

**CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: February 15, 2010

Reviewed by: BP

SUBJECT: 2010 Dinner with Albany

REPORT BY: Penelope Leach, Recreation and Community Services Director

STAFF RECOMMENDATION

- (1) That Council approve the City hosting “Dinner with Albany” on Saturday, September 25, 2010.
- (2) Pending Council approval, that Council approve the street closure on Solano Avenue from San Pablo Avenue to Masonic Avenue on Saturday, September 25, 2010, from 6:30am -midnight.

BACKGROUND

On September 27, 2008, the City of Albany hosted the first *Dinner with Albany* event as part of the City’s Centennial celebration. Solano Avenue from San Pablo to Masonic was closed for the event which gathered more than 2,000 friends and family for a pot luck dinner on the street which was lined with lighted decorations and live entertainment.

The event was such a success that residents asked City staff if the event could become part of the City’s special events programming. Although City staff from all departments worked on the event, the Recreation and Community Services Department headed up the event and has been evaluating the possibility of hosting the event again. Staff would like to propose that pending any budget constraints and staff time constraints, that Dinner with Albany take place every other year on the even years. Each year the event is to take place, staff would submit the event for Council approval with costs estimates as well as a request for the street closure.

DISCUSSION

Pending Council approval, staff will again work with business owners along Solano Avenue as well as the appropriate Albany business associations to talk with them about their questions and concerns as well as solicit their support. From the feedback staff received after the 2008 event, business owners, particularly restaurant owners, were pleased with the turnout and the increase in business.

The Police Chief has advised that he expects that the department budget and staffing can adequately support the street closure and security issues for the event.

It should also be mentioned that staff is at the beginning stages of evaluating all of the City's special events in an effort to host and support financially those events that benefit the community the most. Should it be desired that *Dinner with Albany* be an every-other-year event for the City, but City resources cannot not support *Dinner with Albany* in addition to the other special events the City offers, staff will make recommendations to the appropriate Commissions, Committees, and Council to suggest events the City does not host during the years that the City hosts Dinner with Albany.

SUSTAINIBILITY IMPACT

The event benefits the community recreationally and socially. Most participants walk and/or ride their bikes to the event. Extra bike parking staffed by volunteers will be a part of the event as well.

FINANCIAL IMPACT

After evaluating cost estimates, expenditures exceed revenue by \$7,000. Staff will be putting together an event sponsorship packet to solicit donations and sponsorships to make up the difference. Should sponsorships not cover the entire \$7,000 needed, staff will return to City Council with other options, such as the Council discretionary funds.

Given that *Dinner with Albany* does not take place every year and staff has several months to plan ahead, the majority of staff time needed for the event involves full-time staff with minimal to no overtime. Part-time staff is needed the day of the event primarily for stage and audio support. Part-time staff costs are included in the attached budget.

Attachments

2010 Proposed Dinner with Albany budget