

COUNCIL ACTION FORM

**SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR JANUARY
DOLLAR DAYS**

BACKGROUND:

The Main Street Cultural District (MSCD) is planning to host its annual Dollar Days sidewalk sales from January 30 through February 1, 2014. MSCD has made the following requests of the City Council:

- a. Waiver of parking meter fees and enforcement in the Central Business District (CBD) from 8:00 a.m. to 6:00 p.m., Thursday, January 30, through Saturday, February 1 (**a loss of approximately \$2,700 to the Parking Fund**)
- b. Blanket Temporary Obstruction Permit for CBD sidewalks from 8:00 a.m. to 6:00 p.m., January 30 – February 1
- c. Blanket Vending Permit for entire CBD for January 30 – February 1
- d. Waiver of fee for Blanket Vending Permit

ALTERNATIVES:

1. The City Council can approve the January Dollar Days requests as submitted by the Main Street Cultural District
2. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

The MSCD sidewalk sale is a successful event held twice a year. Since these events bring shoppers to the MSCD, these requests further the goal to support the downtown business district..

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the January Dollar Days requests as submitted by the MSCD.



January 2, 2014

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 Downtown Dollar Days sale from Thursday, January 30 through Saturday, February 1. Dollar Days 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, January 30 through Saturday, February 1 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 January 30 through February 1.
3. The MSCD requests a Blanket Vending Permit for the entire CBD. MSCD requests the permit for January 30 through February 1 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 January for the Dollar Days sale.

Sincerely,

A handwritten signature in black ink that reads "Cari Hague".

Cari Hague
Executive Director
Main Street Cultural District

Cc: Jeff Benson