

**COUNCIL ACTION FORM**

**SUBJECT: CAMPUSTOWN ACTION ASSOCIATION REQUESTS FOR “FRIDAY AFTERNOON CELEBRATION”**

**BACKGROUND:**

The Campustown Action Association (CAA) plans to host the third annual Friday Afternoon Celebration (FAC) in Campustown on August 29, 2014. Organizers propose to host a beer garden and live band in Welch Lot T from 5:00 to 9:00 p.m. The purpose of the event is to bring ISU alumni who are in Ames for the first home football game into the Campustown business district.

In order to facilitate this event, organizers are requesting the closure of Welch Lot T from 12:00 to 11:00 p.m. on August 29, including a waiver of parking meter fees and enforcement. Lost revenue would equate to approximately \$57. CAA is also requesting a Blanket Vending License and waiver of fee for the license (\$50), and a Blanket Temporary Obstruction Permit for the area.

CAA also requests approval of a Class B Beer Permit with Outdoor Service to provide alcoholic beverage service at the beer garden.

Public Works will provide barricades for the event. Organizers will obtain a noise permit through the Police Department. In the previous two iterations of this event, the Police Department required the hiring of one police officer to monitor the event. Due to the success of the safety planning the past two years, the Police Department will not require an officer to be hired this year.

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

**ALTERNATIVES:**

1. Approve the requests for the Friday Afternoon Celebration on August 29, 2014, as requested by the Campustown Action Association.
2. Approve requests for lot closure and blanket permits, but require CAA to pay the \$50 Vending License fee and reimburse the City for lost revenue to the Parking Fund.
3. Deny the requests.

**MANAGER'S RECOMMENDED ACTION:**

The 2012 and 2013 FAC events, held during ISU Homecoming weekend, went well with no reports of any major issues. City staff and the Association will continue to closely monitor the success of the event, and to note any corrective actions which may be needed in future years. It is to the benefit of the entire community that the CAA is successful in promoting the Campustown area.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as stated by the CAA for Friday Afternoon Celebration on August 29, 2014.



campustown  
action  
association

July 14, 2014

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

Dear Honorable Mayor Campbell and City Council,

The Campustown Action Association is planning to hold our third annual Friday Afternoon in Campustown event to coincide with the start of the 2014 ISU football season on Friday, August 29 from 5pm to 9pm. The purpose of this event is to bring Iowa State fans and alumni to Campustown and bring in a more diverse mix of customers to our business district. At this time, CAA requests the Council to consider these specific requests:

1. CAA requests the closure of Welch Lot T on August 29 between 12pm and 11pm to host the Friday Afternoon in Campustown celebration.
2. CAA requests a Blanket Temporary Obstruction Permit for the same space (Welch Lot T) to enclose part of the sidewalks and the parking lot with double fencing to host the beer garden and event space. CAA requests the permit for August 29 between the hours of 12pm and 9pm. Set up for fencing will begin at 12pm after the parking lot closure.
3. CAA requests a Blanket Vending License for various food and retail vendors within the beer garden, and further request that the fee for the license be waived.
4. CAA requests the use of all metered parking spaces within the confines of the beer garden in Welch Lot T to place the music stage, beer tent, tables, and guests. CAA further requests that the parking lot fees be waived.

Matthew Goodman, owner of Battles Barbeque has agreed to apply for a Class B Beer Permit with Outdoor Service to provide alcoholic beverage service for the event. The CAA is supportive of the application and asks that the City Council also approve the application.

Thank you for your consideration of these requests and continued support of the Campustown Action Association. We thank you for your support in the 2012 and 2013 FACs and your assistance in making these events a success. Please save the date to attend on August 29, 2014.

Sincerely,

Kim Hanna  
Director, Campustown Action Association