

COUNCIL ACTION FORM

SUBJECT: OCTAGON ART FESTIVAL REQUESTS

BACKGROUND:

The Octagon Center for the Arts plans to host its 42nd annual Art Festival in the Ames Main Street Cultural District (MSCD) on Sunday, September 23, 2012. The event is scheduled to begin at 10:00 a.m. and conclude at 5:00 p.m. Booths selling art works, crafts, and food items will be in operation that day. In addition, there will be entertainment on the sidewalks in Tom Evans Plaza and in Cynthia Duff Plaza.

To facilitate this event, the following items are requested:

1. Closure of the following streets, from 6:00 a.m. to 6:00 p.m.:
 - a. Main Street, east of Clark (not blocking Wells Fargo Driveway) to just west of Duff Avenue (allowing traffic to access parking lot behind businesses)
 - b. Douglas Avenue, 5th Street to Main Street
 - c. Kellogg Avenue, 5th Street to Main Street
 - d. Burnett Avenue, south of the alley to Main Street
2. Waiver of costs for electricity during the event
3. Approval of a Blanket Temporary Obstruction Permit for the Central Business District
4. Approval of a Blanket Vending License for the duration of the event
5. Waiver of fee for Blanket Vending License (\$50)

Insurance coverage for the event has been provided by The Octagon Center for the Arts. Notification signs will be placed on parking meters on Saturday evening after 6:00 p.m. Since the event occurs on a Sunday, there is no potential loss of parking meter revenue. Public Works will provide the necessary barricades for the street closures. The Main Street Cultural District has been informed of the Art Festival and has extended its support.

ALTERNATIVES:

1. The City Council can approve the requests from The Octagon Center for the Arts for the Art Festival on September 23, 2012, including: closure of various streets from 6:00 a.m. to 6:00 p.m., blanket Vending License and waiver of fee for Vending License,

Blanket Temporary Obstruction Permit for sidewalks adjacent to closed streets, and waiver of costs for electricity during the event.

2. The City Council can approve the requests, but require payment for the Blanket Vending License.
3. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

This is the 42nd year that the Octagon has held the Art Festival. There will be more than one hundred artists on hand with unique, hand-crafted artwork for sale, two stages with live entertainment, and local food vendors. No admission is charged, and Festival organizers expect 12,000 people to attend. The Main Street Cultural District has expressed its full support of the event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests from The Octagon Center for the Arts for the Art Festival on September 23, 2012.



September 7, 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 of the Octagon Art Festival scheduled for September 23, 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, City of Ames

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