

CITY OF POMONA X 909 OPEN MARKET SUMMER CONCERT SERIES



2025 Summer Concert Series Proposal

City of Pomona × 909 Open Market

Presented by: 909 Open Market LLC

Duration: June – September 2025 (Monthly Series – 4 total events)

Location: Downtown Pomona

Objective: To host a collaborative summer concert series between the City of Pomona and 909 Open Market, providing a vibrant cultural experience that supports small businesses, local artists, and community engagement.

Executive Summary

909 Open Market was established in April 2021 with the expectation of expanding quickly in the events industry. Since then, we've grown from a weekend pop-up in Pomona to an established event organization operating across multiple cities. We've successfully built partnerships with city governments, chambers of commerce, and community-based organizations in jurisdictions such as Perris, Pomona, Jurupa Valley, and Long Beach—where we've hosted collaborative markets, concerts, and special events tailored to each community's needs. These partnerships have provided meaningful impact through increased foot traffic, vendor engagement, and community support.

In 2023, we proudly founded the 909 Market Foundation to provide ongoing education, mentorship, and permit guidance for micro and small businesses. A core mission of the foundation is to assist sidewalk vendors and informal entrepreneurs transition into fully permitted and licensed businesses. We've helped hundreds of vendors obtain health permits, seller's permits, liability insurance, and other compliance documents necessary to operate legally in California. Through workshops, one-on-one consulting, and support at our markets, we empower vendors to elevate their businesses, avoid citations, and build long-term sustainability. This foundation ensures that our events not only entertain and activate communities but also serve as launchpads for vendor legitimacy, local economic development, and entrepreneurship.

To further amplify our reach, 909 Open Market maintains a robust digital presence. In the last 30 days, our social media content has received over **1 million views (1,082,443)** and reached **nearly 300,000 accounts (297,899)**. Notably, **over 52% of those views are from non-followers**, proving our ability to reach new audiences. The majority of our engagement comes from **Reels**

(50.1%), followed by Posts (29.3%) and Stories (19.4%), making our platforms an ideal promotional tool for both vendors and the City of Pomona.

Our goal is to launch a 4-month **Summer Concert Series** from June and ending in September, to be held 1 Wednesday each month in Downtown Pomona, bringing cultural celebrations, music, food, and shopping together in a high-energy environment. This monthly series will attract residents and out-of-town guests, boosting visibility and commerce for Pomona's downtown core. We also encourage participation from local organizations, nonprofits, and community groups who wish to showcase their services and resources. These events will serve as a platform for these groups to connect directly with the public, increasing awareness of their missions while contributing to the collective unity and empowerment of Pomona's diverse communities.

Vendor Participation and Fees

We aim to host over **70 vendors** per event:

Vendor Type	Count	Fee
Food Vendors	30-40	\$150
Prepackaged Food	5-10	\$120
Retail Vendors	20-30	\$100
Sponsors	TBD	\$250–\$5,000



Our Responsibilities

909 Open Market will assume **full logistical and financial responsibility** for the event series. Responsibilities include:

- Securing street closures and managing traffic plans
- Vendor coordination and oversight
- Full marketing and social promotion
- Permitting for each event
- Comprehensive janitorial services
- Insurance coverage for all four events
- Booking live music talent and themed character appearances
- First aid and emergency planning
- Providing necessary security, permits, and barricades for beer garden.

Event Dates and Hours

June to September 2025 Wednesdays,

5:00 PM – 9:00 PM

Setup: 2:00 PM – 4:00 PM

Cleanup: 9:00 PM – 11:00 PM

Estimated Financial Overview (Total for 4 Events)

Projected Revenue:

Vendor Type	Count	Fee	Per Event	4-Event Total
Food Vendors	30-40	\$150	\$4,500-\$6,000	\$18,000-\$24,000
Prepackaged Vendors	5-10	\$120	\$600-\$1,200	\$2,400-\$4,800
Retail Vendors	20-30	\$100	\$2,000-\$3,000	\$6,400-\$9,600
Sponsors	TBD	\$500-\$15,000		\$500-\$15,000
Alcohol	1 Bar	\$1,500-\$5,000	\$1,500-\$5,000	\$6,000-\$20,000
Total Revenue			\$10,600 - \$15,200	\$33,300-\$73,400

Projected Expenses:

Category	Total Cost
Janitorial Services	\$3,600
• Restrooms/Sinks	\$500/event
• Paid Labor	\$300/event
• Misc Supplies	\$100/event
Marketing	\$2,100
• Paid ads	\$250/event
• Paid promotion/influencer	\$1,100
Permits (avg. \$300/event)	\$1,200
Insurance	\$1,200
Entertainment Budget	\$18,000
• Talent	\$4,000
• Sound/Staging	\$500
Security	\$1,000
• 2 Guards(Beer Garden)	\$250/event
Total Expenses	\$27,100
Projected Profit:	\$6,200– \$46,300



Community & Economic Impact

This concert series offers a **tremendous opportunity for the City of Pomona** to:

- Reinforce Downtown Pomona as a vibrant cultural destination
- Increase economic activity through local shopping and dining
- Empower **small and micro businesses** by providing high-visibility vendor spaces
- Create performance platforms for **local artists and musicians**
- Encourage residents from neighboring cities to **visit Pomona**
- Increase Pomona's regional visibility through targeted marketing
- Foster community pride, civic engagement, and safe family fun

By drawing large, diverse crowds to the downtown core, the series will inject tens of thousands of dollars into the local economy—supporting restaurants, shops, and services beyond the event footprint. It will also uplift Pomona's reputation as a supportive, business-friendly, and culturally vibrant city.

