

City Council Announcements

May 31, 2005

A. Decisions, Feedback & Information needed by staff

1. Attached is a proposed letter from the Downtown Alliance, the Salt Lake Chamber, and the City to Business Owners in the Downtown area. Does the Council approve Council Chair signing on behalf of the Council?

March 25, 2005

Dear Downtown Business Owner:

Those who work Downtown have heard it many times. Visitors think parking Downtown is too difficult and too expensive. The reality is that we have tens of thousands of parking stalls and getting around Downtown Salt Lake City is easier than in perhaps any other major city in the United States.

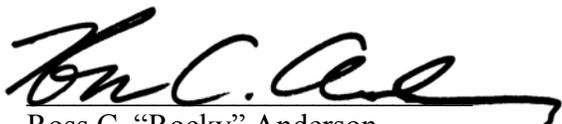
We are writing to ask you to participate in a program designed to help fight the misperceptions about parking in, and getting around, Downtown. The Downtown Token program makes it easy for your business to offer universal parking validations and transit fares to paying customers. By participating in the program, you will be creating good will with your customers and helping improve perceptions about our Downtown.

The Downtown Token program has recently undergone a substantial overhaul. The enclosed brochure outlines the new program and its benefits. You may be particularly interested in the reduced cost of the token. Businesses that agree to offer the token to all customers who spend more than \$20 can now receive the token for just \$0.25 each—a substantial discount over the previous price of \$1.00. We are also now offering free delivery of the tokens and an attractive point of sale holder for program information.

Please consider this your official invitation to participate in the Downtown token program. As our Downtown undergoes exciting changes over the next couple years, it will be more important than ever that we work together to make parking and transit easy for Downtown visitors. The more businesses that participate, the more successful the program will be.

Thanks for your support of a vibrant, attractive, and convenient Downtown.

Sincerely,



Ross C. "Rocky" Anderson
Mayor

Dale Lambert
City Council Chair

Lane Beattie
Salt Lake Chamber CEO

Robert Farrington
Downtown Alliance Executive Director