kind social media support and will coordinate any requests for additional staff support in accordance with standard Special Event procedures and approved the fee schedule.

DISCUSSION:

In April 2020, 909 Open Market was established to host collaborative markets, concerts, and special events tailored to the needs of each community. In 2023, the 909 Market Foundation was founded to provide ongoing education, mentorship, and permit guidance for micro and small businesses aiming to serve as a launchpad for vendor legitimacy, local economic development, and entrepreneurship.

In May 2025, 909 Open Market submitted a proposal to the City seeking approval to launch a four-concert summer series, scheduled to take place from June through September 2025, at an unspecified location in Downtown Pomona. The goal is to host four concerts to bring cultural celebrations, music, food, and shopping together and attract residents and out-of-town guests for increased visibility and commerce.

909 Open Market is proposing to enter into a formal agreement with the City requesting:

- Official endorsement of 909 Summer Concert Series
- Coordination assistance with permitting, Police, and Fire Departments
- City-wide marketing support via websites, signage, and community centers
- Optional in-kind support or presence at events

The City will allow 909 Open Market to feature the official City logo on related marketing materials, signage, and banners provided that all graphics are submitted in advance for approval and space is available. The City will support the promotion of the concert series by featuring events on the City website and social media platforms. The City will not provide in-kind support, but may provide on-site presence, contingent upon available resources and staff capacity.

The City will require 909 Open Market to follow all standards of the Special Event requirements, such as obtaining any permits and licenses for potential street closures, food and beverages, alcohol sales, portable restrooms, security, and vendor permits, etc. The selection of a location, along with anticipated attendance is a critical factor in ensuring proper event planning, resource allocation, and public safety measures. 909 Open Market proposes to assume full logistical and financial responsibility, which will also include:

- A Traffic Control Plan
- Vendor coordination and oversight
- Permits and licenses

- Security and Custodial Services
- Janitorial services
- Liability insurance coverage for the four events
- Booking live music talent and character appearances
- First aid and emergency planning

Staff is seeking City Council approval to enter into a one-year formal agreement with 909 Open Market to host a four-concert summer series, scheduled to take place June - September 2025, with a one-year extension option. A copy of the proposed scope of services to be provided by 909 Open Market is attached (**Attachment No.1**).

COUNCIL PRIORITIES & GOALS:

This item supports the 2021-2022 City Council Priority 2: Economic Development – Goal I: Market the City to attract and retain business and investment.

Prepared by:

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Management Analyst

Attachment No. 1 – 909 Open Market Proposal