



Regina O'Connell <roconnell@cityofplacerville.org>

Block party

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To: "roconnell@cityofplacerville.org" <roconnell@cityofplacerville.org>

Fri, May 24, 2024 at 11:41 AM

Dear City Council Members-

I'm a merchant, owner two buildings/ businesses downtown; Mattywags and Treehouse. I am writing in support of Block Party on Main Street. (This event used to be Brewfest, but had to change for various event planning reasons.)

Block Party is largely put on by the merchants and is their time to thank their customers for the loyalty they've shown during the year. Merchants put their wares out on the street, beer is sold, a live band plays, and everyone has a great time.

Effort is being put in to making changes in this event to once again make it a profitable venture. In the past, the alcohol events have provided monies to the umbrella organization putting on the events (at one time PDA, and now the City) and these monies have helped fund some of the city expenses for the events that do not produce revenue. We would like to help bring that type of balance back to the Main Street events.

Many of us merchants feel that events bring a sense of fun to Placerville and build community not only within our town, but also remind tourists that Placerville is a great place to spend an afternoon, a weekend, or longer. Some merchants feel inconvenienced for the day of the event, but most of us understand the more far-reaching results of events.

Thank you so much for supporting Block Party.

Debbie Jimenez
Mattywags and Tree House
Treasurer of Placerville Merchants on Main
Sent from my iPhone