

COUNCIL ACTION FORM

SUBJECT: **OCTAGON ART FESTIVAL**

BACKGROUND:

The Octagon Center for the Arts plans to host the 43rd Annual Art Festival in the Ames Main Street Cultural District (MSCD) on Sunday, September 22, 2013. The event is scheduled to begin at 10:00 a.m. and conclude at 5:00 p.m. Booths selling art work, 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 (estimated at \$10 cost)
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. The Public Works Department will provide the necessary barricades for the street closures. The Main Street Cultural District has been informed of the Art Festival and has sent the attached letter of support.

ALTERNATIVES:

1. The City Council can approve the requests from The Octagon Center for the Arts for the Art Festival on September 22, 2013, 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 and reimbursement for electricity use.
3. The City Council can deny any of the requested actions.

MANAGER'S RECOMMENDED ACTION:

This will be the 43rd year that the Octagon will sponsor 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 22, 2013.



August 23, 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 proud to have the Octagon Center for the Arts in Downtown Ames. The programs and events they offer greatly enhance the culture of the district and benefit the entire community. We would like to express our support of the 43rd Octagon Art Festival that will take place on Sunday, September 22nd.

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 festival.

Sincerely,

A handwritten signature in black ink, which appears to read "Cari Hague".

Cari Hague
Executive Director
Main Street Cultural District

Cc: Emily Burton