

**CITY OF PEORIA, ARIZONA
COUNCIL COMMUNICATIONS**

cc: 18C
Amend No. _____

Date prepared: April 24, 2009

Council Meeting Date: May 19, 2009

TO: Carl Swenson, City Manager
THROUGH: Susan J. Daluddung, Deputy City Manager *SJD*
FROM: J.P. de la Montaigne, Community Services Director *J.P.*
SUBJECT: Amended Automobile Sales Use Policy

RECOMMENDATION:

Discussion and possible action to amend the following automobile sales use policy for the Peoria Sports Complex parking lots.

SUMMARY:

The Peoria Stadium parking lot has been utilized on and off for various automobile and recreational vehicle sales. In 2004, at the request of specific automobile dealers on the Bell Road corridor, the City Council established the following policy of not utilizing the parking lot for new or used automobile sales. The City Council did direct staff to work with specific automobile dealers for sponsorship opportunities for the spring training season and citywide special events.

One recently accepted sponsorship is with Liberty Buick to be the title sponsor for our All-American 4th of July event.

More recently, we have been approached by Larry Miller dealerships requesting a sponsorship package for Peoria Stadium that includes stadium signage, and special event assistance and requests a weekend date for an automobile tent sale.

In the most recent economic times, aiding our local dealerships in a way to promote and maximize their business opportunities is a council goal. Towards that effort, it is recommended City Council amend the current policy to allow our local dealerships an increased opportunity for business exposure and expansion of sales.

CITY CLERK USE ONLY:

- Consent Agenda
- Carry Over to Date: _____
- Approved
- Unfinished Business (Date heard previous: _____)
- New Business
- Public Hearing: No Action Taken

ORD. # _____ RES. # _____
LCON# _____ LIC. # _____
Action Date: _____

Therefore, it is recommended that the Peoria Sports Complex Sales Use Policy be amended as follows:

1. The Peoria Sports Complex property will not be used for new and/or used automobile sales (for purposes of this policy, automobile does not include recreational vehicles) except for the following instances:
 - a. That only current Peoria automobile dealerships with infrastructure and facilities in the City of Peoria of at least \$1 million value be permitted.
 - b. That a sponsorship contract between the City of Peoria for a Peoria Stadium activity or event and the automobile dealership or contracted representative be in place during the calendar year and a parking lot tent sale be an included option.
 - c. That all sales tax assessments incurred from a sale of automobiles at the Peoria Sports Complex be collected and paid to the City of Peoria.
 - d. That all vehicles promoted, marketed and placed for sale at an automobile sales event at the Peoria Sports Complex come from the inventory of the current lot of the Peoria dealership or local Peoria partners.
 - e. That the contract with the Peoria Sports Complex for a tent sale include fees to cover all current rental fees and incurred costs of the City in promoting and implementing the proposed automobile sales event.

The City of Peoria recognizes that the current economic realities of today force our current existing private local automobile dealerships to be creative in their opportunities for business. The Peoria Sports Complex serves as an important major municipal asset in the community, where as partnering together is in the best interests of our overall community. At such time that the economy returns to past robust levels, the opportunity for tent sales may cease. Staff will continue to monitor and work with auto dealers. We want to help this important economic component of Peoria survive in these times of hardship.

 <p style="text-align: center;">CITY COUNCIL POLICY</p>	CP 3-5
	Category: Property
	Department: Community Services
TITLE: Peoria Sports Complex Auto Sales Policy	Approved: May 19, 2009

A. Purpose

To establish criteria for automobile sales at the Peoria Sports Complex.

B. Procedure

1. *The Peoria Sports Complex property will not be used for new and/or used automobile sales (for purposes of this policy, automobile does not include recreational vehicles) except for the following instances:*
 - a. That only current Peoria automobile dealerships with infrastructure and facilities in the City of Peoria of at least \$1 million value be permitted.
 - b. That a sponsorship contract between the City of Peoria for a Peoria Stadium activity or event and the automobile dealership or contracted representative be in place during the calendar year and a parking lot tent sale be an included option.
 - c. That all sales tax assessments incurred from a sale of automobiles at the Peoria Sports Complex be collected and paid to the City of Peoria.
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 - e. That the contract with the Peoria Sports Complex for a tent sale include fees to cover all current rental fees and incurred costs of the City in promoting and implementing the proposed automobile sales event.

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APPROVED:

Bob Barrett, Mayor

APPROVED AS TO FORM:

Stephen M. Kemp, City Attorney

Adopted: 05/19/09, CC #18C