



MEMORANDUM

TO: CITY COUNCIL

FROM: JESSICA MATSON, DEPUTY CITY CLERK

**SUBJECT: SUPPLEMENTAL INFORMATION
AGENDA ITEM 10.a. – OCTOBER 8, 2019 CITY COUNCIL MEETING
CONSIDERATION OF TEMPORARY USE PERMIT CASE NO. 19-011;
AUTHORIZING “HALLOWEEN IN THE VILLAGE” ON THURSDAY,
OCTOBER 31, 2019 AND DIRECTING STAFF TO IMPLEMENT
RELATED SAFETY MEASURES INCLUDING NO PARKING ZONES,
STREET CLOSURES AND WARNING DEVICES; APPLICANT –
KRISTA BANDY, HELLO VILLAGE**

DATE: OCTOBER 8, 2019

Attached is correspondence received October 8, 2019.

cc: City Attorney
City Clerk
Public Review Binder

From: [Jocelyn Brennan](#)
To: [Jocelyn Brennan](#)
Cc: [Jim Bergman](#); [Jessica Matson](#)
Subject: Village survey results
Date: Tuesday, October 08, 2019 11:15:28 AM
Attachments: [Village survey results 2019 .pdf](#)
[Village Survey .pdf](#)

Hello Mayor and Council Members,

I am attaching a PDF of the "Village Survey". We had 34 business owners respond that have a business in the village. There are approximately 65 businesses in the village. Therefore, I do not consider this a comprehensive analysis by any means. However, the responses are still coming in and we have a staff person walking the village yesterday and today to reach out to anyone who has not responded to the survey digitally.

You will see there is great support for Halloween in the Village from the business community, even though it is a significant financial sacrifice. This is remarkable in my opinion.
Nine businesses asked for assistance with candy supplies. Krista and I are working on this.

I plan to speak tomorrow night on behalf of the Chamber. Our position is that we should explore ways to minimize the impacts to businesses when events require the closure of Branch. The Chamber will be looking at ways to boost business in the village to offset some of these "non business" community events.

I am also attaching the survey link and PDF so you can see the questions. [SURVEY LINK](#)

Please let me know if you have any questions about the results or comments section.

Thank you!

Upcoming Chamber Events:

October 9th Wellness Fair for 50+ Adults (800 West Branch St. • Arroyo Grande), 9 am -1 pm — More info [here](#)

October 16th Chamber Luncheon: Future of our South County Job Market (800 West Branch St. • Arroyo Grande), 11:30 am -1 pm — Register [here](#)

October 23rd Chamber Mixer: Watch the World Series at 3 Fat Guys Diner (359 West Grand Ave. • Grover Beach), 5-7 pm — RSVP [here](#)

October 30th Membership Coffee: Avila Beach Community Center (191 San Miguel St. • Avila Beach), 9-10 am — RSVP [here](#)

Jocelyn Brennan

President | CEO

SouthCountyChambers.com

Cell/Text (805) 748-7630 Office (805) 489-1488



Halloween in the Village Survey

Confidential

Name *

First Name

Last Name

Name of Business *

Primary contact Email *

example@example.com

Preferred Phone Number *

Area Code

Phone Number

Will your business be participating in 2019 Halloween in the Village by handing out candy?

YES

NO

If you are handing out candy or other "give aways", how much do you plan to spend on these items?

If available, would you like to receive donations of candy to reduce your cost?

- YES
- NO

Will your business be open for customers during the Trick or Treating time?

- YES
- NO

If your business will be closed on Halloween because of this event, how much of a financial loss will this represent to you?

In the future, would you like to participate in Halloween in the Village by co-hosting with a Village business owner? (if your business is not located directly on Branch Street)

- YES
- NO
- OTHER

Please rate the events below. For example, 5 stars if the event is great and drives customers and revenue to your business.

Strawberry Festival



Summer Concerts



Harvest Festival



Beer Feast



Halloween in the Village



Elegant Evening in the Village



Christmas Parade



Farmers Market



Would you like to have a Visitor Center in the village?

- YES
- NO
-

What economic development efforts would you like to see prioritized in Arroyo Grande?

Business Improvement Districts (BIDs) are organizations formed by private property owners and businesses within a legally constituted city district. Members pay a

special tax to cover the expense of providing their BID with services beyond what the local government offers in their area. The organizations are often created simply by the approval by a majority of local business and property owners, by those who control a majority of the land area, or by owners responsible for the majority of the fees assessed. These districts typically fund services which are perceived by some businesses as being inadequately performed by government with its existing tax revenues, such as cleaning streets, providing security, making capital improvements, construction of pedestrian and streetscape enhancements, events and landscaping. The services provided by BIDs are supplemental to those already provided by the municipality. The revenue derives from a tax assessment on commercial property owners. What are your thoughts on exploring the formation of a Business Improvement District?

