

**COUNCIL ACTION FORM**

**SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR HARLEY BIKE NIGHT ON JUNE 19, 2015**

**BACKGROUND:**

On Friday, June 19, 2015, the Main Street Cultural District (MSCD) plans to host its first Harley Bike Night. The event will take place on Douglas Avenue between Main Street and Fifth Street from 6:00 p.m. to 11:00 p.m. Organizers estimate that the event will attract over 500 people, bringing 200-300 motorcycles into the area. The event is planned to be family-friendly, and includes motorcycle displays, live music, a live radio broadcast, award presenters, and food vendors.

To facilitate this event, organizers request the following from 12:01 p.m. June 19<sup>th</sup> to 12:30 a.m. on June 20<sup>th</sup>:

- Closure of Douglas Avenue from Main Street to Fifth Street
- Closure of six metered parking spaces on Douglas Avenue and waiver of fees (\$7.20 in lost parking meter revenue)
- Blanket Temporary Obstruction Permit
- Blanket Vending License and waiver of fee (\$50 loss to City Clerk's Office)

Additionally, 25 metered parking spaces on Main Street will be closed from 5:00 p.m. June 19<sup>th</sup> to 12:30 a.m. June 20<sup>th</sup>. MSCD has requested that fees be waived for these as well (estimated \$5 in lost parking meter revenue).

Because one of the closed parking spaces is a handicapped stall, a temporary handicapped stall will be set up adjacent to the closure for use by the public. The closed parking spaces on Main Street will be used to provide free motorcycle parking for the patrons.

Organizers have requested to have beer and wine sales at the event. An application for a beer and wine permit will be submitted as the event draws nearer. Organizers plan to go door-to-door with information for the affected businesses and residents, place signs in the area prior to the event, and distribute event details via email to those on their mailing list.

**ALTERNATIVES:**

1. Approve the MSCD requests for Harley Bike Night from 12:01 p.m. on June 19<sup>th</sup> to 12:30 a.m. on June 20<sup>th</sup>, including closure of Douglas Avenue from Main Street to Fifth Street, closure of six metered parking spaces on Douglas Avenue and 25

metered parking spaces on Main Street, blanket Temporary Obstruction Permit, and blanket Vending License, and waive fees for parking and the Vending License.

2. Approve the requests for Harley Bike Night from 12:01 p.m. on June 19<sup>th</sup> to 12:30 a.m. on June 20<sup>th</sup>, including closure of Douglas Avenue from Main Street to Fifth Street, closure of six metered parking spaces on Douglas Avenue and 25 metered parking spaces on Main Street, blanket Temporary Obstruction Permit, and blanket Vending License, but require reimbursement for parking and the Vending License.
3. Do not approve the requests.

**MANAGER'S RECOMMENDED ACTION:**

The Main Street Cultural District has indicated that this event is intended to provide family-friendly entertainment. Although it is a new event, MSCD is experienced in hosting successful events.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above, including waiving of the fees for parking and the Vending License.



April 21, 2015

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

RE: Harley Bike Night 2015

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold Harley Bike Night on Friday, June 19th from 6pm to 11pm. 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 closures.

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 19<sup>th</sup> in downtown Ames.

Sincerely,

Cindy Hicks  
Executive Director  
Main Street Cultural District

## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** Main Street Bike Night

**Description** This event draws motorcycle enthusiasts and visitors from around the state. Located on Douglass between Main and 5th, this family-friendly event should draw up to 200-300 bikes and a crowd of over 500. In addition to the many standard and custom motorcycles on display, there is live music, food and beverages, vendors and exhibits, a live radio broadcast and award presentations.

The event will begin at 5pm and end at 11pm on June 19th.

**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 500 Per Day 1

### DATE/TIME

<b>Setup</b>	Date <u>6/19/15</u>	Time <u>12:00 pm</u>	Day of Week <u>FRIDAY</u>
<b>Event Starts</b>	Date <u>6/19/15</u>	Time <u>5:00 pm</u>	Day of Week <u>FRIDAY</u>
<b>Event Ends</b>	Date <u>6/19/15</u>	Time <u>11:00 pm</u>	Day of Week <u>FRIDAY</u>
<b>Teardown Complete</b>	Date <u>6/19/15</u>	Time <u>12:30 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)

**Please note** that events occurring in the Downtown, Campustown, or on ISU property require prior approvals. 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

## CONTACTS

### Host Organization

MSCD

### Local Contact (Required)

*Must be present during event*

Name: Bill Malone Or Cindy Hick

Address: 229 Main

Telephone: ( 515 ) 451-7051

Cell phone: (      )

*Must be available by cell phone during event*

Email: Bill\_k\_malone@yahoo.com director@amesdowntown.org

**No later than two weeks 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? \_\_\_\_\_

☒ ☐ 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