

COUNCIL ACTION FORM

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

BACKGROUND:

The Main Street Cultural District (MSCD) is again hosting Dollar Days on July 30, 31, and August 1, 2009. In conjunction with this event, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. on July 30 to 8:00 p.m. on August 1. The approximate estimated lost revenue to the Parking Fund from the waiver of enforcement is \$2,700.

In order to allow businesses to showcase merchandise, a blanket Temporary Obstruction Permit and blanket Vending License have also been requested. The MSCD asks that the Vending License fee be waived.

ALTERNATIVES:

1. The City Council can approve the requests for Dollar Days, including suspension of parking regulations and enforcement, a blanket Temporary Obstruction Permit, a blanket Vending License, and waiver of the fee for a Vending License in the Main Street Cultural District on July 30, 31, and August 1, 2009, from 8:00 a.m. to 8:00 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 requests for Dollar Days, including suspension of parking regulations and enforcement, a blanket Temporary Obstruction Permit, a blanket Vending License, and waiver of the fee for a Vending License in the MSCD on July 30, 31, and August 1, 2009, from 8:00 a.m. to 8:00 p.m.