

 <p style="text-align: center;"><b>Council Communication</b> Office of the City Manager</p>	<b>Date:</b>	November 20, 2017
	<b>Agenda Item No.</b>	<b>36</b>
	<b>Roll Call No.</b>	<b><u>17-1966</u></b>
	<b>Communication No.</b>	<b><u>17-790</u></b>
	<b>Submitted by:</b>	<b>Pamela S. Cooksey, P.E., City Engineer</b>

**AGENDA HEADING:**

Approving the Skywalk Corridor Display Cases Lease Agreement with the Downtown Community Alliance, Inc. (DCA), for the lighted display cases on the walls of City parking garages.

**SYNOPSIS:**

Recommend approval of the Skywalk Corridor Display Cases Lease Agreement extension. In 1991, the City entered into a lease agreement with DCA for use of the display cases in the parking garages and wall space immediately surrounding area to promote activities and business within the downtown area. This agreement would extend that lease for an additional term ending on June 30, 2022.

**FISCAL IMPACT:**

Amount: \$1,900 (revenue)

Funding Source: 2017-2018 Operating Budget, Page 72, Engineering Department Traffic and Transportation – Parking Administration, EG062085.

**ADDITIONAL INFORMATION:**

- The original agreement between the DCA and the City occurred in 1991. At that time, the DCA agreed to take care of the glass window display cases, which held a variety of physical items like t-shirts, tennis shoes, sunglasses, and posters that were for sale or promoting downtown events. The original agreement was amended with the amended agreement approved by City Council on January 10, 2005, under Roll Call No. 05-98. Since that time, these glass window display cases have been upgraded to uniform backlit display panels. Advertising and messaging can be easily changed on these backlit display panels. The DCA has a separate contract with a vendor to provide advertising and messaging services for these panels.
- These panels are located within the skywalk corridors of the 3<sup>rd</sup> and Court Parking Garage (2 existing panels), the 9<sup>th</sup> and Locust Parking Garage at 801 Locust Street Parking Garage (12 existing panels), 5<sup>th</sup> and Keo Parking Garage (5 existing display panels), and the 4<sup>th</sup> and Grand Street Parking Garage (1 existing panel).
- The last agreement was approved by Council in 2005. This revised agreement increases the amount of revenue the City is to receive from 7% to 25% or \$100 per month, whichever is greater.

**PREVIOUS COUNCIL ACTION(S):**

Date: January 10, 2005

Roll Call Number: 05-98

Action: On Proposed Amendment to Skywalk Corridor Display Cases Lease Agreement. Moved by Hensley to approve. Motion Carried 7-0.

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

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