

COUNCIL ACTION FORM

SUBJECT: **MAIN STREET CULTURAL DISTRICT REQUESTS
FOR JANUARY DOLLAR DAYS**

BACKGROUND:

Main Street Cultural District is planning to host its annual dollar days from Thursday, January 25 through Saturday, January 27, and requests a waiver of parking fees and enforcement in the downtown district on those days. The request is detailed in the attached letter.

Fulfilling this request and providing free parking for the 597 metered parking spaces in the downtown area for three days yields a loss of \$3,223.80 to the Parking Fund (597 meters at \$0.20 per hour for nine metered hours per day).

ALTERNATIVES:

1. Approve the request from Main Street Cultural District to waive parking fees and enforcement for the downtown area for January Dollar Days as described above.
2. Do not approve the request.

MANAGER'S RECOMMENDED ACTION:

The MSCD sidewalk sales are successful events held twice a year. Since these events bring shoppers to the MSCD, this request furthers the City Council's goals to continue to provide support for the downtown commercial area.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the request from Main Street Cultural District to waive parking fees and enforcement for the downtown area for January Dollar Days as described above.



December 6, 2017

Dear Honorable Mayor Ann Campbell and City Council,

The Main Street Cultural District is planning to hold the annual January Dollar Days event on Thursday, January 25 through Saturday, January 27, 2018. This event is for the businesses and community to enjoy small business sales in the destination district in the heart of the community. January Dollar Days offers the opportunity to use the gift cards they got for Christmas while finding that great after-the-holiday sale! We would like to request free parking in the downtown district from that Thursday to Saturday to offer the opportunity for great sales to the businesses as well as comfort to the community to shop downtown.

Thank you for your consideration of this request and continued support of the Main Street Cultural District.

Sincerely,

Cindy Hicks
Main Street Cultural District