

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR 2015 SUMMERFEST IN CAMPUSTOWN

BACKGROUND:

The Campustown Action Association (CAA) plans to hold its 5th annual Summerfest on June 6, 2015. Previous iterations of Summerfest have been successful from the City's perspective. The event involves activities for young people, live music, and a beer garden. However, no 5k run will take place this year, due to low participation in the year prior.

Organizers plan to close the 200 block of Welch Avenue (from Chamberlain to Hunt Street) from approximately 7:00 a.m. to 11:00 p.m. Parking meters will be covered and parking enforcement suspended on that portion of Welch Avenue from 12:01 a.m. on June 6th through the conclusion of the event. Metered spaces in Welch Lot T (south of Pizza Pit) and Chamberlain Lot Y will also close from 12:01 a.m. to 11:00 p.m. to facilitate event activities. Reserved spaces in Welch Lot T will not be affected and those users will be able to enter and exit their spaces through the alley west of Welch Avenue. Fire Station #2 will not be affected by the arrangement of these closures.

The Public Works Department will provide barricades for the event, and organizers will obtain a noise permit through the Police Department. CAA will contact affected businesses by going door-to-door, distributing flyers, and through email contacts.

Organizers are requesting the following actions by City Council:

- Closure of the 200 block of Welch Ave. between 7:00 a.m. and 11:00 p.m.
- Closure of parking spaces in the 200 block of Welch Avenue, Welch Lot T and Chamberlain Lot Y between 12:01 a.m. and 11:00 p.m.
- Waiver of parking meter fees (\$128.25 loss of revenue)
- Access to City-owned electric outlets and waiver of fees for electricity use (approximately \$5 loss of revenue)
- Blanket Temporary Obstruction Permit
- Blanket Vending License
- Waiver of fee for Blanket Vending Permit (\$50 loss to City Clerk's Office)
- Approval of 5-Day Class B Beer Permit with Outdoor Service

CAA has requested a waiver of the fees for parking, electricity use, and the blanket Vending License. The Ames Chamber of Commerce is providing liability insurance coverage for this event, since the CAA is an affiliate organization of the Chamber.

ALTERNATIVES:

1. Approve the requests as outlined above for Summerfest on June 6, 2015, including the waivers of fees for parking, licenses, and permits.
2. Approve the requests for street and parking lot closures, the Temporary Obstruction Permit and the beer permit, but require reimbursement to the City for lost revenue to the Parking Fund, Electric Fund, and City Clerk's Office.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

Campustown Action Association's Summerfest has been a successful event, and staff feels comfortable that the event will continue to be successful this year. In addition, it is important that CAA is successful in promoting the Campustown area through events and activities like Summerfest. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as stated by Campustown Action Association for Summerfest 2015.



campustown
action
association

March 31, 2015

Honorable Mayor Campbell and City Council
Ames City Hall
515 Clark Avenue
Ames, IA 50010

RE: Summerfest in Campustown 2015

Dear Honorable Mayor Campbell and City Council,

The Campustown Action Association (CAA) is planning to hold the fifth annual Summerfest in Campustown on Saturday, June 6th from 3pm to 10pm. Information about the event can be found on the Special Event Application we submitted, but we have three waivers that we are requesting at this time as well as the resolutions and motions outlined in the application. We ask for resolutions approving the waiver of electricity costs for the 200 block of Welch Avenue, the waiver of parking meter fees for the entire day, and a waiver of fee for the Blanket Vendor Permit.

Thank you for your consideration of these requests and continued support of Campustown. We look forward to seeing you on June 6th.

Sincerely,

Liz Jeffrey
CAA Promotions Chair

Kim Hanna
CAA Director



SUMMARY OF EVENT

DESCRIPTION

Event Name Summerfest in Campustown

Description The fifth annual Summerfest in Campustown will be similar to past Summerfest events in that we will have free family activities, live music, a beer garden, and our very popular root beer float garden. New this year will be inflatable activities in Welch Lot T and a craft market in Welch Lot Y (directly north of the 23 Twenty Lincoln leasing office). The event will start at 3pm and be held in the 200 block of Welch Avenue. Family activities will run until 6pm and then the headliner, Standing Hampton, will start at 6pm and perform until 9:30/10pm. Tear down and clean up will be from 9:30pm-11pm.

Beer will be available for sale through beer tickets purchased inside the fenced in event area. Iowa Beverage will be providing the beer to be sold as the have for our Summerfest event each summer as well as our FACs. Licensing and insurance for the beer has been handled by Matthew Goodman, owner of The Fighting Burrito in Campustown and event insurance is under our Chamber affiliation. We will also have a Root Beer Float Garden at Summerfest with root beer and root beer floats available. This will be located in the family activities tent in the north end of the 200 block of Welch.

Inflatables provided by Gee Willie Entertainment will be located in Welch Lot T and Healthiest Ames will also be a part of the celebration, holding fun active events in the USPS parking area.

Requests for Summerfest in Campustown on Saturday, June 6 from 3pm-10pm:

1. Resolution approving closure of Welch Lot T and Welch Lot Y from 7am to 11pm
2. Resolution approving closure of the 200 block of Welch Avenue from 7am to 11pm
3. Resolution approving waiver of electricity costs and parking meter fees
4. Motion approving Blanket Temporary Obstruction Permit
5. Motion approving Blanket Vendor Permit
6. Resolution waiver of fee for Blanket Vendor Permit
7. Motion approving 5 Day CIsas B Beer Permit with Outdoor Service

Event Category

<input 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 1,000 Per Day _____

DATE/TIME

Setup	Date <u>6/6/15</u>	Time <u>7:00 am</u>	Day of Week <u>Saturday</u>
Event Starts	Date <u>6/6/15</u>	Time <u>3:00 pm</u>	Day of Week <u>Saturday</u>
Event Ends	Date <u>6/6/15</u>	Time <u>10:00 pm</u>	Day of Week <u>Saturday</u>
Teardown Complete	Date <u>6/6/15</u>	Time <u>11:00 pm</u>	Day of Week <u>Saturday</u>

Rain Date, if applicable _____

Rain Location, if applicable _____

Applicant License Application ()

Name of Applicant: <u>The Fighting Burrito II, LLC</u>		
Name of Business (DBA): <u>Summerfest 2015</u>		
Address of Premises: <u>200 Block of Welch Avenue</u>		
City <u>Ames</u>	County: <u>Story</u>	Zip: <u>50014</u>
Business	<u>(515) 441-0460</u>	
Mailing	<u>CAA</u>	
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50014</u>

Contact Person

Name <u>Matthew Goodman</u>	
Phone: <u>(515) 441-0460</u>	Email <u>mg@fightingburrito.com</u>

Classification Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 06/06/2015

Expiration Date: 01/01/1900

Privileges:

Class B Beer (BB) (Includes Wine Coolers)

Outdoor Service

Status of Business

BusinessType: <u>Limited Liability Company</u>	
Corporate ID Number: <u>386345</u>	Federal Employer ID <u>22-0919525</u>

Ownership

Matthew Goodman

First Name: Matthew

Last Name: Goodman

City: The Fighting Burrito

State: Iowa

Zip: 50014-781

Position: Owner

% of Ownership: 100.00%

U.S. Citizen: Yes

Insurance Company Information

Insurance Company: <u>Scottsdale Insurance Company</u>	
Policy Effective Date: <u>06/06/2015</u>	Policy Expiration <u>06/11/2015</u>
Bond Effective	Dram Cancel Date:
Outdoor Service Effective	Outdoor Service Expiration
Temp Transfer Effective	Temp Transfer Expiration Date: