

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 13, 2012, and makes the following requests of the City Council:

- a. Usage and waiver of electricity costs in Tom Evans Plaza from 3:00 to 8:00 p.m.
- b. Waiver of parking meter fees and enforcement in the MSCD from 3:00 to 6:00 p.m., with a loss of approximately \$300 to the Parking Fund
- c. Use of six parking spaces along Main Street for food vendors
- d. Blanket Temporary Obstruction Permit for MSCD sidewalks from 3:00 to 8:00 p.m.
- e. Blanket Vending License for MSCD from 3:00 to 8:00 p.m.
- f. Waiver of fee for Blanket Vending Permit

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 downtown. Because of the City Council’s goal of enhancing commercial development in the Downtown, this type of special event should be facilitated.

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.



July 19, 2012

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 13th from 5pm to 8pm. The event will showcase more than 30 musicians playing at businesses throughout the district. At this time, MSCD requests the council to consider these specific requests:

1. The MSCD requests to use Tom Evans Plaza on September 13th between the hours of 3pm and 8pm for live entertainment. MSCD also requests the use of electricity in Tom Evans Plaza and requests a waiver for electricity costs for outlets in the Park.
2. The MSCD requests a district wide waiver of parking fees beginning from 3pm through 6pm on September 13th to help attract additional patrons' downtown.
3. The MSCD requests the use of six metered parking spaces along Main Street for food vendors.
4. 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 13th between the hours of 3pm and 8pm.
5. 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 13th between the hours of 3pm and 8pm and further request the vending permit the fee be waived.

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 13th at the MusicWalk.

Sincerely,

A handwritten signature in blue ink that reads "Mandy McWherter".

Mandy McWherter
Events Coordinator
Main Street Cultural District

