

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR OKTOBERFEST FUNDRAISER ON MAIN

BACKGROUND:

Main Street Cultural District (MSCD) plans to hold Oktoberfest on Main on Saturday, October 6 from 7 p.m. to midnight. The event will involve a beer garden, live music and other entertainment, and food vendors. MSCD will partner with Olde Main to host the beer garden. Funds raised from the event will go to the proposed Main Street arch project. If successful, MSCD intends this to be an annual fundraising effort.

It is anticipated that an event of this scale may attract up to 1,000 people over the course of the evening. Due to the potential crowd size, the nature of the event, and the fact that this event has never been conducted before, staff recommends requiring MSCD to hire back at least one police officer for the event. For the duration of the event, this would cost \$235. MSCD has indicated that this would be acceptable.

The beer garden will extend from the pub door to Olde Main. The beer garden fencing will allow access to the sidewalk along the north side of Main Street, but will obstruct the sidewalk along the south side. When parts of streets are blocked for events, staff typically requires that a 20-foot unobstructed lane is maintained for emergency access. Staff has also worked with MSCD to ensure that the fenced-in beer garden will be adequately staffed with volunteers and arranged in such a manner that it can be removed quickly to provide access in the event of an emergency.

To facilitate this event, the following requests have been made by MSCD:

- Closure of Main Street between Burnett Ave. and Kellogg Ave. from 4 p.m. October 6 to 1 a.m. October 7.
- Temporary Obstruction Permit
- Blanket Vending Permit
- Waiver of Blanket Vending Permit Fee (\$50)
- Closure of 16 parking spaces from noon to 1 a.m. and closure of an additional 26 parking spaces from 4 p.m. to 1 a.m.
- Waiver of parking meter costs for parking space closures (staff estimates loss of revenue to the Parking Fund to be less than \$30)
- Waiver of costs for use of electricity in the 300 block
- Outdoor Service Privilege for Olde Main Brewing Company

ALTERNATIVES:

1. Authorize the street and parking closures, the permits, and the waiver of fees as requested by Main Street Cultural District conditional upon Main Street Cultural District hiring back at least one police officer for the event.
2. Authorize the street and parking closures and permits as requested by Main Street Cultural District conditional upon Main Street Cultural District hiring back at least one police officer for the event, but require the organization to pay the Blanket Vending Permit fee (\$50) and reimburse the Parking Fund \$30 for lost revenue.
3. Do not authorize the closures or permits.

MANAGER'S RECOMMENDED ACTION:

While this is the first iteration of this Oktoberfest event, Main Street Cultural District has had a proven record of putting on safe and well-attended events for the community. Staff is satisfied that the appropriate safety measures have been considered for an event of this magnitude. The proceeds from this event will support downtown beautification efforts.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby authorizing the street and parking closures, the permits, and the waiver of fees as requested by Main Street Cultural District, conditional upon Main Street Cultural District hiring back at least one police officer for the event.



July 19, 2012

Mayor and City Council
515 Clark Ave
Ames, IA 50010

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold a new, annual Oktoberfest Fundraiser on Saturday, October 6 from 7pm to 12am. The purpose for this event is to raise funds for the proposed arch over the East end of Main Street as part of the on-going Downtown Beautification initiative. At this time, MSCD requests the council to consider these specific requests:

1. The MSCD requests the closure of Main Street between Burnett and Kellogg on October 6 from 6pm to 1am on October 7 (event to run from 7pm-12am) to host a traditional Oktoberfest Biergarten in front of and attached to Olde Main Brewing Company at the Pub entrance.
2. The MSCD requests a blanket temporary obstruction permit for the same space (Main Street between Burnett and Kellogg) to enclose part of the sidewalks and street with double fencing to host the biergarten. MSCD requests the permit for October 6 between the hours of 12pm and 12am. From 12pm to 6pm, the only obstruction may be due to signage on the sidewalks and potential food vendors. Set up for fencing will begin at 6pm after the road closure.
3. The MSCD requests a Blanket Vending Permit for various food vendors in the biergarten, and further requests that the fee for the permit be waived. These vendors may use electricity from the poles on Main Street, and the MSCD requests that the fee for the electricity be waived.
4. MSCD requests the use of 16 parking spaces within the confines of the biergarten on Main Street between Burnett and Kellogg to place food vendors. MSCD requests the spaces for food vendors to set up and for setting up a tent and/or stage on the north side of Main near the Sheldon Munn from 12-6pm and further requests that the parking fees be waived.

Olde Main Brewing Company has agreed to apply for an Outdoor Service Privilege, adjacent to the Olde Main premises, to provide alcoholic beverage service at the event. The MSCD is supportive of the application and asks that the City Council also approve the Outdoor Service area for Olde Main Brewing Company for October 6-7, 2012.

Thank you for your consideration of these requests and continued support of the Main Street Cultural District. We look forward to a prosperous inaugural year of Ames' first annual Oktoberfest fundraiser and your assistance in making this event a success. Please save the date to attend on October 6, 2012.

Sincerely,

Mandy McWherter
Events Coordinator
Main Street Cultural District

Applicant

Name of Applicant: LJPS, Inc.

Name of Business (DBA): Olde Main Brewing Company

Address of Premises: 316 Main St.

City: Ames County: Story Zip: 50010

Business Phone: (515) 232-0553

Mailing Address: 316 Main St.

City: Ames State: IA Zip: 50010

Contact Person

Name: Jamie Courtney

Phone: (515) 291-8346 Email Address: jcourtney@oldemainbrewing.com

Classification: Class C Liquor License (LC) (Commercial)

Term: _____

Effective Date: 10/06/2012

Expiration Date: 10/07/2012

Privileges:

Class C Liquor License (LC) (Commercial)
Outdoor Service

Status of Business

BusinessType: Privately Held Corporation

Corporate ID Number: 286196 Federal Employer ID # 77 0613629

Ownership

Daniel GriffenFirst Name: DanielLast Name: GriffenCity: PotomacState: MarylandZip: 24854Position Owner% of Ownership 25.00 %

U.S. Citizen

Scott GriffenFirst Name: ScottLast Name: GriffenCity: AmesState: IowaZip: 50010Position Owner% of Ownership 50.00 %

U.S. Citizen

Susan GriffenFirst Name: SusanLast Name: GriffenCity: PotomacState: MarylandZip: 24854Position Owner% of Ownership 25.00 %

U.S. Citizen

Insurance Company InformationInsurance Company: Illinois Casualty Co

Policy Effective Date:

Policy Expiration Date:

Bond Effective Continuously:

Dram Cancel Date:

Outdoor Service Effective Date:

Outdoor Service Expiration Date:

Temp Transfer Effective Date:

Temp Transfer Expiration Date: