

ITEM # 24a-e  
DATE: 11-12-13

## **COUNCIL ACTION FORM**

**SUBJECT: MAIN STREET CULTURAL DISTRICT HOLIDAY ACTIVITY REQUESTS**

### **BACKGROUND:**

The Main Street Cultural District (MSCD) is planning Holiday activities again this year. The District requests the use of power to be donated from the Electric Services Department for the lighting on street poles, along the buildings on Main Street, on Burnett Avenue, and in Tom Evans Plaza, from November 22 through December 31. They are also requesting the closure of four parking spaces on the south side of Main Street, west of Burnett, and one parking space on the west side of Douglas Avenue, between Main Street and Fifth Street, for pick up and drop off locations for horse and buggy rides on Friday, November 22 from 4:00 to 7:00 p.m. Six additional parking spaces on Main Street have been requested by Worldly Goods via the MSCD for vendors and other Snow Magic activities during the day on November 22.

The District also requests the closure of Burnett Avenue, from Main Street to Fifth Street, from 2:00 to 8:00 p.m. on November 22 to facilitate the planned activities in the area.

MSCD also requests a Blanket Temporary Obstruction Permit and Blanket Vending License be granted for the Central Business District on November 22, and that the fee for the Blanket Vending License be waived.

These requests are consistent with the City's Land Use Policy goal "to enhance the role of Downtown as a community focal point."

### **ALTERNATIVES:**

1. The City Council can approve the requests as submitted by the MSCD.
2. The City Council can deny these requests.

### **MANAGER'S RECOMMENDED ACTION:**

The MSCD's Holiday activities provide our citizens with an opportunity to enjoy family oriented holiday activities in our central commercial area. Because of the City Council's goal of enhancing commercial development in the Downtown, this type of event should be supported.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



November 7, 2013

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

Dear Honorable Mayor Campbell and City Council Representatives,

The Main Street Cultural District is partnering with many sponsors to celebrate this year's annual Snow magic Celebration. MSCD would like to host a number of events during this annual celebration. A calendar of events is below:

- November 22<sup>nd</sup> 4-7pm Tree Lighting, Holiday Kickoff, and Open Houses in Central Business District (CBD) and Tom Evans Plaza

At this time, MSCD requests the council consider the following specific requests:

1. The MSCD requests to use Tom Evans Plaza on November 22<sup>nd</sup> between the hours of 4pm and 7pm for the downtown holiday tree lighting, live music, and carolers. MSCD also requests the use of electricity in and near Tom Evans Plaza and further requests the waiver of electricity costs for power to light the holiday trees and other holiday decorations during the duration of the holiday season.
2. MSCD requests the use of four parking spaces on the south side of Main Street just west of Burnett Avenue and for the use of one parking space on the west side of Douglas Avenue between Main and 5<sup>th</sup> as pickup and drop off locations for the free horse and buggy rides. MSCD requests the spaces for Friday, November 22<sup>nd</sup> from 4-7pm.
3. MSCD requests to close Burnett Avenue between Main and 5<sup>th</sup> Street on Friday, November 22<sup>nd</sup> from 2-8pm (activity hours are 4-7pm) to host a number of activities including providing free train rides for kids. In addition, this section of roadway will be a location for food vendors.
4. The MSCD requests a temporary obstruction permit for the entire CBD on November 22<sup>nd</sup> to allow stores to display merchandise and for MSCD to place Snow Magic festivities on city sidewalks (includes face painters, Santa, popup tents, etc.). At least four feet of open sidewalk space will be available at every Snow Magic activity location to keep sidewalks open to pedestrian traffic.
5. The MSCD requests a Blanket Vending Permit for the entire Cultural District for November 22<sup>nd</sup> for businesses to sell on the sidewalk if they so choose. MSCD further requests the permit fee be waived as the businesses selling products will be members of the MSCD. We intend for regular street vendors that have permits through the city to continue their operations as usual in the Cultural District during this time.

Thank you for your consideration of these requests and we sincerely appreciate your continued support of the Main Street Cultural District. We look forward to seeing you throughout the holiday season for Snow Magic on Main.

Sincerely,

Cari Hague  
Executive Director  
Main Street Cultural District

Cari,

We would like 2 spots in front of Duckworth reserved, 2 spots in front of Worldly Goods reserved and 2 spots in front of Evert's reserved. Right now we only have the popcorn guy confirmed for food vendors. The other spots will be for activities. I will keep you posted as we add items. Let me know if you have any questions or need anything.

Thank you so much!!

Andrea

**Andrea D Gronau**

*Worldly Goods*

*Store Manager*

223 Main St

Ames, IA 50010

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[www.worldlygoods.org](http://worldlygoods.org/)<http://worldlygoods.org/>

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