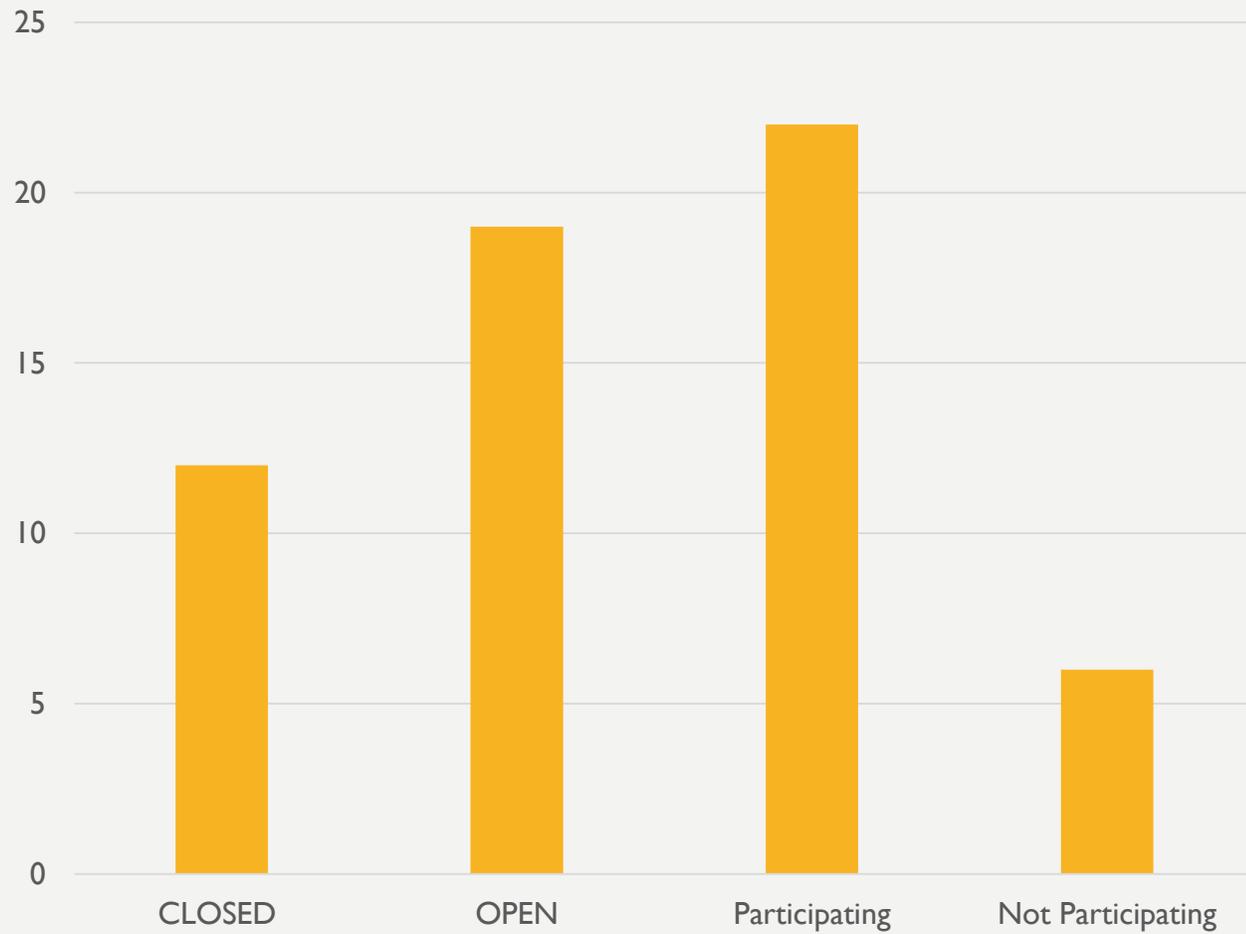
Other comments, questions, concerns?

