

Staff Report

File #: 22-521**Version:** 1**Date:** 11/14/2022**Item #:** 3.3 e.

TO: Mayor and City Council
THROUGH: Keith Stahley, City Manager
FROM: Kristin Retherford, Urban Development Director

SUBJECT:

Approve Transient Occupancy Tax (TOT) funding to pay City fees for a holiday parade and tree lighting.

Ward(s): Ward 1

Councilor(s): Stapleton

Neighborhood(s): CANDO

Result Area(s): Strong and Diverse Economy; Welcoming and Livable Community.

SUMMARY:

Salem Main Street Association is in need of \$15,200 to pay City fees for a holiday parade and tree lighting event to be held on Saturday, November 26, 2022.

ISSUE:

Shall City Council approve an allocation of \$15,200 from the Cultural Tourism Fund to cover the cost of City fees in support of a holiday parade and tree lighting event sponsored by the Salem Main Street Association, to be held on Saturday, November 26, 2022.

RECOMMENDATION:

Approve an allocation of \$15,200 from the Cultural Tourism Fund to cover the cost of City fees in support of a holiday parade and tree lighting event sponsored by the Salem Main Street Association, to be held on Saturday, November 26, 2022.

FACTS AND FINDINGS:

The Salem Main Street Association (SMSA) has planned a holiday parade and tree lighting event to be held on November 26, 2022. SMSA has received donations to cover costs including the purchase

and installation of lights downtown and the sound and street permit fee. Additional costs under the City's fee structure include \$12,659 for street closures, traffic control, signs, street sweeping, and police and fire department support, and \$1,487 for permits and inspections for lighting 126 street trees. SMSA only budgeted for the sound and street permit fees and had not anticipated these additional event costs. In addition, SMSA needs to buy additional insurance as required by the City for the permit.

It has been several years since Salem has hosted a holiday parade. While the parade and tree lighting will be a one-day event, the 126 street trees to be wrapped with lights will remain lit throughout the holiday season. This is SMSA's first time managing this event, and they hope it will become an annual event that attracts residents and tourists to downtown Salem for holiday shopping and entertainment.

BACKGROUND:

This event would be eligible for TOT grant funding during the annual grant application cycle. However, as the organization was unaware of the total City costs and fees for this type of event, they did not apply for grant funding during the last application cycle.

Kristin Retherford
Urban Development Director