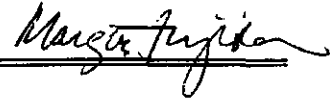


OAKLAND CITY COUNCIL

FILED
OFFICE OF THE CITY CLERK
OAKLAND

RESOLUTION NO. 78918 C.M.S. 2004 SEP 16 PM 5:45

INTRODUCED BY COUNCILMEMBER _____



**RESOLUTION AUTHORIZING FREE PARKING AT CERTAIN
CITY-OWNED PARKING GARAGES DURING THE 2004 HOLIDAY SEASON**

WHEREAS, Cultural Arts & Marketing and Community & Economic Development Agency (CEDA) staff, working with Oakland Merchants Leadership Forum (OMLF) volunteers, produce the Shop Oakland campaign two to three times per year, including the winter holidays; and

WHEREAS, the mission of the Shop Oakland campaign is to encourage people to patronize stores and businesses in Oakland, to encourage Oakland residents to buy in Oakland, and to assist merchants in their marketing and promotional efforts; and

WHEREAS, the 2004 holiday season City-funded Shop Oakland component includes free parking, a print advertisement campaign, and publicity, as well as additions to the Shop Oakland website; and

WHEREAS, as part of the campaign, the Shop Oakland Holiday Parking Program offers patrons free parking up to eight (8) hours at select City-owned garages; and

WHEREAS, along with the other campaign components, the parking program furthers City leaders' goal of revitalizing Oakland's commercial districts; and

WHEREAS, holiday season 2004 garage parkers expressed their appreciation for the parking program; and

WHEREAS, Shop Oakland is funded by Community Development Block Grant, Redevelopment and General Funds, and private contributions raised by OMLF; and

WHEREAS, it is estimated that revenues at parking garages amounting to twenty-three thousand dollars (\$23,000), will be foregone during the duration of the Shop Oakland Holiday Parking Program; and

WHEREAS, the Shop Oakland Holiday Parking Program revenue impact has already been factored into the 2003-2005 estimated revenues for both the General Fund and Multi-Purpose Reserve Fund; therefore, implementing this program will not create an imbalance in these funds; and

WHEREAS, the Shop Oakland Parking Program is a tangible way the City shows its goodwill, providing an extra incentive for patrons to shop in Oakland; now therefore be it

RESOLVED: That the City Administrator is hereby authorized to allow eight-hour free parking at the Franklin Plaza, Montclair, and Frank Mar garages each Saturday from November 27 through December 25, 2004 for the 2004 Shop Oakland program.

IN COUNCIL, OAKLAND, CALIFORNIA,

NOV 16 2004

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN AND
PRESIDENT DE LA FUENTE - 7

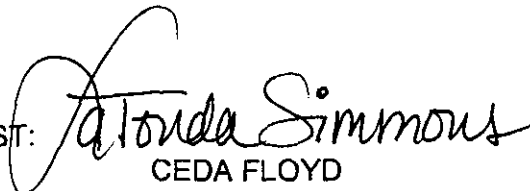
NOES- 0

ABSENT- 0

ABSTENTION- 0

Excused- Brooks-1

ATTEST:



CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California