



City of Placerville MEMORANDUM

DATE: January 27, 2009

TO: City Council

FROM: John Driscoll, City Manager/City Attorney

SUBJECT: **REQUEST BY PLACERVILLE ART ON PARADE AND PLACERVILLE DOWNTOWN ASSOCIATION FOR COMMUNITY PROMOTION FUNDS FOR BANNERS ON PARADE PROJECT AND PLACERVILLE ART WALK**

RECOMMENDATION

That the City Council adopt a resolution authorizing the appropriation of \$1,500.00, from the City Council's Community Promotion budget as the City's contribution towards the 2009 "Banners on Parade" project, and, further, the appropriation of \$1,000.00 towards the "Placerville Art Walk."

DISCUSSION

In 2005, Art on Parade was initiated with the theme Wheelbarrows on Parade. The City, as well as other sponsors, each contributed \$2,000.00 towards this event. Wheelbarrows on Parade was a greater success than anyone imagined. The wheelbarrows were very popular with not only local residents but tourists as well, and became centerpieces of attention in the downtown area.

As a result, for the past four years the City has had Art on Parade in the downtown area. During the years, the theme has changed from wheelbarrows to wine barrels to banners. For the last two years, the theme has been "Banners on Parade," and that theme will continue in 2009. Over the years, the City has helped fund this promotion with contributions ranging from \$2,500.00 to \$3,500.00 each year.

Placerville Art on Parade has again requested funds from the City in order to continue the project for the fourth consecutive year. A letter from Lisa Crummett on behalf of Placerville Art on Parade explaining the project and requesting funds is attached to this staff report for Council's review and information. The banners again will be painted by local artists and will be exhibited from spring through the summer months.

This year, however, a request for funding for the “Placerville Art Walk” is also included in the letter from Lisa Crummett. The “Placerville Art Walk” has previously been known as the Third Saturday Art Walk and, as indicated in Ms. Crummett’s letter, the intent is to expand the event on the third Saturdays from May to September in 2009. The request for \$1,000.00 is to help fund this event.

Staff recommends funding as requested for both events. The events have been very well received and not only serve to enhance Placerville’s image, but also serve to attract visitors to the downtown area during difficult economic times.

FISCAL IMPACT

The total request is for \$2,500.00, with \$1,500.00 towards “Banners on Parade” and \$1,000.00 towards the “Placerville Art Walk.” The City Council’s Community Promotions Fund has been typically utilized in the past as partial funding for these events. If the Council approves this request, there would remain \$7,500.00 in the Fund, which amount has been typically allocated to the Founders’ Day event.

Respectfully submitted,

Reviewed for fiscal impact:

John Driscoll
City Manager/City Attorney

David Warren
Finance Director