

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR OKTOBERFEST ON MAIN STREET

BACKGROUND:

The Main Street Cultural District (MSCD) plans to hold its third annual Oktoberfest on Main Street on Friday, September 19 and Saturday, September 20. The event involves a beer garden/craft brew fest, live music and other entertainment, and food vendors.

Organizers again plan to hold the event on the entire 200 block of Main Street. MSCD is applying for a 5-day beer permit. Approximately 1,000-1,200 people are anticipated to attend the event each day. This is approximately 300-500 more participants than last year, and no incidents were reported during previous iterations of this event.

Staff has worked with the MSCD to ensure that the fenced-in beer garden will be adequately staffed with volunteers and arranged in such a manner that it can be removed quickly to provide access in the event of an emergency. MSCD has indicated that it plans to host a separately fenced area for participants under the age of 21, in which no alcohol will be allowed. This will allow those individuals to enjoy the entertainment without a parent or guardian present. City staff will work with MSCD to issue a noise permit for the event.

To facilitate this event, the following requests have been made by the MSCD:

- Closure of Main Street between Kellogg Avenue and Douglas Avenue from 12:00 p.m. Friday, September 19, to 12:30 a.m. on Sunday, September 21
- Closure of the sidewalk on the north side of Main Street between Kellogg Avenue and Douglas Avenue from 5:00 p.m. Friday, September 19, to 12:30 a.m. Saturday, September 20
- Temporary Obstruction Permit
- Blanket Vending Permit and waiver of fee (\$50)
- Closure of 46 parking spaces in the 200 block of Main Street and waiver of parking meter fees (approximately \$150 loss to the Parking Fund)
- Waiver of cost for use of electricity in 200 block (approximately \$10 loss to the Electric Fund)
- 5-day Class B Beer Permit & Outdoor Service for the 200 block of Main Street

MSCD's application also requests that the City provide a special street sweeping on Sunday. At the wrap-up meeting following Country Night, MSCD indicated that the street gets sticky following beer garden and festival types of events like this. City staff

should note that the City has not historically provided street sweeping service except following parades, where there is residue from animals and candy over a large area. The City's street sweeping operation costs \$100 per hour for the equipment time, plus approximately \$45 per hour for the operator per the collective bargaining agreement (cost includes two-hour minimum call-out time and overtime pay for weekend work).

Providing this service for free may set an expectation for other events, which would have implications for the Street Surface Cleaning budget program. MSCD would likely receive a better price if it contracted instead with a private street sweeping service. **As an alternative to a special cleaning, MSCD could sweep loose debris by hand and allow the mechanical street sweeping to occur during the next regular cleaning. The business district street surface is scheduled for cleaning 32 times per year.**

ALTERNATIVES:

1. Authorize the street and parking closures, the permits, and the waiver of fees as requested by the Main Street Cultural District, **but do not provide special street sweeping services for the event.**
2. Authorize the street and parking closures, the permits, and the waiver of fees as requested by the Main Street Cultural District, and provide street sweeping services following the conclusion of the event.
3. Authorize the street and parking closures and permits as requested by the Main Street Cultural District, but require the organization to pay the Blanket Vending Permit fee (\$50), reimburse the Parking Fund \$150 for lost revenue, and reimburse the Public Works Office \$190 for street cleaning services.
4. Do not authorize the permits and closures.

MANAGER'S RECOMMENDED ACTION:

The Main Street Cultural District has had a proven record of putting on safe and well-attended events for the community. The first Oktoberfest last year was a success. The proceeds from this event will support Downtown beautification efforts.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby authorizing the street and parking closures, the permits, and the waiver of fees as requested by the Main Street Cultural District, but not providing special street sweeping services for the event.



August 7, 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 our third annual Oktoberfest to take place on Friday, September 19-Saturday, September 20, 2014. The event will be two part, the first evening a concert featuring The Nada's and Vertical Horizon. The second day will be full of games, craft beer, and polka dancing. At this time, MSCD requests the commission to consider the following requests:

1. The MSCD requests a temporary obstruction permit for the 200 block of Main Street from 12:00pm 09/19-12:30am on 09/21 as well as a portion of the sidewalk on the north side of Main St from 5:00pm-12:30am on 09/19 for the concert portion of the event.
2. The MSCD requests a Blanket Vending Permit for the 200 Block of Main Street to allow food vendors to sell food during the event.
3. The MSCD requests music to be played including sound check on a stage from 12:00pm-11:00pm on 09/19 and 2:00pm-11:00pm on 09/20 within the allowed decibels.
4. 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.
5. The MSCD requests the use of 4 City Type 3 Barricades at the corners of Kellogg Ave and Main St and Douglas Ave and Main for the event.
6. 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,

Emily Miller
Events Coordinator
Main Street Cultural District

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