

City of Brisbane

Agenda Report

TO: Honorable Mayor and City Council

FROM: Caroline Cheung via Clay Holstine, City Manager

DATE: Meeting of April 21, 2014

SUBJECT: City Co-Sponsorship for the Downtown Brisbane Car Show

PURPOSE:

Present the Council with information about the car show and how it could benefit the city.

RECOMMENDATION:

For the Council to approve a resident's co-sponsorship request for a car show that is being planned for Saturday, July 12, 2014.

BACKGROUND:

Brisbane resident Tony Lukezic organized a Downtown Brisbane Car Show last year which took place on Saturday, July 13, 2013. He had nearly 130 cars parked on San Francisco Ave. on the side of the Community Park, as well as up Visitacion (first 2 blocks up to Monterey), along Old County Rd. up to the bend, and inside the Post Office parking lot. A total of approximately \$4,000 was brought in, which Tony gave \$1,215 to the City's skatepark fund and the rest to the Brisbane School District. He also worked with several businesses on Visitacion, which saw dramatically increased sales from car show entrants being given coupons to use at Melissa's Taqueria, Julie's Deli, and Mama Mia Pizza. Mr. Lukezic would like to organize a second car show this year, and again have the proceeds go to the schools and the skatepark.

DISCUSSION:

Mr. Lukezic would like to again have San Francisco Ave. closed from Visitacion Ave. up to Mariposa St. for the car show which would take place from 8:00am – 4:00pm (he would arrive at 6:00am to set up). Due to needing more space to accommodate car show entrants, he would also like the 45-degree parking spots on the first 2 blocks of Visitacion to be reserved for car show entrants (they would park with their rear wheels against the curb), as well as the Post Office parking lot. The businesses on Visitacion, including

Brisbane Hardware, are fine with letting Mr. Lukezic have the spots outside their place of business for the car show.

Along San Francisco Ave., Mr. Lukezic would ask car show participants to park at a 45-degree angle with their rear tire against the curb, keeping an open aisle down the center, so if someone needed to leave, they would be able to do so. He estimates that in this closed street space of roughly 36' x 250', he would be able to fit about at most 100 cars, and will again be charging an entry fee of \$15 per car.

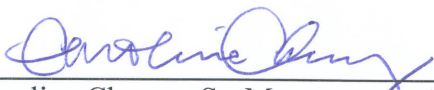
In order for participants and car show attendees to have a place near their cars to sit down and eat, he would like to again reserve the twelve picnic tables along San Francisco Ave. in the Community Park (some car show participants may have lawn chairs set up near their car, too). To date, none of the three picnic table areas have not been booked for any private parties on the day of July 12th. Mr. Lukezic is also planning on hiring a DJ, as well as renting two jumpy houses with generators for set up in the Community Park.

FISCAL IMPACT/FINANCING ISSUES:

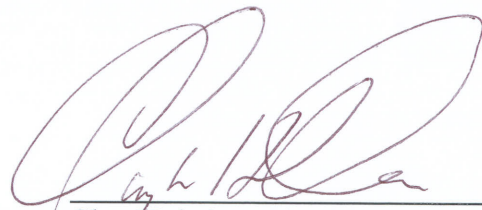
None, besides staff time for the Public Works Dept. to close San Francisco Ave. by setting up W-3 / No Parking signs as well as placing similar signage along the side of Visitation Ave. with 45-degree parking spots.

MEASURE OF SUCCESS:

For up to 130 participants to enter the car show, providing for a fun community event that will also benefit Brisbane businesses and the city with the revenues it brings in.



Caroline Cheung, Sr. Management Analyst



Clay Holstine, City Manager