

COUNCIL ACTION FORM

SUBJECT: **MAIN STREET CULTURAL DISTRICT JULY SIDEWALK SALES**

BACKGROUND:

The Main Street Cultural District (MSCD) is again hosting Sidewalk Sales on July 25, 26, and 27, 2013. In conjunction with this event, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. to 6:00 p.m., July 25-27. The approximate estimated lost revenue to the Parking Fund from the waiver of enforcement is \$2,700.

In order to allow businesses to showcase merchandise, a blanket Temporary Obstruction Permit and blanket Vending License have also been requested. The MSCD also asks that the Vending License fee be waived.

ALTERNATIVES:

1. The City Council can approve the July Sidewalk Sales requests from the Main Street Cultural District.
2. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

Sidewalk Sales are successful events held twice each year in the MSCD. Since these events bring shoppers to the MSCD, these requests further the City Council's goals to continue to provide financial support for the MSCD.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving these July Sidewalk Sales requests.



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 is planning to hold its annual July Sidewalk Sale from Thursday, July 25 through Saturday, July 27. The Sidewalk Sale is a semi-annual event designed to promote shopping in the Cultural District. In past years, this event has proven to be a successful sale for the many businesses who participate. At this time, MSCD requests the council to consider three specific requests:

1. The MSCD requests a district wide waiver of parking fees all day beginning Thursday, July 25 through Saturday, July 27 to help attract additional patrons downtown.
2. 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 sell and display merchandise. MSCD requests the permit for July 25 through July 27.
3. The MSCD requests a Blanket Vending Permit for the entire CBD. MSCD requests the permit for July 25 through July 27 and further request the vending permit 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 at the end of July for the Sidewalk Sale.

Sincerely,

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

Rachel Miller
Events Coordinator
Main Street Cultural District

Cc: Jeff Benson