

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUEST FOR FOODIES AND BREW

BACKGROUND:

The Main Street Cultural District (MSCD) plans to host a new event on Friday, August 15, called "Foodies and Brew." The event is intended to offer attendees a variety of local restaurant food sampling and tasting of craft beers from around Iowa, along with live entertainment on the street. To facilitate this event, MSCD has requested the following approvals:

- Closure of Douglas Avenue from Main Street to 6th Street from 3:00 p.m. to 11:00 p.m. on August 15 (approximately \$10 loss to the Parking Fund)
- A temporary obstruction permit for the 400 and 500 blocks of Douglas Avenue
- A blanket vending license for the 400 block of Douglas Avenue (\$50 payable to the City Clerk's Office)
- Approval of a Class B Beer Permit and Outdoor Service Privilege
- Waiver of fees for the blanket vending permit and parking

Organizers have indicated that they will limit the event to the 400 block of Douglas Avenue if possible; and that the 500 block of Douglas will only be closed if needed.

Staff should note that the Library has planned activities this same week as part of its return to the 515 Douglas building. Library staff has been consulted regarding Foodies and Brew and has indicated that it does not present a conflict with the Library's plans.

ALTERNATIVES:

1. Approve the requests of MSCD as stated above, including the waiver of fees.
2. Approve the requests for closures and permits, but require reimbursement for the lost parking revenue (\$10) and the cost of the vending license (\$50).
3. Do not approve the event.

MANAGER'S RECOMMENDED ACTION:

This event is an opportunity to showcase Ames restaurants and attract people to the Downtown area. The event conforms to the City Council goal to strengthen Downtown and Campustown. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as stated above.



July 15, 2014, 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 organizing a new event this year called Foodies and Brew, to take place on Friday, August 15. The event will feature brews from 9 Iowa craft breweries and food samples from various Ames eateries. We aim to attract young professionals and responsible community members that enjoy food and drink opportunities. At this time, MSCD requests the commission to consider the following requests:

1. The MSCD requests the closure of Douglas Ave from Main Street to 6th St. from 3:00pm-12:00am with the use of barricades on either end of Douglas.
2. The MSCD requests a temporary obstruction permit for the 400 and 500 block of Douglas Ave from 3:00pm-12:00am.
3. The MSCD requests a Blanket Vending Permit for the 400 Block of Douglas to allow Ames restaurants to contribute to our event by offering samples of their cuisine between the hours of 6:30 and 8:30pm.
4. The MSCD requests music to be played on a small stage from 6:30pm-11:00pm within the allowed decibels.
5. The MSCD requests that alcohol be permitted strictly within the fenced area of the event. This is a 21+ event, with the only entry/exit points staffed with trained ID checkers. There will be no possibility of alcohol exiting the event area.
6. The MSCD requests the fees be waived. The income of this event will be to cover the costs of the event, with any leftover profit to be used as a fundraiser for the Main Street Cultural District to fund beautification and growth of the downtown business district.

Thank you for your consideration of these requests and continued support of the Main Street Cultural District.

Sincerely,

A handwritten signature in black ink that reads "Emily Miller". The signature is written in a cursive style.

Emily Miller
Events Coordinator
Main Street Cultural District