



## THE CITY OF KEY WEST

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MEMORANDUM

**To:** Greg Veliz, City Manager  
**From:** Patti McLauchlin, Assistant City Manager  
**Date:** October 18, 2020  
**SUBJECT: Sunset Celebration Request**

### **ACTION STATEMENT:**

To initiate three actions for a 6 month period in order to promote (safe) attendance amongst locals and tourist to the Key West Events and Sunset Celebration via three initiatives: 1) Lower the rent for artisans and performers per night to the equivalent of street vendors on Duval St; 2) Eliminate parking fees for the hours of set up, the Celebration and clean-up for 8 performers and artisans; and 3) Put large signage near Mallory Square promoting the Sunset Festival.

### **BACKGROUND:**

The City of Key West is committed to providing support to economic recovery in the Covid pandemic. In a recent Round Table conducted by the City and in a follow up meeting with the Mayor and Assistant City Manager, artisans and performers explained what they need in order to re-engage in the Festival. (See points above). The pandemic shut down the event all together, but as we slowly re-open, there is a need to revitalize this monumental event.

### **PURPOSE & JUSTIFICATION:**

Sunset Celebration has been greatly impacted by the Covid 19 Pandemic. Outside festivals that allow for ample social distancing provide a unique opportunity to both visitors and locals to shop, listen to music and watch live performers. The festival also behooves businesses. After sunset, it is typical for visitors to take a walk in Old Town, browse in the shops, and have dinner or drinks in our establishments.

In recent months, only a select few artisans and performers have elected to participate in Sunset Festival. It is a financial gamble to participate in the event. Once they pay for the nightly fees and parking, they end up losing money on the Festival. As more tourists come back to town, the City can help us revitalize this unique event by making it more feasible for our performers and artisans to be there. The more it is promoted, the more visitors will attend.

*Key to the Caribbean – Average yearly temperature 77° F.*

The more visitors attend, the more artisans and performers will participate. It is mutually reinforcing.

**FINANCIAL IMPACT:**

Over a six-month period, this is a monthly loss of revenue in the amount of \$5,583.33 or \$33,500 for six months of rents.

Parking Permit lost revenue is \$80.00 per night. A total loss of revenue for six months in the amount of \$14,600.00.

**RECOMMENDATION:**

Staff recommends authorizing three initiatives:

- 1) Reduce the current fee from \$200 per night to \$500 per month for 6 months. This number is based on the current Duval St. permit rate for artists of \$150 per year. (This number was derived from calculating \$150 per year x 40 artists divided by 12 months).
2. Offer eight (8) parking permits to performers, two hours to begin 30 minutes before the performance of Sunset Celebration.
3. Add large signage near Mallory Square promoting Sunset Celebration.