

ITEM: 11a-f
DATE: May 13, 2008

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR "ART WALK"

BACKGROUND:

The Main Street Cultural District (MSCD) is hosting the Art Walk on Friday, June 6, 2008, and makes the following requests of the City Council:

1. Blanket Temporary Obstruction Permit for the Cultural District sidewalks from 8:00 a.m. to 8:00 p.m.
2. Waiver of parking meter fees and enforcement in the MSCD from 3:00 to 8:00 p.m.
3. Closure of two parking spaces on the southeast side of Kellogg Avenue for food vendor
4. Usage of and waiver of fee for electricity costs for power used from outlets near and inside Tom Evans Plaza
5. Blanket Vending Permit for Cultural District from 8:00 a.m. to 8:00 p.m.
6. Waiver of fee for Blanket Vending Permit

Staff has calculated that the lost revenue to the Parking Fund by waiving parking fees for June 6 is \$300.

ALTERNATIVES:

1. The City Council can approve the "Art Walk" requests as submitted by the Main Street Cultural District for June 6.
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 the City's responsibility 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 "Art Walk" requests as submitted by the Main Street Cultural District.