

ITEM # 33a&b  
DATE: 08-13-13

## **COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM IOWA STREET ROD ASSOCIATION FOR ALL-AMERICAN WEEKEND**

### **BACKGROUND:**

The Iowa Street Rod Association, with the support of the Main Street Cultural District (MSCD), plans to host the 12<sup>th</sup> Annual All-American Weekend Car Show during Labor Day weekend, Saturday, August 31.

Several requests are being made of the City Council to help facilitate the car show. These requests include:

1. Blanket Temporary Obstruction Permit and Blanket Vending License for the Main Street Cultural District
2. Closure of Main Street, from Burnett Avenue to Douglas Avenue and Kellogg Avenue, from the CBD Lot to the alley between Main Street and Fifth Street on Saturday, August 31 from 7:00 a.m. to 4:00 p.m.
3. Waiver of fee for electricity costs
4. Waiver of parking meter fees for entire MSCD
5. Waiver of fee for Blanket Vending License

The loss to the Parking Fund for the waiver of meter fees for the MSCD would amount to approximately \$400, which 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 to facilitate the All-American Weekend Car Show activities as requested above.
2. The City Council may deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

The All-American Weekend will provide our citizens 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 and waivers.



August 8, 2013

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

Honorable Mayor Campbell and City Council,

The Iowa Street Rod Association has been working with the Downtown Cultural District in planning the 12th Annual All American Weekend Car Show that will occur on Labor Day weekend. This event will give Ames residents a fun filled day downtown as well as generate numerous visitors for the weekend.

This year's All American Car Show will feature activities that will take place in the Main Street Cultural District. These activities will be with the Iowa Street Rod Association and participating main street businesses.

The following is a list of specific All American Weekend Car Show requests for consideration by the Ames City Council.

**Closed Streets**

Main Street from Douglas Avenue to Burnett on Saturday August 31st 2013 from 7am to 4pm. Kellogg Avenue will be closed from the CBD lot to the Alley between Main and 5th St. on Saturday August 31st 2013.

A total of 5 barricades are requested for the intersections. The barricades will be staffed at all times after their placement by All American Weekend Volunteers 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 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 to display merchandise in front of their stores.

**Noise Permit**

We will obtain a noise permit for August 31st in the Main Street Cultural District.

**Parking**

We are requesting a blanket free day of parking for the downtown business district on August 31st 2013 from 7am to 4 pm.

**Vendors**

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

To enhance the relationship of the Iowa Street Rod Association and the Main Street Cultural District the Iowa Street Rod Association has joined the Main Street Cultural District. We enjoy working with business to have a fun filled day that is free to the public. Some money is raised and goes to a Charity. Last year we gave to Story County Youth and Shelter Service.

Thank you for your consideration.

John Vetter  
VP of Program  
Iowa Street Rod Association.  
Ames, Iowa  
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# Main Street

## CULTURAL DISTRICT

Ames, Iowa

August 5, 2013

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

Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) is looking forward to an exciting and vibrant end of summer and fall season in Downtown Ames. Events and promotions are an important aspect to the vitality of our downtown and the community; and so we would like to express our support of the 12th annual All American Car Show. We look forward to the streets filling with classic and street rod cars on August 31<sup>st</sup>.

The MSCD is fully in support of this event, and ask that Council requests be granted. Thank you for your consideration and your continued support of the Main Street Cultural District. We hope to see you downtown for the show.

Sincerely,



Cari Hague  
Executive Director  
Main Street Cultural District

Cc: Emily Burton