

RESOLUTION TO SUPPORT A CHANGE IN ART FAIR DATES, INCLUDING THE PROVISION OF FREE PARKING

Whereas, the DDA Plan directs the DDA to encourage programs that promote activity and pedestrian enjoyment of downtown by encouraging an active street life, including public art and exhibits, and the regular use of public areas for entertainment, parades or street fairs;

Whereas, The Ann Arbor Art Fair is a nationally-renowned, signature Ann Arbor event that draws hundreds of thousands of fairgoers to downtown during a period that is otherwise very slow, and has been measured to generate more than \$78 Million in area economic impact;

Whereas, The Art Fair is organized by several organizations, and now includes more than 1,000 artists, in the South University, Central UM Campus, State Street, and Main Street areas;

Whereas, The DDA has regularly demonstrated its support of Art Fair with funding for a survey, an annual grant of \$10,000/year for the Art Fair trolley, and an annual grant of \$5,000 for the Art Fair walk map, and over \$60,000 annually in meter bag fee waivers;

Whereas, Fair organizers have received artist feedback making a compelling case that for the sustainability of the event, Art Fair must shift its days from Wednesday through Saturday, to Thursday through Sunday;

Whereas, If this date change were made, the DDA may operate its parking facilities on the Sunday of Art Fair to accommodate Fair participants and visitors;

Whereas, An important constituency that would be affected by this shift is the six downtown and downtown-area churches, and the DDA has received a request from Art Fair organizers to provide free parking for church attendees if the event dates are shifted, estimated at this time to be approximately 500 spaces before noon and approximately 300 spaces after noon;

Whereas, The Operations Committee discussed this request and recommends DDA support for the event date change beginning with the 2016 Art Fair;

Whereas, The Operations Committee also recommends that the DDA provide free parking to downtown church attendees as requested in support of this change, using the 2016 Art Fair to assess actual costs and parking revenues;

RESOLVED, The DDA supports a change in Art Fair dates from Wednesday through Saturday, to Thursday through Sunday.

RESOLVED, The DDA approves the provision of free parking for church attendees as needed as part of this change in Art Fair dates. The Operations Committee is authorized to determine the policies concerning this resolution.

May 6, 2015

A vote on the amended resolution showed:

AYES: Guenzel, Hewitt, Klopf, Lowenstein, McWilliams, Mouat, Narayan,
Powers, Splitt

NAYS: Orr

ABSENT: Smith

ABSTAIN: None

The amended resolution carried.