

ITEM # 5
DATE 2-26-08

COUNCIL ACTION FORM

SUBJECT: REQUEST FROM MAIN STREET CULTURAL DISTRICT (MSCD) FOR REDIRECTION OF 2007/08 FUNDING ALLOCATION

BACKGROUND:

The Main Street Cultural District is requesting that the 2007/08 funding allocation be redirected to allow for the purchase of 50 street banners and an additional 24 snowflake decorations. When approved, as part of the 2007/08 budget, the allocation of \$4,000 from the Local Option Sales Tax Fund was intended to be used for plantings and pots (landscaping purposes) in the Main Street Cultural District.

The MSCD would like to extend the placement of banners, now only on Main Street, to Fifth and Sixth Streets, and replace the current Main Street banners as they are past the recommended life span for display. Also, due to having only 24 snowflakes last year, several light poles were void of any holiday decoration. The additional 24 decorations will allow for a more complete holiday display.

The MSCD requests to utilize \$2,000 of the previously approved funding to purchase additional snowflake decorations and \$2,000 towards the purchase of street banners. The total cost of the snowflakes is \$5,084.64, and the cost of the banners would total \$3,550, plus shipping and handling. A fund-raising effort with the member businesses will be undertaken to cover the remaining costs for the snowflakes. The MSCD did not request any funding from the 2008/09 budget.

ALTERNATIVES:

1. Approve the request of the Main Street Cultural District for redirection of 2007/08 funding in the total amount of \$4,000, with \$2,000 to be applied towards the purchase of 24 snowflake decorations and \$2,000 towards the purchase of 50 banners.
2. Deny the request.

MANAGER'S RECOMMENDED ACTION:

Staff is supportive of the MSCD's efforts to use these new decorations to enhance the appearance of Downtown. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, approving the request of the MSCD for redirection of 2007/08 funding totaling \$4,000 to be applied in the amount of \$2,000 towards the purchase of snowflake decorations and \$2,000 towards the purchase of banners.

— Main Street
CULTURAL DISTRICT

Ames, Iowa

312 Main Street, Suite 201
Ames, IA 50010

Revised ltr. emailed 2/15/08

February 15, 2008

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor and City Council,

Due to the turnover of directorship here in the Main Street Cultural District, I was uninformed about the need for my attendance at the Tuesday, February 12, 2008 City Council Budget Wrap-Up meeting.

At the 2007 Budget Wrap-Up meeting, the council allocated \$75,000 for continued growth of the district and \$4,000 for landscaping. We thank you for your support of \$75,000 and now ask to use the allocated \$4,000 toward the purchase of snowflakes and banners.

This year, we plan to purchase another 24 snowflakes to add to the 24 purchased in 2007. The snowflakes are 5 feet high with white lights. With the additional 24 snowflakes purchased this year, there will be 24 total snowflakes on each side of Main Street. They are attached to the poles with brackets and do not cause any damage. The vendor includes brackets for attachment and an 8-foot lead wire to be wired into the city lights. The cost is \$192.60 per piece. With shipping and handling, the total is \$5,084.64. The addition of the snowflakes to Main Street was not only aesthetically pleasing, but added to the ambiance and spirit of the holiday season. This year, it will be fundraising effort with our members businesses in which Main Street will purchase one snowflake for each snowflake purchased by a business. In lieu of our fundraiser, we are requesting \$2,000 toward the cost of the snowflakes.

We are also requesting \$2,000 in funds for street banners. The banners are 22" x 50" with two colors. They will primarily replace the blue banners with yellow suns as they are past their recommended life span for display. We would like to extend the banners to Fifth and Sixth Street as well. The banners are \$71.00 each, and the total for 50 banners is \$3,550.00 plus shipping and handling.

The MSCD sincerely requests that \$2000 be allocated for snowflakes and \$2000 for banners. We ask that you review this funding request at the February 19th workshop for approval at the February 26th council meeting as the 40% discount on snowflakes expires February 29th.

We appreciate your support to help us beautify your Main Street Cultural District.

Sincerely,

Megan Backman

Megan Backman
Main Street Cultural District
Director

Cc: Jeff Benson