

**COUNCIL ACTION FORM**

**SUBJECT:**           **REQUESTS FOR MAIN STREET FARMERS' MARKET**

**BACKGROUND:**

This summer the Main Street Cultural District (MSCD) is planning to hold the third season of the Saturday Main Street Farmers' Market on the 400 block of Main Street and a portion of Burnett Avenue. The Market will be in operation from May 4<sup>th</sup> to September 28<sup>th</sup> this year. Hours of operation are scheduled to be from 8:00 a.m. to 12:00 p.m. each Saturday.

In order to facilitate set-up and tear-down of the individual booths and to allow for general clean-up of the area, the street and parking spaces need to be closed from 6:00 a.m. to 1:00 p.m. Businesses in the 400 block of Main Street are aware of the MSCD's plan to host the market again this year. In anticipation of a larger Market than in the past, the MSCD is requesting the closure of Burnett Avenue from Main Street north to the alley. Since Burnett Avenue provided traffic flow in previous years, its closure will necessitate an additional eight parking spaces on the west end of the 300 block of Main Street to be closed and used as a turnaround area for vehicular traffic.

The MSCD is also requesting a blanket Temporary Obstruction Permit and blanket Vending Permit for the entire Central Business District from 8:00 a.m. to 6:00 p.m. on each of these Saturdays. They are also requesting that the \$50 fee for the blanket Vending Permit be waived.

Since the Market will not be a special one-weekend or one-day event and will generate revenue for the District, City staff is again recommending the City Council require reimbursement of the estimated \$400 in lost parking revenue, and that Electric Utility be reimbursed \$1 per day for any outlets that are used. To waive these costs may set a difficult precedent for any future requests from businesses wishing to use public property for extended periods of time for their businesses.

**ALTERNATIVES:**

1. The City Council can approve the requested street and parking space closures, from May 4 through September 28, each Saturday from 6:00 a.m. to 1:00 p.m., blanket Temporary Obstruction Permit, blanket Vending Permit, and waiver of fee for the Vending Permit. Under this alternative, the Farmers Market will be required to reimburse the City \$400 for lost parking meter revenue and \$1 per day for each electric outlet used.

2. The City Council can approve the requested closures of Main Street and the parking spaces but waive the requirement that the City be reimbursed for lost revenue.
3. The City Council can direct staff to work with the MSCD to find an alternate location for the Market.

**MANAGER'S RECOMMENDED ACTION:**

The new Main Street Farmers' Market was a success the last two years. The impact of a vibrant Farmer's Market in the Main Street Cultural District should outweigh the inconveniences which some may endure during its hours of operation. It will hopefully continue to draw people to spend the day and enjoy the businesses in the District.

Therefore, it is the recommendation of the City's Manager that the City Council adopt Alternative #1, thereby approving the requests from the MSCD as listed above. As a part of this alternative, the Farmers Market will be required to reimburse the City \$400 for lost meter revenue and \$1 per day for each electric outlet used. This recommendation is consistent with the Council's action for the last two years.



January 28, 2013

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 (MSCD) is planning to hold the third season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 400 block of Main Street every Saturday from May 4 to September 28, 8:00AM to 12:00PM (the road is scheduled to be closed from 6:00AM to 1:00PM to allow for setup, teardown, and cleanup). The 22-week event will showcase the areas best farmers, crafters, and prepared food experts as well as offering weekly live entertainment and children's activities. At this time, MSCD asks the City Council to consider the following requests:

1. The MSCD requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the half of the sidewalk closest to their storefronts to display merchandise on market days. MSCD requests the permit for Saturdays in May through September between the hours of 8:00AM and 6:00PM. Any business choosing to sell merchandise on the sidewalk will be required to file their certificate of insurance with the City of Ames.
2. The MSCD requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. MSCD requests the permit for Saturdays in May through September between the hours of 8:00AM and 6:00PM. MSCD further requests the fee be waived as any businesses selling products on the sidewalk are MSCD investors. MSCD intends that regular street vendors in the CBD who have permits through the city will continue their operations as usual during this time.
3. The MSCD also requests the closure of Main Street between Clark and Burnett, and the South half of Burnett between Main and 5<sup>th</sup> Street on Saturdays from May 4 to September 28 between the hours of 6am-1pm to host the market and vendor booths.
4. The MSCD requests the use of the eight parking spaces on the 300 Block of Main Street, four on the North side of Main Street and four on the South side to use as a cul-de-sac for traffic on the 300 Block. This would be for Saturdays from May 4 to September 29 between the hours of 6am-1pm to allow traffic on the 300 block to turn around.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you in the third year of the Ames Main Street Farmers' Market throughout the 2013 season.

Sincerely,

A handwritten signature in purple ink that reads "Rachel Miller".

Rachel Miller  
Events Coordinator  
Main Street Cultural District

**312 Main Street, Ste 201, Ames, IA 50010 515.233.3472 AmesDowntown.org**