

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUEST TO MODIFY STREET CLOSURE FOR FIREFLY COUNTRY NIGHT

BACKGROUND:

At its February 24, 2015 meeting, the City Council approved requests from the Main Street Cultural District (MSCD) to host its Firefly Country Night on July 9th. Originally MSCD received approval for the street closures for this event to begin at 12:01 a.m. on Thursday, July 9th.

Upon consulting with its equipment vendors, MSCD has now determined that more time is required to set up the stage before the start of the event Thursday evening. Therefore, MSCD has requested the following changes to its original City Council authorization:

- Closure of Main Street between Kellogg Avenue and Douglas Avenue, and Kellogg Avenue between Main Street and Fifth Street from 5:00 p.m. on Wednesday, July 8th, and continuing until 2:00 a.m. Friday, July 10th.
 - The previously approved closure was from 12:01 a.m. Thursday, July 9th until 2:00 a.m. Friday, July 10th.
- Closure of 46 parking spaces on Main Street and 22 parking spaces on Kellogg Avenue for the time period indicated in the bullet above.
 - MSCD was billed \$140 for the initial proposed parking closure. This modification encroaches one additional hour into the normal metered parking hours. Therefore, there will be an additional \$13.60 in lost parking meter revenue. MSCD was required to pay for the lost parking meter revenue under the original Council action.
- Modification of the Temporary Obstruction Permit to reflect the earlier closure time.

The Vending License and approval for use of City electrical outlets, which were approved in the original Council action on February 24th, will not be affected by this modification.

ALTERNATIVES:

1. Approve the requests from Main Street Cultural District to modify its original authorization for Firefly Country Night by closing the streets and parking spaces at 5:00 p.m. on Wednesday, July 8th, and updating its Temporary Obstruction Permit.

MSCD will be required to reimburse the City for additional lost parking meter revenue.

2. Do not approve the request to modify the originally approved closures.

MANAGER'S RECOMMENDED ACTION:

MSCD initiated its planning process for Country Night much earlier this year to help get word out about the event and provide ample time to communicate details with those affected by it. At the time of the original request, MSCD did not know that its vendors would require more time to set up the staging and equipment.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above. Under this alternative, MSCD will be required to reimburse the City for the additional lost parking meter revenue.



April 21, 2015

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

RE: Fire Fly Country Night 2015

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District needs to modify its street closure request for the Firefly Country Concert. We would like to close the street at 5pm on July 8th instead of midnight, seven hours later, as previously requested. The companies we have partnered with to set up the stage and other aspects of the event have indicated to us that they need more time to do so. Allowing us to close the street early will insure that we produce a quality community event.

Thank you for your consideration of this request and continued support of the Main Street Cultural District. We look forward to seeing you on July 9th in downtown Ames.

Sincerely,

Cindy Hicks
Executive Director
Main Street Cultural District

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR “FIREFLY COUNTRY NIGHT” ON MAIN STREET

BACKGROUND:

The Main Street Cultural District (MSCD) plans to hold its second annual Firefly Country Night on Main Street on July 9, 2015 from 5:00 p.m. to 11:00 p.m. The event will feature country musicians performing on a stage placed in the 200 block of Main Street. MSCD uses proceeds from this event as a fundraiser for the continued revitalization of Downtown.

Two changes are planned for the event this year. One is the planned inclusion of a separately fenced under-21 area near the stage to allow younger participants to enjoy the music without being in the area in which alcohol is served. The other change is to close a portion of Kellogg Avenue to allow motorcycle parking in the block north of Main Street.

To facilitate this event, MSCD has made the following requests:

- Closure of Main Street between Kellogg Avenue and Douglas Avenue, and closure of Kellogg Avenue between Main Street and Fifth Street from 12:01 a.m. on Thursday, July 9th to 2:00 a.m. on Friday, July 10th.
- Closure of 46 parking spaces on Main Street and 22 parking spaces on Kellogg Avenue (70 total, \$140 estimated cost to the Parking Fund)
- Temporary Obstruction Permit and blanket Vending License (\$50 licensure fee)
- Use of City-owned electrical outlets on light poles along Main Street (estimated \$5 cost to the Electric Fund)

MSCD has indicated it will reimburse the City for the licensure fee and lost revenues. It will also apply for a noise permit from the Police Department. Although MSCD will use City light pole outlets for vendor electricity, the stage lighting and sound system will be powered by generators. MSCD will apply for a beer permit and outdoor service privilege at a later date. Organizers wish to secure City Council approval for the date now so they can complete the process of securing the entertainers and begin publicizing the event.

Organizers anticipate similar attendance to last year's event, which was approximately 2,000 people. Due to the safe execution of last year's event, the Police Department does not feel that approval must be contingent on the hiring of additional police officers for the event. MSCD plans to use a reputable security firm for event security. Additionally, MSCD will ensure that an adequate number of volunteers are on hand to

assist with crowd control and the rapid removal of barricades in the event that emergency vehicles need access to the area.

In the lead-up to last year's Country Night, the City Council and MSCD received two complaints from Main Street businesses regarding this event. To avoid problems for this year's event, MSCD has initiated the planning process much earlier, which will allow more time to communicate plans with affected businesses. MSCD's application indicates that it will communicate event details to affected businesses by going door-to-door, placing signs in the event area prior to the event, and distributing details via email to businesses in the district.

ALTERNATIVES:

1. Approve the street and parking closures, Temporary Obstruction Permit, Vending License, and use of City-owned electrical outlets, with MSCD reimbursing the City for the licensure fee and lost revenues noted above.
2. Do not approve the use of City streets for this event.

MANAGER'S RECOMMENDED ACTION:

Main Street Cultural District has a proven track record of handling large-scale events of this nature, and worked diligently last year to host a safe and enjoyable Country Night event. MSCD has indicated that it will work with affected businesses to address communication concerns like those raised about last year's event.

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

SUMMARY OF EVENT

DESCRIPTION

Event Name Firefly Country Nights

Description This is a country concert in the middle of Main Street. A national act Gloriana will be headlining the event. It will also include 5-7 Food vendors and a beer garden. The expected attendance is 2000 people. Roughly the same number we had last year and at Oktoberfest.

We will close the street at 12am July 9th and Open it back up at ~~12pm July 9th~~
2:00 am July 10

We will use double fencing for the beer garden and have an all ages area outside the fencing.

The event will Begin at 5pm and end at 11pm.

See link for news account of last years event...

<http://amestrib.com/news/firefly-country-nights-takes-over-main-street>

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 2,000 Per Day _____

DATE/TIME

Setup	Date <u>7/9/15</u>	Time <u>1:00 am</u>	Day of Week <u>thursday</u>
Event Starts	Date <u>7/9/15</u>	Time <u>5:00 pm</u>	Day of Week <u>thursday</u>
Event Ends	Date <u>7/9/15</u>	Time <u>11:00 pm</u>	Day of Week <u>thursday</u>
Teardown Complete	Date <u>7/10/15</u>	Time <u>0:00 am</u>	Day of Week <u>friday</u>

Rain Date, if applicable _____

Rain Location, if applicable TDB