

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR MAIN STREET FARMERS' MARKET

BACKGROUND:

The Ames Chamber of Commerce is planning to hold the fourth season of the Saturday Main Street Farmers' Market on Main Street this summer. The event has been held on the 400 block of Main Street and a portion of Burnett Avenue in previous years. In anticipation of a larger Market this year, the Chamber is also requesting the closure of the 300 block of Main Street. Approximately 74% of the businesses along the 300 block of Main Street supported closing the street for the event. Businesses in the 400 block of Main Street are aware of the Chamber's plan to host the market again this year.

The Market will be in operation from May 3 to October 25, from 8:00 a.m. to 12:30 p.m. each Saturday. In order to facilitate set-up and tear-down of booths and to allow for clean-up of the area, the street and parking spaces need to be closed from 5:30 a.m. to 1:30 p.m. Additionally, Burnett Avenue will be closed from Main Street north to the alley to avoid creating a dead end at Burnett and Main.

The Market is requesting a blanket Temporary Obstruction Permit and blanket Vending License for the entire Central Business District from 8:00 a.m. to 6:00 p.m. on each of these Saturdays. It is requesting that the \$50 fee for the blanket Vending License be waived. The Market has also requested a waiver of the \$1 per outlet, per day charge to use electrical outlets along Main Street.

City staff supports the Market's plan to use signage directing patrons to the free parking in CBD Lots X and Y, directly behind the 300 and 400 blocks of Main Street. These spaces have 2- and 4-hour time limits, and the Chamber is requesting that enforcement in these lots be waived during Market hours. Since there are no metered spaces in Lots X and Y, no meter revenue would be lost to grant this request.

The Market has also requested a waiver of parking meter fees for the 300 and 400 blocks and portion of Burnett Avenue. A total of 77 parking spaces will be closed each day of the Market. **City staff estimates that this will result in a maximum potential loss of \$1,800 in revenue to the Parking Fund. In previous years, the City Council has required reimbursement for lost parking meter revenue.** This is because the Market is a recurring event using public space to benefit for-profit vendors. To waive these costs completely may set a difficult precedent.

It should be noted, however, that this year's proposed Market is of an unprecedented size and duration. In comparison to last year's Market, this results in nearly four times

higher costs to close parking spaces (the 2013 Market closures cost \$455). The Farmer's Market also has a successful track record. City staff believes that on a typical Saturday only 80% of the parking spaces may be filled, so the actual revenue loss from hosting the Farmer's Market may only be \$1,440. Recognizing that this event supports the local economy and that a vibrant Main Street is in the community's interest, **City staff would be comfortable requiring reimbursement for 80% of the maximum parking revenue loss.**

ALTERNATIVES:

1. The City Council may approve the requested street and parking space closures from 5:30 a.m. to 1:30 p.m. on Saturdays from May 3 through October 25, the blanket Temporary Obstruction Permit, a blanket Vending License, waiver of fee for the Vending License, and suspension of enforcement in CBD Lots X and Y. The Farmers Market will be required to reimburse the City \$1,800 for lost meter revenue and \$1 per day for each electric outlet used.
2. The City Council may approve the requested street and parking space closures from 5:30 a.m. to 1:30 p.m. on Saturdays from May 3 through October 25, the blanket Temporary Obstruction Permit, a blanket Vending License, waiver of fee for the Vending License, and suspension of enforcement in CBD Lots X and Y. The Farmers Market will be required to reimburse the City \$1,440 for lost meter revenue and \$1 per day for each electric outlet used.
3. The City Council may approve the requested street and parking closures, approve the requested permits, and grant the Market's request to waive the requirement that the City be reimbursed for lost revenue.
4. The City Council may deny the requests.

MANAGER'S RECOMMENDED ACTION:

The new Main Street Farmers' Market was a success the last three years. The impact of a vibrant Farmer's Market in the Main Street should outweigh the inconveniences which some may endure during its hours of operation. It will hopefully continue to draw people to spend the day and enjoy other businesses in the District.

