

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: CHUCK MCBRIDE, ASSISTANT CITY MANAGER/CHIEF
FINANCIAL OFFICER
KIM NADEAU, PARKING MANAGER
FINANCE DEPARTMENT
SUBJECT: FREE GARAGE PARKING ON SMALL BUSINESS SATURDAY,
NOVEMBER 30, 2019

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, approve free parking at the City's five public garages on Small Business Saturday, November 30, 2019.

EXECUTIVE SUMMARY

This item recommends providing free parking in the five public garages on Small Business Saturday, November 30, 2019, to foster a strong downtown and promote economic growth downtown.

BACKGROUND

Small Business Saturday was first observed in the United States on November 27, 2010, as a counterpart to Black Friday and Cyber Monday, which feature big box retail and e-commerce. In contrast, Small Business Saturday encourages holiday shoppers to patronize small and local businesses. Staff recommends offering free parking in the five public garages on November 30, 2019, in support of Small Business Saturday and downtown businesses.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

According to American Express, in 2018, United States consumers reported spending an estimated \$17.8 billion dollars at independent retailers and restaurants on Small Business Saturday (the first Saturday after Thanksgiving Day). Ninety-six percent

(96%) of consumers who reported shopping on Small Business Saturday said the day makes them want to “shop small” all year long.

The City wishes to support downtown businesses on Small Business Saturday, November 30, 2019, by providing free parking in all five of the City’s public garages. Based on parking data from previous years, it is estimated the Parking Fund will have lost revenue of about \$2,000 for this one day of free garage parking.

FISCAL IMPACT

Approval of free parking in the City’s public garages on November 30, 2019, is estimated to result in revenue reduction of about \$2,000 to the Parking Fund. Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution

CONTACT

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