

ITEM # 26c
DATE: 05-13-14

COUNCIL ACTION FORM

SUBJECT: SUMMER SIDEWALK SALES REQUESTS FROM MAIN STREET CULTURAL DISTRICT

BACKGROUND:

The Main Street Cultural District (MSCD) is again hosting its annual Summer Sidewalk Sales on July 24th, 25th and 26th. In conjunction with this event, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. to 6:00 p.m. on July 24-26. The estimated lost revenue to the Parking Fund from the waiver of meter fees will be \$2,700.

In order to allow businesses to showcase merchandise, a blanket Temporary Obstruction Permit and blanket Vending License have also been requested. The MSCD also has asked that the Vending License fee be waived.

ALTERNATIVES:

1. The City Council can approve the requests for Sidewalk Sales as requested by the Main Street Cultural District.
2. The City Council can approve the requests for Sidewalk Sales, but require reimbursement for the lost parking meter revenue and vending license fee.
3. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

Sidewalk Sales are successful events held twice each year in the MSCD. Since these events bring shoppers downtown, these requests further the City Council's goal to strengthen downtown. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the MSCD requests for Summer Sidewalk Sales.



May 1, 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 July Sidewalk Sale from Thursday, July 24 through Saturday, July 26. The Sidewalk Sale 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, July 24 through Saturday, July 26 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 July 24 through July 26.
3. The MSCD requests a Blanket Vending Permit for the entire CBD. MSCD requests the permit for July 24 through July 26 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 July for the Sidewalk Sale.

Sincerely,

A handwritten signature in black ink that reads "Emily Miller". The signature is written in a cursive style with a long, sweeping underline.

Emily Miller
Events Coordinator
Main Street Cultural District

Cc: Emily Burton