

**CITY COUNCIL
AGENDA REPORT**



**CITY OF MILLBRAE
621 Magnolia Avenue
Millbrae, CA 94030**

SUBJECT: Approval of Street Closures and Staff Fee Waivers for Mid-Autumn Festival on September 2 nd , 2019 and Approval of Street Closures for Beats & Brews on Broadway on September 12 th , 2019. ATTACHMENTS: None	Report No. 6331
	For Agenda of: July 23, 2019
	Department: Recreation
	Originator: Mackenzie Brady Recreation Director MB
Approved: <i>[Signature]</i>	
Budget Action Yes: _____ No: <u>X</u> Finance Review: _____	

REPORT TYPE: ACTION <u>X</u> INFORMATIONAL _____
ITEM TYPE: CONSENT <u>X</u> PUBLIC HEARING _____ EXISTING BUSINESS _____ NEW BUSINESS _____

RECOMMENDATION:

Staff recommends that the City Council approve, by motion, the closure of Broadway between Taylor and Hillcrest and Hillcrest and La Cruz, as well as waive \$1500 in staff costs, on September 2nd, 2019 from 2-10 pm for the Millbrae Mid-Autumn Festival, and the closure of Broadway between Hillcrest and La Cruz on September 12th, 2019 from 2-9 pm for the City’s Beats & Brews on Broadway.

BACKGROUND:

The Mid-Autumn Festival is a Chinese traditional festival for family reunions on a full moon day. The Millbrae Cultural Committee and City of Millbrae will be jointly hosting this event. The event will take place on the 300 and 400 Blocks of Broadway, and will feature different performances, as well as family activities. The hosts want to promote local business and anticipate over 1000 attendees on this event. All sights, restaurants, and shops will be open to take advantage of the tourism peak.

Beats & Brews on Broadway is a free music series event put on by Millbrae Recreation, sponsored by local businesses/organizations. The summer of 2019 is functioning as a pilot to determine appropriate location, capacity, and activities for future concerts. The July 11th event was a success, and feedback from residents and merchants lead to the date addition. The event will continue to take place on the 300 Block of Broadway, and will feature live local music, a beer garden, family games, and will once again highlight merchants of Downtown Millbrae.

FISCAL IMPACT:

These events are being heavily marketed through various venues, and all downtown merchants in the affected areas have been visited by staff. As a result of these events there may be an increase in foot traffic in the downtown area. The closure of the streets may pose inconveniences to businesses as a result, but staff and volunteers will help to mitigate this inconvenience by continued business outreach efforts and posting directional signage for parking.

COUNCIL ACTION:

Staff recommends that the City Council approve, by motion, the closure of Broadway between Taylor and Hillcrest and Hillcrest and La Cruz, as well as waive \$1500 in staff costs, on September 2nd, 2019 from 2-10 pm for the Millbrae Mid-Autumn Festival, and the closure of Broadway between Hillcrest and La Cruz on September 12th, 2019 from 2-9 pm for the City's Beats & Brews on Broadway.