

COUNCIL ACTION FORM

**SUBJECT: REVISED MAIN STREET CULTURAL DISTRICT REQUESTS FOR
“MUSICWALK”**

BACKGROUND:

The Main Street Cultural District (MSCD) planned to host its annual “MusicWalk” event on Thursday, June 19. The City Council approved the MusicWalk requests at its meeting on May 13, 2014. Unfortunately, inclement weather precluded the event from taking place in June. MSCD has proposed rescheduling the event for Thursday, September 11. With the exception of the date, the closures and requests remain the same as in the original request to the City Council (original request letter attached).

In addition to the traditional arrangements for MusicWalk, the District will be working with Downtown food establishments to set up outdoor seating areas inside metered parking stalls adjacent to the establishments. MSCD staff makes the following requests of the City Council to help facilitate the MusicWalk festivities:

- a. Blanket Temporary Obstruction Permit for MSCD sidewalks and Blanket Vending License for MSCD from 3:00 p.m. to 10:00 p.m.
- b. Waiver of fee for Blanket Vending License
- c. Usage of electricity and waiver of costs from 3:00 to 9:00 p.m.
- d. Waiver of parking meter fees and enforcement in the MSCD from 3:00 to 6:00 p.m., with a loss of approximately \$300 to the Parking Fund
- e. Closure of up to 30 parking spaces along Main Street for outdoor seating areas from approximately 12:00 p.m. to 10:00 p.m., with a loss of approximately \$18 to the Parking Fund

A noise permit will be obtained from the Police Department as needed for planned entertainment. No alcohol service or consumption will be permitted in the temporary sidewalk cafes.

ALTERNATIVES:

1. The City Council may approve the “MusicWalk” requests as submitted by the Main Street Cultural District.
2. The City Council may deny these requests.

MANAGER'S RECOMMENDED ACTION:

This event provides our citizens with another opportunity to enjoy family-oriented outdoor activities. Because of the City Council’s goal of enhancing commercial development in the Downtown, this type of special event should be facilitated.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the “MusicWalk” requests as submitted by the MSCD.



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 MusicWalk celebration on Thursday, June 19th from 5pm to 10pm. The event will showcase more than 30 musicians playing at businesses throughout the district. At this time, MSCD requests the Council to consider these specific requests:

1. 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 allow musicians to play and display merchandise. MSCD requests the permit for June 19th between the hours of 3pm and 10pm.
2. The MSCD requests a Blanket Vending Permit for the entire CBD to allow musicians, businesses, and food vendors to sell products. MSCD requests the permit for June 19th between the hours of 3pm and 10pm and further request the vending permit fee be waived.
3. The MSCD plans to use Tom Evans Plaza on June 19th between the hours of 3pm and 9pm for information tables, kids activities, and possible live entertainment. MSCD requests the use of electricity in Tom Evans Plaza and requests a waiver for electricity costs for outlets in the Park and other outlets in the Downtown area if necessary.
4. The MSCD requests a district wide waiver of parking fees beginning from 3pm through 6pm on June 19th to help attract additional patrons downtown.
5. The MSCD requests the use of up to thirty parking spaces along Main Street for "sidewalk cafes" to take place in the parking stalls parallel to the participating business.

Thank you for your consideration of these requests and continued support of the Main Street Cultural District. We look forward to seeing you on June 19th at the MusicWalk.

Sincerely,

A handwritten signature in cursive script that reads "Emily Miller".

Emily Miller
Event Coordinator
Main Street Cultural District

Cc: Emily Burton

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