Quantifiable Economic Value:

Each event is expected to attract approximately 2,000–3,000 attendees, with an average per-person spend of \$20–\$30 across vendors, food, parking, and local businesses. This translates to an estimated \$160,000–\$360,000 in total direct local economic activity across the four-event series.

Multiplier Effect:

Beyond immediate vendor sales, these events encourage repeat visits and long-term customer relationships. Local businesses often report increased foot traffic on event days, with restaurants, coffee shops, and retail establishments seeing a 30%–60% sales boost.

Job Creation & Microbusiness Support:

The vendor spaces provide direct income opportunities for over 70 small and microbusinesses at each event. Many of these are operated by underrepresented entrepreneurs including women, immigrants, and first-generation business owners. By hosting these vendors in a professional, high-traffic setting, we support their growth trajectory and help transition informal vendors into fully licensed operations.

Social Benefits:

The series promotes meaningful social cohesion through shared cultural experiences—music, dance, food, and art—that reflect the diversity and vibrancy of Pomona. These events are intentionally curated to be welcoming to families, seniors, youth, and people of all backgrounds, fostering an environment of belonging and inclusion.

They serve as a vital gathering space where neighbors can reconnect, new friendships can form, and community pride can flourish. By offering free or low-cost entry and accessible programming, the series removes common barriers to participation—especially for lower-income families and individuals who may not typically attend city-sponsored events.

In addition, these events become a launchpad for local nonprofits, educational groups, and civic organizations to share resources and engage with the public in a dynamic, face-to-face setting. Whether it's a nonprofit promoting mental health services or a youth group performing on stage, the series bridges the gap between residents and resources, while empowering everyday people to participate in the cultural life of their city.

Social Impact & Community Unity

The 909 Open Market × City of Pomona Summer Concert Series is more than just a commercial or entertainment venture—it's a social engine that cultivates connection, civic pride, and local identity. Each event is designed to be inclusive, family-friendly, and welcoming to all generations and backgrounds.

Key Social Benefits:

- **Civic Engagement:** By partnering with local nonprofits, youth organizations, and cultural groups, the series provides space for community services to connect with residents—raising awareness around public programs, resources, and causes.
- **Neighborhood Connection:** Residents from different parts of Pomona and surrounding cities come together in a shared, celebratory space—strengthening a sense of unity and reducing social fragmentation.
- **Youth & Family Inclusion:** The event features all-ages entertainment, games, and cultural performances that make it a safe and accessible outing for families with children, teens, and seniors alike.
- **Cultural Representation:** Featuring diverse artists and vendors from underrepresented communities celebrates the cultural richness of Pomona and empowers those who have historically lacked access to high-visibility opportunities.
- **Mental Well-Being:** Outdoor festivals have been shown to positively impact mental health by fostering joy, connection, and physical activity—all of which contribute to stronger, more resilient communities.
- **Volunteerism & Local Leadership:** These events also present opportunities for students, residents, and emerging leaders to get involved—building soft skills, professional networks, and a deeper investment in their city.

By creating a vibrant, recurring gathering that blends music, entrepreneurship, and local pride, the concert series strengthens the social fabric of Pomona and elevates the collective spirit of the community.



Profit Sharing Opportunity

909 Open Market is open to discussing a **profit-sharing arrangement** with the City of Pomona. This could include:

- A negotiated percentage of net profits from the concert series
- Exclusive city-sponsored vendor spaces or informational booths
- City representation in pre-event media and public relations
- Joint press releases or co-branded campaigns highlighting this collaboration

This type of partnership would help further reinvest proceeds into community initiatives, vendor development, and city-led programs while strengthening public-private collaboration. for the City of Pomona

Our track record of attracting thousands of guests per event ensures high foot traffic, boosting both temporary and long-term commerce in Pomona. This initiative promotes **sustainable local spending** and reflects the City's commitment to innovation, inclusion, and economic empowerment.

City Support Requested

We are requesting:

- Official endorsement of the 909 Summer Concert Series
- Coordination assistance with permitting, police, and fire departments
- City-wide marketing support via websites, signage, community centers
- Optional in-kind support or presence at events (ex. volunteers/information booth)

Conclusion

The 909 Open Market × City of Pomona Summer Concert Series is more than just a seasonal event—it's a community-driven experience designed to celebrate local culture, support small businesses, and bring families together through music, food, and fun. Our proposal offers a proven, well-organized model that highlights the best of Pomona while creating economic opportunities for local vendors and engaging entertainment for all ages.

We are excited about the potential of this collaboration and confident that together, we can create a vibrant summer tradition that benefits the city, its residents, and the broader Inland Empire community. Thank you for considering our proposal. We look forward to the opportunity to partner with you.

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