

**COUNCIL ACTION FORM**

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

**BACKGROUND:**

The Ames Convention and Visitors Bureau (ACVB), along with the Iowa Street Rod Association, plan to host the 9<sup>th</sup> Annual All-American Weekend (AAW) during Labor Day weekend this year. Activities will begin on Thursday, September 2, and will run through Monday, September 6, 2010. The weekend will feature the Iowa Street Rod Association Car Show on Main Street on Saturday, September 4.

The City Council approved requests from the ACVB for AAW at its meeting on July 13; however, the ACVB is anticipating larger crowds for the car show and barbeque contest, and further requests the following:

- Closure of 5<sup>th</sup> Street, from Clark Avenue to Kellogg Avenue, from 8 AM Friday, September 3 to 5 PM Saturday, September 4
- Closure of Kellogg Avenue from Main Street to 5<sup>th</sup> Street from 6 AM to 4 PM on Saturday, September 4
- Closure of Douglas Avenue from Main Street to 5<sup>th</sup> Street from 6 AM to 4 PM on Saturday, September 4
- Closure of Main Street from Douglas Avenue to the CBD lot entrance from 6 AM to 4 PM on Saturday, September 4

Organizers have also contacted Olde Main Brewing Company and requested that it host an outdoor concert following all of the activities on Friday night, from approximately 7 PM to 11 PM. Olde Main has a permanent Outdoor Service Privilege on its liquor license, so City Council approval of the outdoor service is not necessary. However, organizers are asking that the City Council approve of the closure of CBD Lot Y, north of the eastbound drive lane, between Kellogg and Tom Evans Plaza, to facilitate this event. The outdoor area will be fenced and staffed to ensure that only those of age have access to alcoholic beverages. Olde Main will work with the Police Department to obtain a Noise Permit and to review details regarding the event.

Staff is following up with the ACVB to make sure that businesses in the affected areas have been contacted. Because of the short time frame between the request and the City Council meeting, we may not have all of the responses prior to the meeting.

**ALTERNATIVES:**

1. The City Council may approve the requests to facilitate the All-American Weekend activities as requested above.
2. The City Council may 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 to these additional closures.

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