Submit

HALLOWEEN IN THE VILLAGE

SURVEY RESULTS

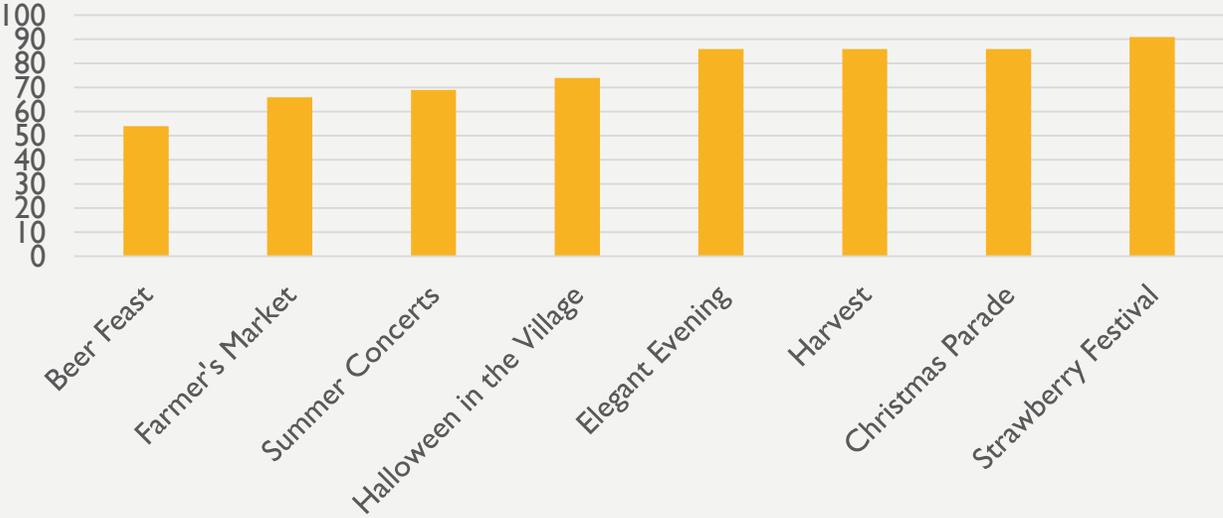
HALLOWEEN



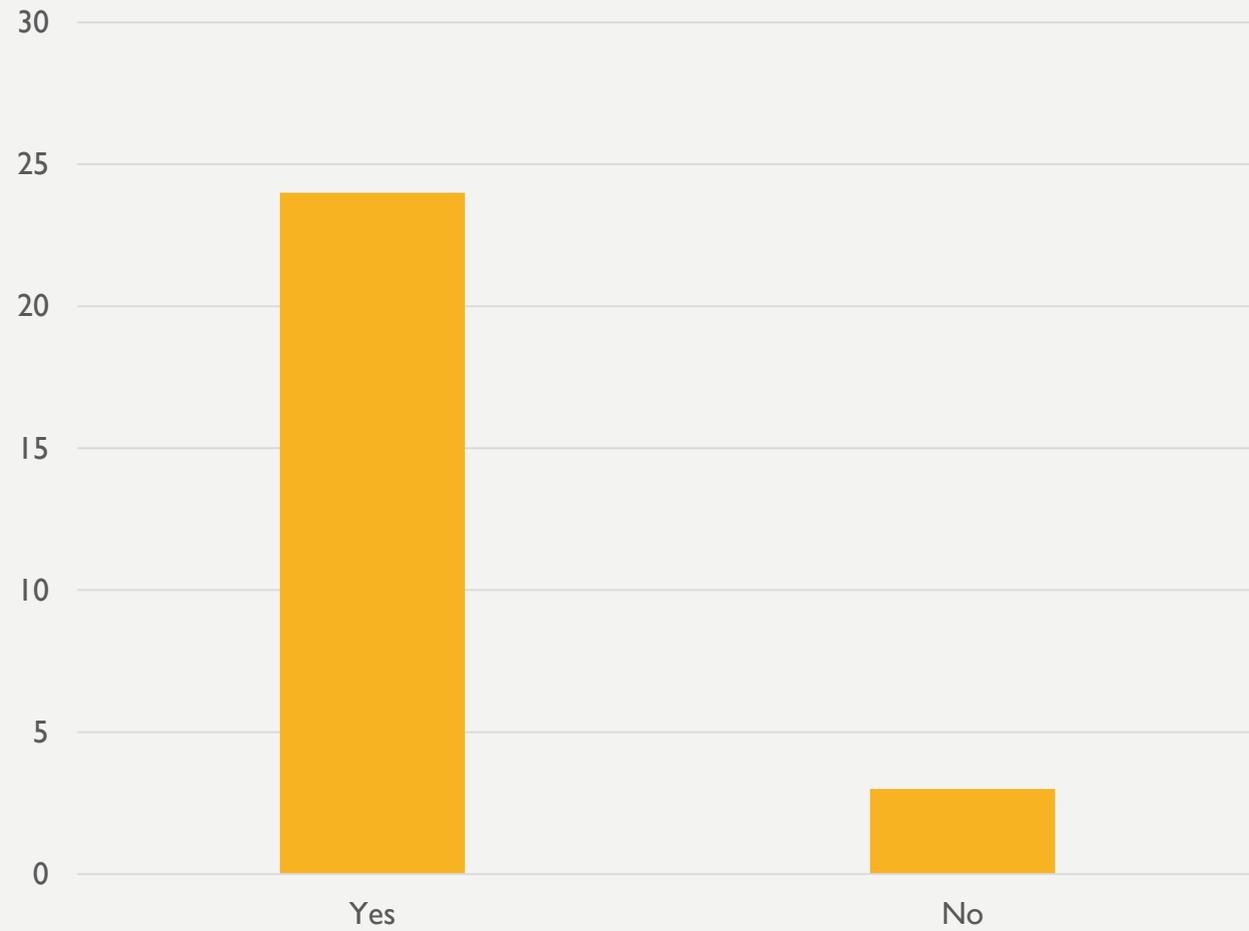
**AVERAGE LOSS OF
SALES \$500-750**

**AVERAGE CANDY
EXPENSE \$207**

Village Events



Visitor Information Center in the Village



Comments/Ideas

"-Ways to bring more tourists into the village

-more crosswalks in the village to slow the traffic on Branch.

