

**COUNCIL ACTION FORM**

**SUBJECT: AMES CONVENTION & VISITORS BUREAU REQUESTS FOR  
ALL-AMERICAN WEEKEND**

**BACKGROUND:**

The Ames Convention and Visitors Bureau, along with the Iowa Street Rod Association and Main Street Cultural District, plan to host the 8<sup>th</sup> Annual All-American Weekend (AAW) during Labor Day weekend this year. Activities will begin on Thursday, September 3 and run through Monday, September 7. The weekend will feature the Iowa Street Rod Association Car Show on Main Street on Saturday, September 5.

The following approvals are requested from the City Council to facilitate the AAW car show on Saturday, September 5:

- a. Closure of Main Street from Douglas to Clark Avenue from 6:00 a.m. to 4:00 p.m.
- b. Closure of Kellogg Avenue from the CBD Lot to the alley between Main Street and Fifth Street from 6:00 a.m. to 4:00 p.m.
- c. Closure of Burnett Avenue east of U.S. Bank from 6:00 a.m. to 4:00 p.m.
- d. Waiver of fee for electricity costs
- e. Blanket Temporary Obstruction Permit for the Main Street Cultural District
- f. Blanket free parking for the downtown business district from 6:00 a.m. to 4:00 p.m.
- g. Blanket Vending License for the Main Street Cultural District
- h. Waiver of fee for Blanket Vending License

**ALTERNATIVES:**

1. The City Council can approve the AAW requests as submitted by the Ames Convention and Visitors Bureau and shown above.
2. The City Council can deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

The All-American Weekend will provide our citizens with an opportunity to enjoy family-oriented outdoor activities while celebrating the Labor Day holiday. The Main Street Cultural District has given its support of the event, and it is hoped that by having the car show downtown it will attract more people to the Main Street businesses. In past years these activities have been well-received by the community.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the various street closures and waivers shown above.