

**COUNCIL ACTION FORM**

**SUBJECT: MAIN STREET FARMERS' MARKET REQUESTS**

**BACKGROUND:**

The Ames Chamber of Commerce is planning to host the fifth annual Main Street Farmers' Market this summer, which will take place on the 300 and 400 blocks of Main Street and on Burnett Avenue from Main Street to the U.S. Bank drive-through. The Market will operate on Saturdays from May 2<sup>nd</sup> to October 17<sup>th</sup> from 8:00 a.m. to 12:30 p.m. To facilitate set-up and tear-down, streets and parking spaces need to be closed from 5:00 a.m. to 1:30 p.m. each day. The market will not be held on Saturday, July 4<sup>th</sup>. Organizers have already visited with all the businesses along the affected streets, and will meet with them again prior to the start of the Market.

To facilitate the event, organizers request a blanket Temporary Obstruction Permit and blanket Vending License for the entire Central Business District from 8:00 a.m. to 6:00 p.m. each day of the Market, which will allow downtown businesses who file an insurance certificate with the City to display items for sale on the sidewalks. The Chamber has requested that the \$50 Vending License fee be waived.

Organizers have also requested the use of Tom Evans Plaza between the hours of 6:00 a.m. and 1:00 p.m. for vendor booths and entertainment. City staff supports the use of this space for entertainment and educational activities for children and families as has been done in previous years. However, to prevent damaging the turf in the plaza, City staff does not support using this space for regular Farmers' Market vendors.

The use of electricity in Tom Evans Plaza, along Main Street and on Burnett Avenue has also been requested. Organizers have requested a waiver of the \$1 per day fee for use of electricity.

To facilitate the Market, organizers have also requested that the two- and four-hour limits on parking in CBD Lots X and Y be waived during Market hours, which City staff supports. Additionally, 75 metered parking spaces will be closed for each day of operation. **City staff estimates that this will result in a maximum potential loss of \$1,620 to the Parking Fund.** Market organizers have requested that this cost be waived because the Market is a non-profit organization, and in return the City would be included as a sponsor on all Market advertising materials. However, City staff notes that although the Market organization is non-profit, the vendors using the public space are primarily for-profit.

**Last year, City staff recommended that the maximum amount be reimbursed, but offered an alternative to require only 80% of the maximum amount to be reimbursed, since on a typical Saturday morning only 80% of the spaces might be occupied.** The City Council ultimately allowed the Market to use the spaces at 50% of the maximum cost,

which was \$900 in 2014. If the City Council is interested in offering parking at less than the full cost, that amount should be identified as part of this action.

**ALTERNATIVES:**

1. Approve the requested street and parking space closures from 5:00 a.m. to 1:30 p.m. on Saturdays from May 2 to October 17 (excluding July 4), use of Tom Evans Plaza for entertainers, use of City electrical outlets, a blanket Temporary Obstruction Permit, a blanket Vending License, waiver of the fee for the Vending License, and suspension of enforcement in CBD Lots X and Y, and require Farmers' Market to reimburse the City \$1,296 for estimated lost parking meter revenue (80%) and \$1 per day for electricity use.
2. Approve the requests as stated in Alternative No. 1, but require Farmers' Market to reimburse the City \$810 for lost parking meter revenue (50%) and \$1 per day for electricity use.
3. Approve the requests as stated in Alternative No. 1, but require Farmers' Market to reimburse the City \$1,620 for lost parking meter revenue (100%) and \$1 per day for electricity use.
4. Approve the requests as stated in Alternative No. 1, and grant the Farmers' Market's request to waive the requirement for reimbursement of parking meter revenue and electricity use.
5. Do not approve the requests.

**MANAGER'S RECOMMENDED ACTION:**

The Main Street Farmers' Market has successfully attracted visitors Downtown in the past four years. It has become a signature event in Ames, enhancing the local economy and providing a family-friendly activity that showcases the Ames community.

The City Council may choose to provide for a discount for the closure of parking meters (Alternatives #1 or 2), waive the reimbursement cost entirely (Alternative #4), or require reimbursement for the full amount of lost parking revenue (Alternative #3). In 2014, the City Council chose to require reimbursement for the 50% of the estimated revenue lost (Alternative #2).

Assuming that the City Council would again provide for a discounted parking reimbursement to help facilitate this event, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



March 10, 2015

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

Dear Honorable Mayor Campbell and City Council,

The Ames Chamber of Commerce is planning to hold the fifth season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 300 and 400 block of Main Street every Saturday from May 2nd to October 17th, 8:00AM to 12:30PM (the road is scheduled to be closed from 5:00AM to 1:30PM to allow for setup, teardown, and cleanup). The 24-week event will showcase the area's best farmers, crafters, artist and prepared food experts as well as offering weekly live entertainment and children's activities. We will not have a Farmers' Market on July 4<sup>th</sup> due to the Parade. At this time, Ames Chamber of Commerce asks the City Council to consider four specific requests:

1. The Ames Chamber of Commerce requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. The Chamber of Commerce further requests the fee be waived as any businesses selling products on the sidewalk are members.
2. The Ames Chamber of Commerce requests free use of electricity along the 300 and 400 Blocks of Main Street and for the outlets in the Tom Evans Park.
3. The Ames Chamber of Commerce requests that the fee be waived for the parking meters on the 300 and 400 Blocks during the Ames Main Street Farmers' Market as the Market is a Non-Profit organization. In return the City of Ames would be considered a Sponsor of our Ames Main Street Farmers' Market and would be included in all advertising, newsletters and on our Website. For the 24 week period the Market brings conservatively 60,000 - 72,000 people to the Main Street Cultural District. The benefit from these visitors coming to the Market will increase income in parking, shopping and eating in our beautiful city.
4. The Ames Chamber of Commerce also requests that that any timed, 2hr or 4 hr. parking fees in the back lots of the 300 and 400 Blocks of Main street be waived from 6:30am to 1:00pm during the Market season.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you in the fifth year of the Ames Main Street Farmers' Market throughout the 2015 season.

Sincerely,

Lojean Petersen  
Ames Main Street Farmers' Market Manager

Cc: Jeff Benson

304 Main Street, Ames, IA 50010 | 515.232.2310 | Ames Chamber of Commerce

## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** Ames Main Street Farmers' Market

**Description**

The Ames Main Street Farmers Market would like to hold the Market in the same location as last year. It worked very well for us. No traffic problems.

The event is scheduled for May 2<sup>nd</sup> to October 17<sup>th</sup> 2015 in the 300 & 400 Blocks of Main Street, including The Tom Evans Park and half of Burnell Street, the south end up until we come North to the bank drive thru and the ally. The same set up as last year. Depending on volunteers we would close streets from 5 to 6 am. and have them back open by 1:30 pm. Same as last year. We made signs last year to put on meters for no parking during those hours. We will not have a market on July 4<sup>th</sup> due to Parade.

During the 24 wk event we would showcase the area's best farmers, crafters, artist and prepared food vendors as well as offering weekly live entertainment and children's activities.  
The open hours of the Market are from 8 AM to 12:30 PM.

**Event Category**

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

**Anticipated Attendance**      Total 72,000      Per Day 3,000

### DATE/TIME

<b>Setup</b>	Date <u>5/2/14</u>	Time <u>5:00 am</u>	Day of Week <u>Saturday</u>
<b>Event Starts</b>	Date <u>5/2/15</u>	Time <u>8:00 am</u>	Day of Week <u>Saturday</u>
<b>Event Ends</b>	Date <u>10/17/15</u>	Time <u>9:00 am</u>	Day of Week <u>Saturday</u>
<b>Teardown Complete</b>	Date <u>5/2/15</u>	Time <u>1:30 pm</u>	Day of Week <u>Saturday</u>

**Rain Date, if applicable** \_\_\_\_\_  
**Rain Location, if applicable** \_\_\_\_\_

*Main Street*  
CULTURAL DISTRICT  
Ames, Iowa

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 continued use of the 300 and 400 blocks of Main Street, and Tom Evans Plaza for the Ames Main Street Farmers' Market 2015 season. The market is an asset to Downtown Ames and the entire community. We encourage their continued growth and programming and look forward to another successful year.

Sincerely,



Jess Clyde  
2015 MSCD Board President