

# Options for Town Facilitation of Community Garage Sale Activities

September 28, 2021

The logo for the town of Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. The circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes diagonal white lines and a grey triangle in the top right corner.

**ADDISON**

# Community Garage Sale Background

- Community event held twice annually to support garage sale needs for Addison residents
- Historically, the event has occurred on private property, initially at the former Sam's Club site and then at Addison Town Center
- Event is managed by the Development Services Department with a typical event budget of \$16,000 to cover equipment rental and setup, supplies, and staffing needs
- Due to the pandemic, the event has not been held since October 2019



# Community Garage Sale - Ongoing Challenges

- Limited options for event space
- Participants not complying with the spirit of the event
  - Using the event to sell goods associated with a business venture
  - Non-resident vendors
- Competition with app-based commerce
  - Facebook Marketplace
- Perception that Addison does not allow garage sales
- Table registration fees only cover 10 – 15% of event costs



# Moving Forward – Potential Options

- **Option #1:** Conduct bi-annual garage sale event consistent with past practices
  - Utilize Town-owned property south of Addison Circle Park
  - Pair with bi-annual sustainability events addressing shredding and electronic recycling



Garage Sale customers will be able to park along Festival Way.

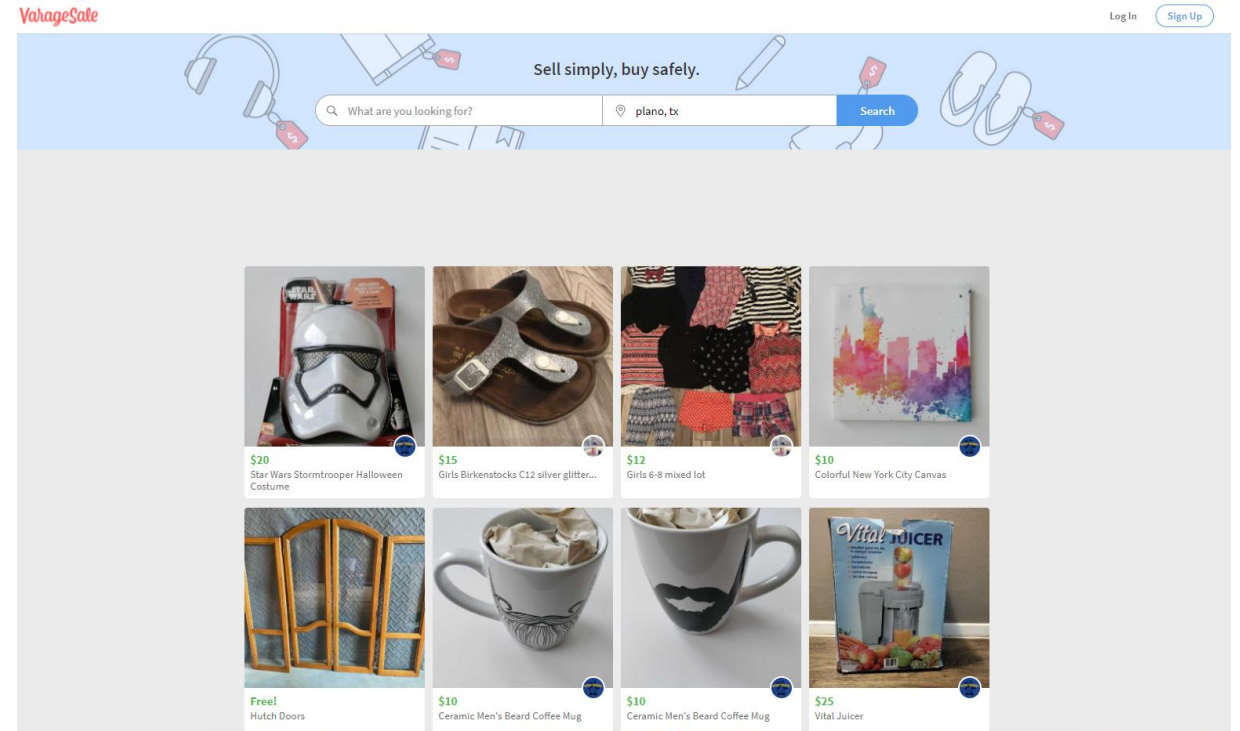
# Moving Forward – Potential Options

- **Option #2:** Transition the Town to a promotional role for a bi-annual community garage sale
  - Conduct outreach and create a marketing framework for residents to participate in a community garage sale event from their home
  - Town staff creates maps to identify garage sale participants and promotes the event via Town social media channels
  - Town creates temporary wayfinding signage to guide event traffic



# Moving Forward – Potential Options

- **Option #3:** Support a webpage or app to support virtual garage sale activities
  - Varage Sale
    - <https://www.varagesale.com/usa/tx>
  - Town Garage Sale Facebook Page
    - Requires staff to monitor



# Moving Forward – Potential Options

- **Option #4:** Disengage from garage sale facilitation and share Town garage sale regulations with interested residents
  - Sign restrictions
  - On-street parking restrictions



# Moving Forward – Potential Options

- **Option 1: Continue past community garage sale practices**
  - *Pro*: Maintains past level of service and provides garage sale opportunities for apartment residents
  - *Con*: Availability of event space and operational costs
  
- **Option 2: Transition to promotional role**
  - *Pro*: Supports garage sale activities for interested residents, low cost
  - *Con*: Dispersed events may be less convenient for shoppers
  
- **Option 3: Apply new technology to support virtual sales**
  - *Pro*: Follows recent trends and allows people to buy/sell at their convenience
  - *Con*: Town would have very limited oversight
  
- **Option 4: Disengage from garage sales facilitation**
  - *Pro*: Allows interested residents to have garage sales at their convenience
  - *Con*: Eliminates a service previously provided by the Town



# Questions?