

COUNCIL ACTION FORM

**SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS 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 28 through July 30, 2009. The kick-off for this event will be May 28 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 28 through July 30, 2009:

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 on ten Thursdays is \$3,000.

ALTERNATIVES:

1. 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 28 through July 30, 2009. 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 approve the *Tune in to Main Street* requests, as submitted by the Main Street Cultural District, with the exception of the parking meter fee waiver.
3. The City Council can direct staff to work with representatives of the Main Street Cultural District to modify these requests.

MANAGER'S RECOMMENDED ACTION:

The City Council has demonstrated that it is very supportive of the Main Street Cultural District, and has previously approved similar requests to support the positive energy that is being exhibited within this important section of our community. The Council also has asked for information relative to the financial impact these fee waivers have on the Parking Fund. On balance, because of the City Council's goal of enhancing the vitality of the Downtown area, this type of special event should be encouraged.

Therefore, it is the recommendation of the City Manager that the Council adopt Alternative 1, thereby approving the requests from the Main Street Cultural District for the 2009 *Tune in to Main Street* activities.