

Downtown Facility Use and Permitting



TO: Brian Denmark, Assistant City Manager/Chief Operating Officer
FROM: Mark Johnston, Director – Parks & Recreation 
DATE: January 13, 2012
RE: Status Report: "Draft" Main Street/Downtown SOP
FILE NO.: PRD-12-017

Over the past few years, there have been numerous issues concerning the operation of Main Street/Downtown that customers have brought forward. In an effort to resolve customer concerns, streamline the process, open lines of communication and provide a single point of contact for public and private functions in the Downtown area, staff from several departments developed a "Draft" Standard Operating Procedure (SOP). The SOP addresses priority uses, types of events and establishes a proposed fee structure.

The next steps will include public input from the general public, Farmers Market, local business community and active associations in the Downtown area. Staff is seeking City Council input, direction and feedback concerning the SOP and support to move forward.

Attached you will find a copies of the "Draft" Main Street/Downtown (SOP) and the Power Point presentation. If you have questions, need additional information or clarification, please call me at 541-2557.

Attachment: SOP, Power Point Presentation

MAIN STREET / DOWNTOWN



Purpose of Today's Presentation

- To provide Council with an overview of a draft Standard Operating Procedure (SOP) for Main Street and the Downtown Area
- Provide Council with background concerning the operations of the Downtown Area and the “why” behind the draft SOP

Downtown / More than Main Street



275 137.5 0 275 Feet

DOWNTOWN MALL

Background

- Competing interests are growing for use in the Downtown
- Farmers Market continues expanding
- Local businesses are requesting access to public space
- The general public is requesting use for private events
- Currently multiple Departments involved with process and permits
- Vendors / concessions are requesting space

La Placita / High Demand



Developing a “Win Win”

- The “draft” SOP establishes priority uses
- Creates one point of contact for customer service
- Utilizes established permit process
- Conduit to inform the business community of events and functions
- Farmers Market is a high priority
- Allows the general public, associations and private business access to public space
- Sets a fair, equitable fee structure

Next Steps

- Public input process
- Review by local business
- Discussion with representatives of the Farmers Market
- Parks and Recreation Advisory Board review

QUESTIONS?