The City Council may choose to charge for lost parking revenue based on what the actual use is estimated to be, in which case the Council would adopt Alternative #1.

Assuming that the City Council would charge for the maximum possible parking revenue loss, it is the City's Manager's recommendation that the City Council adopt Alternative

#1, thereby approving the requested street and parking space closures from 5:30 a.m. to 1:30 p.m. on Saturdays from May 3 through October 25, the blanket Temporary Obstruction Permit, a blanket Vending License, waiver of fee for the Vending License, and suspension of enforcement in CBD Lots X and Y. The Farmers Market will be required to reimburse the City \$1,800 for lost meter revenue and \$1 per day for each electric outlet used.



April 3, 2014

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

Dear Honorable Mayor Campbell and City Council,

The Ames Chamber of Commerce is planning to hold the fourth season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 300 and 400 block of Main Street every Saturday from May 3rd to October 25th, 8:00AM to 12:30PM (the road is scheduled to be closed from 5:30AM to 1:30PM to allow for setup, teardown, and cleanup). The 26-week event will showcase the area's best farmers, crafters, and prepared food experts as well as offering weekly live entertainment and children's activities. At this time, Ames Chamber of Commerce asks the City Council to consider six specific requests:

1. The Ames Chamber of Commerce requests to use Tom Evans Plaza on Saturdays from May 3 – October 25 between the hours of 5:30AM and 1:00PM for vendor booths, live entertainment, children's activities, and educational programming. The activities will not take place before 8:00AM or after 12:30PM as these times are designated for setup, teardown, and cleanup. Ames Chamber of Commerce also requests the use of electricity in Tom Evans Plaza and requests a waiver for electricity costs for outlets in the Park.
2. The Ames Chamber of Commerce requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the half of the sidewalk closest to their storefronts to display merchandise on market days. Ames Chamber of Commerce requests the permit for Saturdays in May through October between the hours of 8:00AM and 6:00PM. Any business choosing to sell merchandise on the sidewalk will be required to file their certificate of insurance with the City of Ames.
3. The Ames Chamber of Commerce requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. Ames Chamber of Commerce requests the permit for Saturdays in May through October between the hours of 8:00AM and 6:00PM. The Chamber of Commerce further requests the fee be waived. The Chamber of Commerce intends that regular street vendors in the CBD who have permits through the city will continue their operations as usual during this time.
4. The Ames Chamber of Commerce also requests the closure of Main Street between Clark and Kellogg on Saturdays from May 3 to October 25th between the hours of 5:30am-1:30pm to host the market and vendor booths. Ames Chamber of Commerce also requests the use of electricity along Main Street and requests a waiver for electricity costs for outlets in the Park.
5. The Ames Chamber of Commerce also requests that the fee be waived for the parking meters on the 300 and 400 Blocks of Main Street and on the affected portion of Burnett Avenue during the Ames Main Street Farmers' Market as the Market is a Non-Profit organization.
6. The Ames Chamber of Commerce also requests that that enforcement of 2hr or 4 hr. parking in the back lots of the 300 and 400 Blocks of Main street be waived from 6:30am to 1:00pm during the Market season.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you in the fourth year of the Ames Main Street Farmers' Market throughout the 2014 season.

Sincerely,

Lojean Petersen
Ames Main Street Farmers' Market Manager

Cc: Jeff Benson

304 Main Street, Ames, IA 50010 515.232.2310 Ames Chamber of Commerce



March 27, 2014

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

Dear Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) supports the continued use of the 400 block, Tom Evans Plaza, and expansion through the 300 block of Main Street for the Ames Main Street Farmers' Market 2014 season. The market is an asset to Downtown Ames and the entire community. We encourage their continued growth and programming and look forward to another successful year.

Sincerely,

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

Cari Hague
Executive Director

304 Main Street, Ames, IA 50010 515.233.3472 AmesDowntown.org