

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM MAIN STREET CULTURAL DISTRICT FOR *TUNE IN TO MAIN STREET* ACTIVITIES

BACKGROUND:

The Main Street Cultural District is again planning to hold *Tune in to Main Street* concerts on Thursdays from May 29 through July 31, 2008. The kick-off for this event will be May 29 and will include sidewalk displays, food vendors, and entertainment in Tom Evans Plaza.

The Main Street Cultural District is making the following requests of the City Council for each Thursday from May 29 through July 31, 2008:

1. Approval of a Blanket Temporary Obstruction Permit for Central Business District (CBD) sidewalks from 8:00 a.m. to 8:00 p.m.
2. Approval of a blanket Vending Permit for the CBD
3. Waiver of electricity costs for power used from outlets near and inside Tom Evans Plaza from 3:00 to 8:00 p.m. and waiver of the Vending Permit fee
4. Waiver of parking meter fees and enforcement in the CBD from 3:00 to 6:00 p.m.
5. Approval of closure of 24 parking spaces in CBD Lot X to facilitate vending and entertainment

Additionally, noise permits will be obtained from the Police Department as they are needed for planned entertainment.

Staff has calculated that the lost revenue to the Parking Fund by waiving parking fees for three hours for ten Thursdays is \$3,000.

ALTERNATIVES:

The City Council can approve the *Tune in to Main Street* requests, as submitted by the Main Street Cultural District, for each Thursday from May 29 through July 31, 2008. This includes:

- a. Approval of a Blanket Temporary Obstruction Permit for Central Business District (CBD) sidewalks from 8:00 a.m. to 8:00 p.m.
- b. Approval of a blanket Vending Permit for the CBD
- c. Waiver of electricity costs for power used from outlets near and inside Tom Evans Plaza from 3:00 to 8:00 p.m. and waiver of the vending permit fee.
- d. Waiver of parking meter fees and enforcement in the CBD from 3:00 to 6:00 p.m.
- e. Approval of closure of 24 parking spaces in CBD Lot X

2. The City Council can direct staff to have further discussions with representatives of the Main Street Cultural District.

MANAGER'S RECOMMENDED ACTION:

City staff is very supportive of the Main Street Cultural District and believes that the City should do all it can to support the positive energy that is being exhibited for this critical section of our community. However, understanding that the City is responsible to maintain the financial condition of the Parking Fund, the Council might be concerned with the impact of these numerous fee waivers. Because of the City Council's goal of enhancing commercial development in the Downtown, this type of special event should be encouraged. Therefore, it is the recommendation of the City Manager to approve Alternative 1, approving the requests from the Main Street Cultural District for the *Tune in to Main Street* activities.