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A. All parking revenue in City owned lots and parking structures will cost \$10 during festival hours. The City of Royal Oak will be securing at least 5,000 spaces in its direct control. All revenue from those parking operations will first be applied to City expenses (about \$100,000), and second, to return the investment to the DDA (\$100,000). In addition, the festival will give the City of Royal Oak twenty five cents (\$.25) from every admission to provide additional revenue to help offset these costs.

Q. How long is the term of the contract between Royal Oak and Arts, Beats & Eats?

A. The contract is for five years, with an out for the City of Royal Oak in the fourth and fifth years of the agreement if certain revenue numbers are not met related to parking.

Q. How does the City of Royal Oak benefit from Arts, Beats & Eats?

- A. The benefits of hosting the festival are many and include the following:
- o Major economic impact to local businesses on what is normally a slow business weekend.
 - o Significant positive publicity and marketing exposure for the City of Royal Oak that is projected be valued at \$2.5 million minimum.
 - o Quality of Life for local residents as there will be significant entertainment, cultural programming and family based activities during the festival.
 - o Opportunities for local non-profits to earn money by selling beverages at the festival. For information on this opportunity contact Jeff Wilson (jwilson@artsbeatseats.com)

Q. Does the city control how Arts, Beats & Eats operates?

A. The City of Royal Oak does not have direct control of how the festival is planned, arranged or programmed, however the City of Royal Oak has major input and continuous direct communication with the festival. The City of Royal Oak also controls law enforcement operations and other city department operations with Arts, Beats & Eats having input on those operations.

PARKING

Q. Will there be enough parking for the amount of people projected to attend?

A. Finding parking and developing transportation plans is the key issue being worked on between both the City of Royal Oak planning division and Arts, Beats & Eats. Parking lots are being acquired, including some that will be utilized for a shuttle system. Alternate means of transportation including partnerships with SMART and Amtrak are being developed. In addition, an incentive program for families to ride and store bicycles will also be offered.

Q. Will Royal Oak parking meters be in operation around the downtown?

A. Many Royal Oak parking meters will be used by festival participants and will likely not be available during the festival. The concern about metered parking that the large traffic volumes would be adversely affected while waiting for individual cars to parallel park and or search for metered spots to become available. This policy has not been made official, but is being considered by the Royal Oak planning department.

Q. Can a local business/property owner operate a parking operation in its private lot during the festival?

A. Only parking lots that are licensed to operate as a paid parking lot may operate as such during the festival. Special licenses may be granted if a private lot owner partners with the City of Royal Oak in a parking operation. The details of this plan are still being developed, check back for more information.

Q. Can a non-profit help the City run a parking lot in exchange for profit-sharing?

A. The City is currently developing a list of interested non-profits and will be contacting them regarding opportunities. Please contact Greg Rassel of the Department of Public Services at gregr@ci.royal-oak.mi.us to get added to this list and for more information.

DOWNTOWN BUSINESS QUESTIONS

Q. How do downtown businesses get deliveries during the festival?

A. The festival will provide passes for delivery trucks to get to local businesses on the morning of each festival day. Deliveries will be required to be made and completed by 9:30am each day, and all businesses are encouraged to arrange for and receive necessary deliveries earlier in the week of the festival. A downtown business meeting in August will be planned to explain the festival policy and distribute access passes for trucks that might be required to deliver during festival days.

Q Where do downtown business owners and employees park during the festival?

A. The city is asking all downtown businesses to take advantage of a free parking location and shuttle for employees and business owners that will be announced in Mid-Summer 2010. This location will be located outside of the downtown in order to make as many proximate parking spaces available for festival patrons to park and spend money at local businesses. We are asking business owners and employees to honor this free parking offer. Ignoring this opportunity and parking at Royal Oak parking decks will cost \$10 at all times during the weekend, and hurt the city's ability to provide parking for the thousands of visitors that are expected to attend the festival.

Q. How does a restaurant participate in the festival outside its normal operation?

A. There are limited restaurant booth opportunities and most downtown restaurants attended a meeting about this opportunity. For more information on participating as a restaurant in the festival footprint contact Shannon Ferrante at shannonf@artsbeatseats.com.

Q. How does a retail store participate in the festival outside its normal operation?

A. There are limited retail booth opportunities and most downtown stores attended a meeting about this opportunity. For more information on participating with a booth in the festival footprint contact Lisa Konikow at lisa@artsbeatseats.com.

Q. Will Royal Oak storefronts be blocked during the festival operation?

A. The festival layout will include the blocking of most storefronts on the streets due to issues of set-up logistics, electrical layout and vendor preference. All sidewalks will remain open to pedestrian traffic. The festival layout will be consistent with most art fairs and street festivals that have a similar layout for similar reasons. There will be openings in each street block and at each corner for a smooth traffic flow between sidewalk travel and street travel.

Q. How will the festival directly promote shopping and dining in downtown businesses?

A. There are at least two major ways the festival will promote shopping, dining and support of downtown businesses. The first is a major homepage website feature on artsbeatseats.com that promotes shopping, dining and entertainment in Royal Oak. The second is an optional program for businesses to participate in called Shop Royal Oak. Upon entering the festival, each festival patron will be given a \$3 coupon (on minimum \$15 purchase), which will be accepted at all participating downtown Royal Oak downtown that want to participate in the program. Information on Shop Royal Oak will be available and communicated in Mid-Summer, 2010 by the Royal Oak DDA and Arts, Beats & Eats.

RESIDENT INFORMATION

Q. How will I be affected as a resident?

A. Residential issues, concerns and policies will be addressed at a meeting in early April 2010, which will be promoted through local neighborhood organizations. After that meeting, questions and answers related to the festival's impact and policy related to residential issues will be added to this list of FAQ's.