



Council Agenda Form

MOTION # 61-03-09		DRAFT# 1
DATE SUBMITTED: March 13, 2009	DATE TO GO BEFORE COUNCIL: March 16, 2009	
SUBMITTED BY: Gardiner at the Request of the City Administrator		
DEPARTMENT: Recreation and the Arts		

TITLE OF MOTION: Gateway Arts District Open Studio Tour and the Hyattsville Arts Festival request City support.

RECOMMENDATION: I move the Mayor and Council authorize the use of the City Recreation and the Arts 12-passenger van, with a provided driver, to transport participants attending the Hyattsville Arts Festival and the Gateway Arts District Open Studio Tour on May 16, 2009, and marketing support for the events.

BACKGROUND: The City of Hyattsville is a Gateway Arts District community and both events, which have primary locations within the City limits, are scheduled concurrently. The shuttle support will provide the participants with the opportunity to easily attend the events while reducing traffic and parking impacts. The shuttle will also provide more citizens the opportunity to experience this unique cultural event occurring within the City. Marketing is targeted to bring additional people into the community for the celebrations, and it is anticipated these visitors will consume goods and services, providing an economic benefit to community businesses. The City's involvement will provide a cross-promotional opportunity to market upcoming City events. Last year's EYA sponsored event attracted 1500 participants.

ANTICIPATED STAFF RESOURCES REQUIRED TO IMPLEMENT: A driver will be needed for the day of the event, and there will be additional administrative time associated with route planning and marketing support.

CITY ADMINISTRATOR / DEPARTMENT DIRECTOR COMMENT: Recommend Approval

Elaine Murphy, City Administrator

FUNCTION AND OBJECTIVES:

(4) Improve the Safety and Quality of Life for All Residents; (6) Enhance Image and Profile of City – Develop a City Capacity to Market and Promote the City.

SUPPORTING DOCUMENTATION:

CURRENT YEAR BUDGET IMPACT: The estimated cost of vehicle operation plus labor and marketing support should not exceed \$1,400.00, and funding is available with FY09 program and departmental appropriations.