

ITEM # 23a-f
DATE: 08-23-11

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR “MUSICWALK”

BACKGROUND:

The Main Street Cultural District (MSCD) is planning to host a “MusicWalk” on Thursday, September 15, 2011, and makes the following requests of the City Council:

- a. Usage and waiver of electricity costs in the entire MSCD from 3:00 to 8:00 p.m.
- b. Waiver of parking meter fees and enforcement in the MSCD from 3:00 to 8:00 p.m., with a loss of approximately \$300 to the Parking Fund (fee collection stops at 6:00 p.m.)
- c. Blanket Temporary Obstruction Permit for MSCD sidewalks from 3:00 to 8:00 p.m.
- d. Blanket Vending License for MSCD from 3:00 to 8:00 p.m.
- e. Waiver of fee for Blanket Vending Permit
- f. Use of six parking lot spaces at the southeast, southwest, and northeast corners of Main Street and Kellogg Avenue for food vendors

A noise permit will be obtained from the Police Department as needed for planned entertainment.

ALTERNATIVES:

1. The City Council may approve the “MusicWalk” requests as submitted by the Main Street Cultural District
2. The City Council may deny these requests.

MANAGER'S RECOMMENDED ACTION:

This event provides our citizens with another opportunity to enjoy family-oriented outdoor activities. Because of the City Council’s goal of enhancing commercial development in the Downtown, this type of special event should be encouraged.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the “MusicWalk” requests as submitted by the MSCD.



August 12, 2011

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

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold its annual MusicWalk celebration on Thursday, September 15th from 5pm to 8pm. The event will showcase more than 30 musicians playing at more than 30 businesses throughout the district. At this time, MSCD requests the council to consider five specific requests:

1. The MSCD requests to use Tom Evans Park on September 15th between the hours of 3pm and 8pm for live entertainment. MSCD also requests the use of electricity in Tom Evans Park and requests a waiver for electricity costs for outlets in the Park and throughout the entire District. Kevin Shawgo with Parks and Recreation has been contacted and has granted us his approval to use Tom Evans Park for the reasons and times stated above.
2. The MSCD requests a district wide waiver of parking fees beginning from 3pm through 6pm on September 15th to help attract additional patrons' downtown.
3. The MSCD requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the sidewalk in front of their stores to allow musicians to play and display merchandise. MSCD requests the permit for September 15th between the hours of 3pm and 8pm.
4. The MSCD requests a Blanket Vending Permit for the entire CBD to allow musicians, businesses, and food vendors to sell products. MSCD requests the permit for September 15th between the hours of 3pm and 8pm and further request the vending permit fee be waived.
5. The MSCD requests the use of six metered parking spaces for food vendors – all on Main Street with two spaces being at each corner of Kellogg and Main (SE, SW, and NE corners).

Thank you for your consideration of these requests and continued support of the Main Street Cultural District. We look forward to seeing you on September 15th at the MusicWalk.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Drenthe", is written over a light blue rectangular background.

Tom Drenthe
Events Coordinator
Main Street Cultural District

Cc: Jeff Benson