

COUNCIL ACTION FORM

**SUBJECT: CAMPUSTOWN ACTION ASSOCIATION REQUESTS FOR
SUMMERFEST IN CAMPUSTOWN ON JUNE 14, 2014**

BACKGROUND:

The Campustown Action Association (CAA) plans to hold Summerfest on June 14, 2014. CAA successfully held the first Summerfest in 2011 and had successful events in 2012 and 2013. The event involves activities for young people, live music, and a beer garden. Additionally, organizers plan to hold the Summerfest 5k fun run for the second year. The run will begin at 5:00 p.m. in Campustown, travel through the South Campus Area Neighborhood to Mortensen Road, head west on the shared use path to the Middle School, and then return to Campustown for completion. Cones will be used on a portion of the route, but streets will remain open to traffic during the run.

Organizers plan to close the 200 block of Welch Avenue (from Chamberlain to Hunt Street) from approximately 7:00 a.m. to 11:00 p.m. Parking meters will be covered and parking enforcement suspended on that portion of Welch Avenue during the hours of the event. Metered spaces in Welch Lot T (south of Pizza Pit) and Chamberlain Lot Y will also close from 7:00 a.m. to 11:00 p.m. to facilitate event activities. The driveway of Fire Station #2 will not be affected by the arrangement of closures this year.

The Public Works Department will provide barricades for the event, and organizers will obtain a noise permit through the Police Department. Based on the success of the last two Summerfest events, City staff will not require that organizers hire a police officer to monitor the beer garden this year.

Organizers are requesting the following actions by City Council:

- Closure of the 200 block of Welch Ave. between 7:00 a.m. and 11:00 p.m.
- Closure of Welch Lot T and Chamberlain Lot Y between 7:00 a.m. and 11:00 p.m.
- Waiver of parking meter fees (approximately \$300 loss of revenue)
- Waiver of fees for electricity use (approximately \$20 loss of revenue)
- Blanket Temporary Obstruction Permit
- Blanket Vending Permit
- Waiver of fee for Blanket Vending Permit (\$50 loss to City Clerk's Office)
- Approval of 5-Day Class B Beer Permit with Outdoor Service

The Ames Chamber of Commerce is providing liability insurance coverage for this event, since the CAA is an affiliate organization of the Chamber.

ALTERNATIVES:

1. Approve the requests as outlined above for Summerfest on June 14, 2014.
2. Approve the requests for street and parking lot closures, the Temporary Obstruction Permit and the beer permit, but require reimbursement to the City for lost revenue to the Parking Fund, Electric Fund, and City Clerk's Office.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

Campustown Action Association's Summerfest has been a successful event, and staff feels comfortable that the event will continue to be successful this year. In addition, it is important that CAA is successful in promoting the Campustown area through events and activities like Summerfest. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as stated by Campustown Action Association for Summerfest 2014.



campustown
action
association

April 23, 2014

Honorable Mayor Campbell and City Council
Ames City Hall
515 Clark Avenue
Ames, IA 50010

RE: Summerfest in Campustown 2014

Dear Honorable Mayor Campbell and City Council,

The Campustown Action Association (CAA) is planning to hold the fourth annual Summerfest in Campustown on Saturday, June 14th from 3pm to 9pm. Our music stage, root beer garden, beer garden and many family activities will be held in the 200 block of Welch Avenue and will showcase many of our member businesses. Along with our activities on the 200 block of Welch, as a way to showcase the entire district and all of our construction, we are encouraging businesses to hold open houses within their stores. The Summerfest 5K will be held at 5pm, starting at the Clock Tower at Chamberlain and Welch, run through the South Campus Area Neighborhood to Mortensen west to the Ames Middle School and back.

At this time, CAA asks the Ames City Council to consider the following requests:

1. CAA requests a resolution approving the closure of Welch Lot T, Chamberlain Lot Y, and the 200 block of Welch Avenue from 7am to 11pm on June 14
2. CAA requests a resolution approving the waiver of electricity costs and parking meter fees for the 200 block of Welch Ave, Welch Lot T and Chamberlain Lot Y
3. CAA requests a motion approving a Blanket Temporary Obstruction Permit and Blanket Vending Permit for the entire Campustown Service Center as outlined in Chapter 29 of the Ames City Code
4. CAA requests a resolution approving waiver of fee for a Blanket Vending Permit
5. CAA request a motion approving a 5 Day Class B Beer Permit with Outdoor Service
 - a. The Beer Garden will be 21+ only unless accompanied by a parent or guardian and will be open and staffed from 3pm-9pm.

Thank you for your consideration of these requests and continued support of Campustown. We look forward to seeing you on June 14th.

Sincerely,

Liz Jeffrey
CAA Promotions Chair

Anne Taylor
CAA Board President

Kim Hanna
CAA Director

License Application ()

Applicant

| | | | |
|-------------------------|--|---------|--------------------------------|
| Name of Applicant: | <u>Matthew Enterprises, LLC</u> | | |
| Name of Business (DBA): | <u>Summerfest 2014</u> | | |
| Address of Premises: | <u>City Parking Lot Welch Ave. Lot T</u> | | |
| City: | <u>Ames</u> | County: | <u>Story</u> Zip: <u>50014</u> |
| Business Phone: | <u>(515) 441-0460</u> | | |
| Mailing Address: | <u>2019 Friley Rd.</u> | | |
| City: | <u>Ames</u> | State: | <u>IA</u> Zip: <u>50014</u> |

Contact Person

| | | | |
|--------|------------------------|----------------|------------------------------|
| Name: | <u>Matthew Goodman</u> | | |
| Phone: | <u>(515) 441-0460</u> | Email Address: | <u>mg@fightngburrito.com</u> |

Classification: Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 06/14/2014

Expiration Date: 06/18/2014

Privileges:

Class B Beer (BB) (Includes Wine Coolers)
Outdoor Service

Status of Business

| | | | |
|----------------------|----------------------------------|-----------------------|-------------------|
| BusinessType: | <u>Limited Liability Company</u> | | |
| Corporate ID Number: | <u>386345</u> | Federal Employer ID # | <u>22-0919525</u> |

Ownership

Matthew Goodman

First Name: Matthew

Last Name: Goodman

City: Ames

State: Iowa

Zip: 50014

Position President

% of Ownership 100.00 %

U.S. Citizen

Matthew Goodman

First Name: Matthew

Last Name: Goodman

City: Ames

State: Iowa

Zip: 50014

Position President

% of Ownership 100.00 %

U.S. Citizen

Insurance Company Information

Insurance Company: Scottsdale Insurance Company

Policy Effective Date: 06/14/2014

Policy Expiration Date: 06/19/2014

Bond Effective Continuously:

Dram Cancel Date:

Outdoor Service Effective Date:

Outdoor Service Expiration Date:

Temp Transfer Effective Date:

Temp Transfer Expiration Date: