

**COUNCIL ACTION FORM**

**SUBJECT:** MAIN STREET CULTURAL DISTRICT REQUESTS FOR ART WALK

**BACKGROUND:**

The Main Street Cultural District (MSCD) is hosting its 21<sup>st</sup> annual Art Walk on Friday, June 5, 2015. In order to facilitate this event, MSCD has requested Council approval for the following:

- Waiver of parking meter fees and enforcement in the MSCD from 3:30 p.m. to 6:00 p.m. to provide free parking to participants (\$295 loss to the Parking Fund)
- Blanket Temporary Obstruction Permit for the Cultural District sidewalks from 3:30 p.m. to 8:00 p.m.
- Blanket Vending Permit for Cultural District from 8:00 a.m. to 8:00 p.m. and waiver of fee (\$50 loss to the General Fund)
- Closure of four parking spaces near the intersection of Main Street and Kellogg Avenue for food vendors

This year, designated areas of sidewalk downtown will be used for children to draw sidewalk chalk art. City staff has reviewed the proposed chalk and has determined that it is acceptable for this purpose.

**ALTERNATIVES:**

1. Approve the Art Walk requests as submitted by the MSCD for June 5, 2015, including the waiver of fees.
2. Approve the requests as submitted by MSCD, but require reimbursement for lost parking revenue and for the blanket Vending Permit.
3. Deny the requests.

**MANAGER'S RECOMMENDED ACTION:**

The Art Walk is a popular annual event that adds vitality to the Downtown. The event organizers have experience in hosting this and many other similar events throughout the year.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the Art Walk requests as submitted by the MSCD for June 5, 2015, including the waiver of fees.



April 21, 2015

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

RE: ArtWalk 2015

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the 20th annual ArtWalk on Friday, June 5 from 5pm to 8pm. Information about the event can be found on the Special Event Application we submitted. We would also request a waiver of fees for the Blanket Vendor Permit and for the parking meter use.

Thank you for your consideration of this request and continued support of the Main Street Cultural District. We look forward to seeing you on June 5<sup>th</sup> in downtown Ames.

Sincerely,

Cindy Hicks  
Executive Director  
Main Street Cultural District



## SUMMARY OF EVENT

### DESCRIPTION

Event Name ArtWalk

**Description**

The annual ArtWalk is a great event that showcases downtown businesses as well as community artists. More than 40 local artists will be hosted by Main Street Cultural District businesses, both inside and outside on the sidewalk. Artists include painters, jewelry makers, photographers, woodworkers, potters, sculptors and much more. Some venues are hosting live music as well and a small jazz band in Tom Evans Park. This event is offered to the community free of charge. The hours are from 5pm to 8pm on Friday, June 5. Each participant will receive a list of participating businesses and artists so they can be sure to visit each one. Some artists will be performing demonstrations, others will be selling their artwork, and there will also an opportunity for participants to create their own work of art. We would also like to allow children to draw sidewalk chalk art along the side street sidewalk on the east side of Kellogg in the block just south of Main and in the block just north of Main.

**Event Category**

- Athletic/Recreation
- Exhibits/Misc.
- Festival/Celebration
- Parade/Procession/March
- Concert/Performance
- Farmer/Outdoor Market
- Other (please explain)
- Art/Cultural

**Anticipated Attendance**

Total 2,000 Per Day 1

### DATE/TIME

<b>Setup</b>	Date <u>6/5/15</u>	Time <u>3:30 pm</u>	Day of Week <u>Friday</u>
<b>Event Starts</b>	Date <u>6/5/15</u>	Time <u>5:00 pm</u>	Day of Week <u>Friday</u>
<b>Event Ends</b>	Date <u>6/5/15</u>	Time <u>8:00 pm</u>	Day of Week <u>Friday</u>
<b>Teardown Complete</b>	Date <u>6/5/15</u>	Time <u>8:30 pm</u>	Day of Week <u>Friday</u>

Rain Date, if applicable \_\_\_\_\_

Rain Location, if applicable \_\_\_\_\_

## LOCATION

### Region

(Select one or more)

- Main Street Cultural District (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain) Art/Cultural

**Please note** that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Main Street Cultural District: (515) 233-3472

Campustown - Campustown Action Association: (515) 450-8771

Iowa State University - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org

director@amescampustown.com

eventauthorization@iastate.edu

## CONTACTS

### Host Organization

Main Street Cultural Business

### Local Contact (Required)

*Must be present during event*

Name: Cindy Hicks

Address: 304 Main

Telephone: ( 515 ) 233-3472

Cell phone: ( 316 ) 871-0837

*Must be available by cell phone during event*

Email: director@amesdowntown.org

**At least ten business days prior to the event, Organizer must submit Emergency Contact List, including names and numbers of all coordinators, volunteers, and location assigned to each.**

### Yes No

Is this an annual event? How many years have you been holding this event? 20

Is this event open to the public?

Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July, etc.*)?

If yes, please list