

Memorandum

Date: September 13, 2011
To: Finance Committee
From: Ken Putnam, PE, Transportation Department Director
Re: Small Business Saturday

The Asheville Downtown Commission has asked the City to show their support for small businesses by recognizing Small Business Saturday that is scheduled for November 26, 2011. Small Business Saturday is an event that began last year and is sponsored by American Express. Its purpose is to show support for small businesses by recognizing their importance to the overall economy and to their local communities. It is not an effort designed to get people to stop shopping at larger businesses or online.

Specifically, the Asheville Downtown Commission is asking the City to provide free on-street parking and free city-owned parking garage parking on that Saturday which is the Saturday after Thanksgiving. Staff estimates that we would lose about \$7,700 in revenue on that day.

Since the subject request is a policy issue, staff is seeking input and guidance from the Finance Committee before moving it forward to City Council.

Please let me know if additional information is needed.