



**REPORT TO SUBCOUNCIL 24**

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1. **ITEM NUMBER:** 24SUB 12/02/2020
2. **SUBJECT STATUS UPDATE ON THE AREA EAST SUMMER MARKET TO SUBCOUNCIL 24**

**ONDERWERP: VORDERINGSVERSLAG AAN SUBRAAD 24  
OOR DIE STATUS VAN GEBIED OOS SE SOMERMARK**

**ISIHLOKO: UBUME BENGXELO EMALUNGA NEMARIKE YEXESHA  
LASEHLOTYENI KUMMANDLA OSEMPUMA EJOLISWE  
KWIBHUNGANA**

**L3190**

3. **PURPOSE** To inform Area East Subcouncils on the Area East Summer Market to be held on the 24 – 26 April 2020
  4. **FOR NOTING BY SUBCOUNCIL 24**
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**5. RECOMMENDATIONS**

That the status update report on the Area East Summer Market **BE NOTED** by Subcouncil 24

Dat subraad 24 **KENNIS NEEM** van die vorderingsverslag oor die status van gebied oos se somermark  
**IZINDULULO**

Ukuba **MAKUQWALASELWE** iBhungana-24 ubume bengxelo emalunga neMarike yeXesha laseHlotyeni kuMmandla oseMpuma.

**6. DISCUSSION/CONTENTS**

The Area East Summer Market will be an open-air trading market promoting high-quality local foods, arts and handicrafts, local music and dance. The

Making progress possible. Together.

market will be hosted at Lookout Hill Tourism Facility on the corner of Spine Road and Mew Way in Khayelitsha. This market will bring together a host of traders from Area East, offering locally made products.

This initiative/pilot will be the first of its kind to be hosted in Khayelitsha area.

The intention is to have this market annually to create an enabling environment for informal traders to access new trading opportunities and/or markets. This will create inter-trading opportunities for all informal traders within Area East.

Area East Summer Market will be benchmarked to become an established market that will attract both locals and visitors alike to foster economic inclusion and social cohesion.

The Area Economic Development Department wishes to adhere to the five strategic pillars as alluded to in the IDP: An Opportunity City, A Safest City, A Caring City, An Inclusive City and A Well-run City.

#### **MARKET DETAILS:**

Below are the dates for the Area East Summer Market:

Date: Friday, 24 April – Sunday, 26 April 2020

Time: 17:00 – 22:00

Venue: Lookout Hill, Khayelitsha

Entrance: Free

#### **SIZE OF THE MARKET**

The Area East Summer Market will create trading opportunities for approximately 30 vendors. Duration of the market will be over 3 days.

#### **THE TARGET MARKET**

Vendors trading with the following products will be invited, considered and screened:

- Clothing, bags and shoes
- Local African Arts & Crafts
- Food Stalls

- Toys, gifts and accessories

## **ENTERTAINMENT**

There will be live entertainment at the market performed by local musicians, dancers and artists.

## **APPOINTMENT OF AN EVENTS ORGANISER**

To ensure a well organised, managed and a successful event a professional event organiser will be appointed through SCM processes.

Request for Quotations were developed and advertised on the 7<sup>th</sup> January 2020. Vetting, scoring and adjudication of the preferred bidder is underway.

The appointment of the successful supplier will be known on the 28 February 2020.

## **OPERATION PLAN**

All operational details have been discussed and submitted to relevant departments for approval.

## **COMMUNICATION PLAN**

The Area East Summer Market will be published in the following media platforms:

- local newspapers, posters and pamphlets
- local radio stations will be used

Subcouncils will receive regular updates on the progress of the event.

### **6.1. Constitutional and Policy Implications**

*Under this sub-heading, quote or summarise the existing policy/and or constitutional statement.*

*If applicable, please confirm under this heading whether or not the proposal contained in the report complies with National and / or Provincial Policy. Please be brief.*

**6.2. Sustainability implications**

Does the activity in this report have any sustainability implications for the City?

No ☒

Yes ☐

**6.3. Legal Implications**

None

**6.4. Staff Implications**

Does your report impact on staff resources or result in any additional staffing resources being required?

No ☒

Yes ☐

(if yes, please indicate whether or not it is part of the approved staffing structure, whether the posts are budgeted for etc.)

**6.5. Other Services Consulted**

**ANNEXURES**

**Annexure A: Area East Summer Market Presentation.**

**FOR FURTHER DETAILS, CONTACT:**

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<b>FILE REF NO</b>	

  
DIRECTOR

[ Dr Luzuko Mdunye ]

NAME

DATE

Comment: