

*Riverside Art on Main
951-347-8139 @yahoo.com

Dear Mr. Gardner and associated council members. We have been a vendor in this event for going on 25 years. We own two businesses impacted by this issue of over 50% loss in revenue last year. Created by traffic flow conditions, new construction, carousel location and ticket booth along with street performers. Between Mission Blvd. and University on Main St. We have 6 vendor locations. We pay dearly for this locations weekly, per spot. Up to \$4,500 per week. Revenue is crucial to sustain these locations. Performers have no consideration for traffic flow for emergency situations and divert walk by traffic needed to make impulse sales by Mission Blvd and Main St. Attempts had been executed to explain situation, asking them to move back or over to open area last year. They displayed resistance and told us we should move and that they have the right to be where ever they want. These performers I'm referring to are far from world class entertainers. Surrounding us for the sole purpose of making more money. Last year was our biggest hit for loss of revenue. Which leads to another issue with retail stores, located within this area, which we own. We rely on revenue, because of high property rent, taxes fees, and labor. To keep our year around retail store open and carry us through slow summer months. We can't sustain another blow, caused by this issue. There was limited traffic flow on our side of mall last year, by our stores. Observations made by my brother and I are shown in a drawing included in this letter. Problems include new construction, carousel location, ticket booth location and street performers combined. We hope you take into consideration the impact that lack of traffic flow as well as blocked traffic has on our revenue for year around business and to consider the idea of limiting street performers to stage only, Located on that block for entertainment. Not all performers are inconsiderate, the ones by us every year display that behavior. Regardless the size of group performing, they create a hazard from wanting to create a crowd to get more people to stop and see what's going on, which leads to more tips. We made improvements for our locations, to free up ground space from our product, aiding in less congestion.

Thank you,

Bobby Jackson and Sandra Jackson Riverside Art on Main 3730 Main St.

Festival of Lights Gift Shop 3744 Main St.

Sarah Becker

MP Couture 3738 Main St.

August 29,2017

Dear Council Members,

I'm addressing the issue regarding street performers on the Main St., pedestrian, walking mall, located between University and Mission Inn Ave. Performers set up in major walkways, near our entrance and exit by our outside patio area. This creates congested walking traffic flow, from the crowd that gathers around them. Some pedestrians are forced through our patio area where patrons are sitting at tables, bumping into chairs and disturbing them. This creates an unsafe environment and liability, in case of an emergency. On behalf of Coffee Bean, I would like for you to take this under consideration, before determining a solution to this problem and not permit the performers, regardless of group size, to set up on this block and locate them in other areas with less congestion.

Thank You,

General Manager,

Coffee Bean

Verity Bowler

A handwritten signature in black ink, consisting of a series of loops and curves, starting with a small 'v' shape and ending with a long, sweeping line.