

**COUNCIL ACTION FORM**

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

**BACKGROUND:**

The Ames Convention and Visitors Bureau, along with the Iowa Street Rod Association and Main Street Cultural District (MSCD), plan to host the 11<sup>th</sup> Annual All-American Weekend (AAW) during Labor Day weekend this year. The weekend will feature the Iowa Street Rod Association Car Show on Saturday, September 1.

Several requests are being made of the City Council to help facilitate the AAW activities. These include the following:

1. Closure of Main Street from Burnett Avenue to Douglas Avenue, and of Kellogg Avenue from the Central Business District parking lot to the alley between Main Street and Fifth Street on Saturday, September 1<sup>st</sup> from 7:00 a.m. to 4:00 p.m.
2. Waiver of fee for electricity costs
3. Blanket Temporary Obstruction Permit for the Main Street Cultural District
4. Free parking for the entire Central Business District and waiver of meter fees
5. Blanket Vending License for the Main Street Cultural District
6. Waiver of fee for the Blanket Vending License

The loss to the Parking Fund for the waiver of meter fees for the Central Business District would amount to approximately \$400. This excludes the Farmers' Market meters and hours, which has already been approved by Council. Electricity costs would amount to approximately \$5 - \$10.

Event organizers and the MSCD have notified businesses in the area that will be affected by the closures. Volunteers will be stationed at barricades at all times to ensure that emergency vehicles can get into and out of closed areas.

**ALTERNATIVES:**

1. The City Council may approve the requests and fee waivers to facilitate the All-American Weekend activities as requested above.
2. The City Council may approve the requested closures and permits, but require reimbursement for lost parking, electricity, and permit revenue.
3. The City Council may deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

The All-American Weekend will provide Ames citizens and visitors with an opportunity to enjoy family-oriented outdoor activities while celebrating the Labor Day holiday. The Main Street Cultural District has given its support of the event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the various street closures, permits, and fee waivers described above.



August 10, 2012

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

Dear Mayor Campbell and City Council,

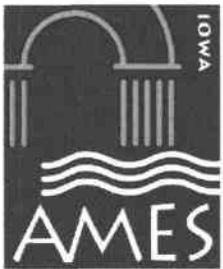
The Main Street Cultural District (MSCD) endorses and welcomes the All American Weekend Car Show on September 1, 2012. MSCD fully supports this event and recommends council approval be granted. Thank you for your continued support of downtown Ames.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Drenthe".

Tom Drenthe  
Executive Director

Cc: Jeff Benson



## Convention & Visitors Bureau

UNIVERSITY  
COMMUNITY  
OPPORTUNITY

August 8, 2012

Mayor Campbell and City Council  
515 Clark Ave.  
Ames, IA 50010

Honorable Mayor Campbell and City Council,

The Ames Convention & Visitors Bureau has been working with the Iowa Street Rod Association to plan for the 11<sup>th</sup> Annual All-American Weekend that will occur during Labor Day weekend. This event will give the residents of Ames a fun filled weekend as well as generate numerous visitors to Ames for the entire weekend.

This year's All-American Weekend will feature activities that will take place in the Main Street Cultural District. The downtown activities planned will be the Iowa Street Rod Association Car show and participating main street businesses.

Following is a list of specific All American Weekend requests for consideration by the Ames City Council for the All American Weekend

### Closed Streets

- Main Street will be closed from Douglas Avenue to Burnett on Saturday, September 1<sup>st</sup> from 7 a.m. – 4 p.m.
- Kellogg Avenue will be closed from the CBD Lot to the Alley between Main St and 5<sup>th</sup> St on Saturday September 1<sup>st</sup> from 7am-4pm.
- A total of 8 barricades are requested for all intersections. Barricades will be staffed at all times after their placement by All American event volunteers (a minimum of two) in order to facilitate the flow of emergency vehicles.

### Utilities

- Costs for electricity needed for the All American Weekend are requested to be waived. One sound system will be hooked up at the corner of Main St and Kellogg Avenue

### Temporary Obstruction

- A temporary obstruction permit is requested for the Main Street Cultural District to allow businesses to be included in the festival atmosphere and display merchandise in front of their stores

### Noise Permit

- We have obtained a noise permit for September 1st in the Main Street Cultural District.

### Parking

- We are requesting a blanket free parking day for the downtown business district on September 1st from 7:00 a.m. to 4:00 p.m.

### Vendors

- The All-American Weekend would like a blanket-vending permit for all vendors and asks that the fee for the permit be waived.

Thank you for your consideration.

John Vetter