

ITEM # 19
DATE January 27, 2009

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM THE MAIN STREET CULTURAL DISTRICT
RELATING TO DOLLAR DAYS ACTIVITIES**

BACKGROUND:

The Main Street Cultural District (MSCD) is hosting Dollar Days on January 29, 30, and 31, 2009. In conjunction with this event, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. to 8:00 p.m. on those dates. Approximate estimated lost revenue due to the waiver is \$2,700.

ALTERNATIVES:

1. The City Council can approve the request of the MSCD for suspension of parking regulations and enforcement in the Central Business District on January 29, 30, and 31, 2009, from 8 a.m. to 8 p.m.
2. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

Dollar Days is a successful event held twice each year in the MSCD. Since these events bring shoppers to the MSCD, these requests further the City Council's goals to continue to provide support for the downtown commercial area.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the request of the MSCD for suspension of parking regulations and enforcement in the Central Business District for Dollar Days on January 29, 30, and 31, 2009, from 8:00 a.m. to 8:00 p.m.

1-27-09

January 5, 2009

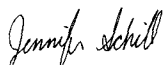
Mayor Campbell and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Campbell and City Council,

Main Street Cultural District (MSCD) will hold January Downtown Dollar Days January 29-31. Downtown Dollar Days is a semi-annual event designed to promote shopping in the Cultural District. During the January event stores will be having sales within their shops. We would like to request **suspension of parking regulations** in the central business district Thursday thru Saturday, January 29-31. MSCD will be responsible for putting signs on the meters. This would allow us to include free parking in our promotions.

Thank you for your consideration and your continued support of the Main Street Cultural District. We hope you will join the fun during Downtown Dollar Days.

Sincerely,



Jennifer Schill
Events Planner
Main Street Cultural District

Cc: Jeff Benson