

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM HEALTHIEST AMES FOR HEALTHY STREETS  
EVENT**

**BACKGROUND:**

On Sunday, May 3, the Healthiest Ames organization plans to host a wellness initiative called Healthy Streets. This event is intended to promote healthy living, support local businesses, and encourage sustainable transport. To achieve this, activities such as wellness education, healthy food samples, and play activities will occur in the downtown area. Organizers expect up to 500 participants in the event, and plan to have 50 to 100 volunteers on hand to manage the activities.

The event will take place from 1:00 p.m. to 4:00 p.m. To facilitate this event, organizers have made the following requests:

- Closure of the following streets from 8:00 a.m. to 6:00 p.m. Sunday, May 3: Main Street from Clark Avenue to Douglas Avenue, and Douglas Avenue from Main Street to Sixth Street
- Closure of 128 parking spaces on the streets listed above
- A blanket Temporary Obstruction Permit
- Use of electricity from City-owned electrical outlets along Main Street and waiver of electrical costs (approximately \$5 loss to the Electric Fund)

Although there will be vendors providing samples at the event, no money will change hands. Therefore, a Vending Permit is not required. Additionally, because the event takes place on a Sunday, no parking meter revenues will be affected. Event organizers have met with Main Street Cultural District (MSCD) staff regarding this event and MSCD has provided a letter of support.

Because this event is being coordinated by the City-sponsored Healthiest Ames organization, the Parks and Recreation Department is assisting with the coordination of activities. **In the opinion of the City's Risk Manager, this event can be considered an official City event, and is therefore covered under the City's liability insurance.** This arrangement is similar to that of the Ames 150 Committee, which was City-affiliated and covered under the City's liability insurance. The Risk Manager has indicated that the activities taking place at this event present no noteworthy exposures to the City's liability.

The organizers have provided a sample notification letter for each affected business and plan to go door-to-door to communicate with businesses and residents who may be

affected by the activities. May 17, 2015 has been identified as the rain date for this event.

**ALTERNATIVES:**

1. Approve the Healthy Streets Event requests for May 3 (with a rain date of May 17), including the street and parking closures, blanket Temporary Obstruction Permit, use of electricity and waiver of fees.
2. Approve the requests, but require \$5 reimbursement for the use of City electrical outlets.
3. Do not approve the requests.

**MANAGER'S RECOMMENDED ACTION:**

The proposed event is being conducted by a City-sponsored organization to promote healthy activities, nutrition, and lifestyles. It is a community event open to the public and will help draw residents to the downtown area. This event has received approval from the Main Street Cultural District.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



CITY OF

# Ames SPECIAL EVENT APPLICATION

## SUMMARY OF EVENT

### DESCRIPTION

Event Name Healthy Streets

Description

Please see attached document, Appendix A.

### Event Category

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Athletic/Recreation  | <input type="checkbox"/> Concert/Performance    |
| <input type="checkbox"/> Exhibits/Misc.                  | <input type="checkbox"/> Farmer/Outdoor Market  |
| <input checked="" type="checkbox"/> Festival/Celebration | <input type="checkbox"/> Other (please explain) |
| <input type="checkbox"/> Parade/Procession/March         |   |

### Anticipated Attendance

Total 100-500 Per Day 1

### DATE/TIME

Setup	Date <u>05/03/15</u>	Time <u>10:00 am</u>	Day of Week <u>Sunday</u>
Event Starts	Date <u>05/03/15</u>	Time <u>1:00 pm</u>	Day of Week <u>Sunday</u>
Event Ends	Date <u>05/03/15</u>	Time <u>4:00 pm</u>	Day of Week <u>Sunday</u>
Teardown Complete	Date <u>05/03/15</u>	Time <u>10:00 pm</u>	Day of Week <u>Sunday</u>

Rain Date, if applicable

05/17/15

Rain Location, if applicable

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## **Appendix A: Special Events Application**

**Event Name:** Healthy Streets

**Description:**

We are pleased to announce that Healthiest Ames has been awarded a \$75,000 Matching Assets To Community Health (MATCH) grant from the Wellmark Foundation. The City of Ames has committed to an in kind contribution to match the \$75,000 grant. The project Engaging Ames in Complete Streets is focused on building environments and advancing policies that will enhance walkability and bikeability in the Ames community. Healthiest Ames' goal is to make Ames the healthiest community in Iowa. Healthiest Ames will continue to improve the quality of life of Ames citizens through education and collaboration that promotes lifelong engagement in healthy living.

A portion of these grant funds will be used to jump-start an Ames Wellness Initiative called Healthy Streets. Healthy Streets was spiraled off of an initiative that is celebrated throughout the nation called Open Streets. Open Streets initiatives temporarily close streets to automobile traffic to encourage people to use them for walking, bicycling, dancing, playing, socializing, and wellness education. The initial Open Street event was held in 1974 in Bogota, Columbia, and now events exist in over 90 cities throughout the nation, including: New York, Los Angeles, Minneapolis, Madison, Chicago, and Houston. Open Streets events are becoming increasingly common in cities seeking innovative and fun ways to achieve environmental, social, economic, and public health goals as well as innovative ways to promote healthy living, support local businesses and encourage sustainable transport!



March 12, 2015

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

Dear Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) supports the closure of Main Street from Clark Avenue to Douglas Avenue and from Douglas Avenue to 6<sup>th</sup> Street, for the Healthiest Ames event on Sunday, May 3, 2015.

Sincerely,

A handwritten signature in cursive script that reads "Jess Clyde".

Jess Clyde  
2015 MSCD Board President