

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT HOLIDAY ACTIVITY REQUESTS

BACKGROUND:

The Main Street Cultural District (MSCD) is again planning Holiday activities this year. The District requests the use of power to be donated from the Electric Services Department for the lighting on street poles, along the buildings on Main Street, on Burnett Avenue and in Tom Evans Plaza from November 16 through December 31. They are also requesting the closure of four parking spaces on the south side of Main Street, west of Burnett, and one parking space on the west side of Douglas Avenue, between Main Street and Fifth Street, for pick up and drop off locations for horse and buggy rides on Friday, November 16 from 4:00 to 7:00 p.m. and again on Sunday, November 18 from 1:00 to 4:00 p.m.

The District also requests the closure of Burnett Avenue, from Main Street to Fifth Street, from 2:00 to 8:00 p.m. on November 16 to facilitate planned activities in the area. In addition, suspension of parking enforcement for the Central Business District is requested for seven Saturdays, beginning November 17 and continuing through December 29, 2012.

MSCD also requests a Blanket Temporary Obstruction Permit be granted for the District on November 16, a Blanket Vending License for November 16-18, and that the fee for the Blanket Vending License be waived.

These requests are consistent with the City's Land Use Policy goal "to enhance the role of Downtown as a community focal point." However, it should be noted that lost parking revenue to the City would equate to approximately \$6,300 (seven Saturdays at \$900/day).

ALTERNATIVES:

1. The City Council can approve the requests submitted by the MSCD.
2. The City Council can approve the parking closures, the Blanket Temporary Obstruction Permit, and the Blanket Vending License, but require reimbursement for the cost of electricity, parking fees, and the Blanket Vending License fee.
3. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

Granting these annual downtown Holiday requests will provide our citizens with an opportunity to enjoy family oriented holiday activities. Because of the City Council's goal of enhancing commercial development in the Downtown, this type of event should be supported.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the MSCD's holiday activity requests described above.



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

Dear Honorable Mayor Campbell and City Council Representatives,

The Main Street Cultural District is partnering with many sponsors to celebrate this year's annual Snow magic Celebration. MSCD would like to host a number of events during this annual celebration. A calendar of events is below:

- November 16th 4-7pm Tree Lighting and Holiday Kickoff in Central Business District (CBD) and Tom Evans Plaza
- November 18th 1-5pm Holiday Open House in CBD
- December 1st 1-2pm Snow Ball Drop in Tom Evans Plaza

At this time, MSCD requests the council consider the following specific requests:

1. The MSCD requests to use Tom Evans Plaza on November 16th between the hours of 4pm and 7pm for the downtown holiday tree lighting, live music, and carolers. MSCD also requests the use of electricity in and near Tom Evans Plaza and further requests the waiver of electricity costs for power to light the holiday trees and other holiday decorations during the duration of the holiday season.
2. The MSCD requests to use Tom Evans Plaza on December 1st from 1-2pm to host a Snow Ball Drop where we give out ping pong balls to attendees filled with downtown giveaways and specials.
3. MSCD requests the use of four parking spaces on the south side of Main Street just west of Burnett Avenue and for the use of one parking space on the west side of Douglas Avenue between Main and 5th as pickup and drop off locations for the free horse and buggy rides. MSCD requests the spaces for Friday, November 16th from 4-7pm and on Sunday, November 18th from 1-4pm.
4. MSCD requests to close Burnett Avenue between Main and 5th Street on Friday, November 16th from 2-8pm (activity hours are 4-7pm) to host a number of activities including providing free train rides for kids. In addition, this section of roadway will be a location for food vendors.
5. The MSCD requests a temporary obstruction permit for the entire CBD on November 16th to allow stores to display merchandise and for MSCD to place Snow Magic festivities on city sidewalks (includes face painters, Santa, popup tents, etc.). At least four feet of open sidewalk space will be available at every Snow Magic activity location to keep sidewalks open to pedestrian traffic.
6. The MSCD requests a Blanket Vending Permit for the entire Cultural District for November 16th through November 18th for businesses to sell on the sidewalk if they so choose. MSCD further requests the permit fee be waived as the businesses selling products will be members of the MSCD. We intend for regular street vendors that have permits through the city to continue their operations as usual in the Cultural District during this time.

Thank you for your consideration of these requests and we sincerely appreciate your continued support of the Main Street Cultural District. We look forward to seeing you throughout the holiday season for Snow Magic on Main.

Sincerely,

Tom Drenthe
Executive Director
Main Street Cultural District