

ITEM # 9
DATE January 22, 2008

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM THE MAIN STREET CULTURAL DISTRICT
RELATING TO DOLLAR DAYS ACTIVITIES**

BACKGROUND:

The Main Street Cultural District (MSCD) is hosting Dollar Days on January 31, February 1, and February 2. In conjunction with this event, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. to 8:00 p.m. on those dates. Approximate estimated lost revenue due to the waiver is \$2,700.

ALTERNATIVES:

1. The City Council can approve the request of the MSCD for suspension of parking regulations and enforcement in the Central Business District on January 31, February 1, and February 2, 2008, from 8 a.m. to 8 p.m.
2. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

Dollar Days is a successful event held twice each year in the MSCD. Since these events bring shoppers to the MSCD, these requests further the City Council's goals to continue to provide financial support for the MSCD.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the request of the MSCD for suspension of parking regulations and enforcement in the Central Business District for Dollar Days on January 31, February 1, and February 2, 2008, from 8:00 a.m. to 8:00 p.m.