Advocating with larger public agencies and municipalities to promote the interests of local businesses (like with the Dunes).

"We are on Traffic Way so we are not really in the village. We enjoy the functions in the Village. We are an insurance agency and we try to participate in the activities as best we can. Thank you.

I don't know if this falls in this category but I'd like to see more "sidewalk sales" or any type of merchant events that aren't just festivals/parades. Something that drives people to the village. Lots of other cities have events that help their "downtown" merchants. I'd be happy to research types of events.

"lots advertising on social media cross walk in the middle of the street we need another cross walk meters help i think it would provoke people to buy more since they have a allotted time

"Re- Halloween Even though we are closed on Halloween - we are dressed in costume handing out candy It's definitely worth it

Expand the Village Shopping Night Idea (Thursday - 1 evening a month year round so locals can shop local in the Village.

Business Stories every 2 weeks feature another local business - and develop a news worthy business story (Sort of like the Biz Buzz the Tribune used to have.)

Village Gift Card

Signage at entrance to Village advertising Village Shopping Night

Shopping Card at Farmer's Market

Mother's Day Tea Party (already submitted info)

City Council Members visiting and reporting on Business in a 60 second report at City Council Meetings

Keeping the sidewalks clean, especially around the trash containers on sidewalks in front of businesses.

Comments/Ideas

A combined effort by Village Merchants on Social Media, that would be geared toward the 1000's of travelers that pass each day on Hwy 101 City advocacy for quicker permitting process to make it more streamlined to open a business in the Village and City of AG.

Elegant Evening for Christmas is a must. I can't be the only vendor that has experienced the positive effects this event creates for the Village. It is truly the one night the vendors do well and the community loves it. The other events, though a great way to support the Village and Arroyo Grande, does not necessarily create an increase in sales for business in the Village, though I would guess that the restaurants could very well benefit in addition to the hotels in our area. I have often felt that if the Strawberry festival was a different weekend than the Memorial Weekend, that there would be a much better overall benefit to our area as we would benefit from two events instead of combining it into one event.

"Night events once a week in the village of Arroyo Grande. Something similar to thursday farmers in SLO. . .

Village friday nights & wine walks?

Outdoor movies once a month

Local kid talent performers

Local AG department showcase (animals, flowers, farm food)

Wine and art workshops in local cafe's

*Step up the destination point lure from outside cities “

I would like to see our community supporting landlords by seeking businesses to fill vacant spots as opposed to them leasing space to any kind of business. I would like to see more synergy in the village.

Less vacant stores!! Love to have more wineries or destination stores that will bring more people to stay and enjoy the village.

Anything that increase foot traffic. Anything that helps support current retail and attract other retail shops in the Village.

Ten years ago there was a proposal to convert portions of the turn lane through the Village core into streetscape (curbs and trees). There is a continuous turn lane and many places where there is nowhere to turn. So it would not impede traffic flow and would beautify the downtown area. Imagine lights on trees in the middle of the street as well as sidewalks!

Thoughts on exploring a Business Improvement District:

Great idea to start to explore.

That it should be explored. I don't have enough information to form a strong opinion, so it seems like exploration to gather that information would be beneficial.

I am not in favor of a BID

Not sure I would have to research it more.

"It is a waste of time - because even if the property owner pays the fee-tax percentage - it just means they will add it to the triple net or the rent increases. If the business pays even 1% of annual sales we would be paying about 7,000 and that's almost a month's rent. I can barely make it now!!!! I think many businesses would leave the Village - I certainly would -

I think we can raise money' in other ways-

I'm all for grass roots efforts and now that there is no one ""blocking"" ideas and the renewed general enthusiasm - I think we can as a Village move forward."

Isn't this what the VIA was?

I am open to learning more about how that would impact our community.

Would like to hear more about it and how others who are involved in a BID.

I do not support. I do not want to pay more taxes, and I am satisfied with the level of infrastructure provided by the City of A.G.

Would be in favor of BID depending on the amount of tax to fund it.

"When I was on the Parking Board, I found out that is actually a BID entity, with revenue from an added tax to business licenses designated toward downtown parking. Expanding the existing BID for parking to include other aspects may be easier than adding a new tax.

I support the idea of a BID.