

COUNCIL ACTION FORM

SUBJECT: MSCD OKTOBERFEST REQUESTS

BACKGROUND:

The Main Street Cultural District (MSCD) plans to hold its fourth annual Oktoberfest on Main Street on Saturday, September 19, 2015. The event involves a beer garden/craft brew fest, live music and other entertainment, and food vendors. It is intended to be a one-day event this year, whereas last year's festival was a two-day event.

Organizers again plan to hold the event on the entire 200 block of Main Street. MSCD will apply for a 5-day beer permit at a later date. Approximately 3,000 people are anticipated to attend the event.

Staff has worked with MSCD to ensure that the fenced-in beer garden will be adequately staffed with volunteers and arranged in such a manner that it can be removed quickly to provide access in the event of an emergency. MSCD has indicated that it plans to host a separately fenced area for participants under the age of 21 in which no alcohol will be allowed. This will allow those individuals to enjoy the entertainment without a parent or guardian present. City staff will work with MSCD to issue a noise permit for the event.

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

- Closure of Main Street between Kellogg Avenue and Douglas Avenue from 5:00 p.m. Friday, September 18, to 6:00 a.m. on Sunday, September 20
- Temporary Obstruction Permit
- Blanket Vending Permit and waiver of fee (\$50)
- Closure of 46 parking spaces in the 200 block of Main Street and waiver of parking meter fees (estimated \$92 loss to the Parking Fund)
- Access to and waiver of cost for use of electricity in 200 block of Main Street (estimated \$10 loss to the Electric Fund)

Organizers plan to go door-to-door with event information, place signs in the affected area, and distribute information via email to businesses affected by the street closures. Oktoberfest has been successfully held in this area for several years.

ALTERNATIVES:

1. Authorize the Oktoberfest street and parking closures, permits, and fee waivers as requested by the Main Street Cultural District.

2. Authorize the street and parking closures and permits as requested by the Main Street Cultural District, but require the organization to pay the Blanket Vending Permit fee (\$50) and reimburse the Parking Fund \$92 and Electric Fund (\$10) for lost revenue.
3. Do not authorize the permits and closures for this event.

MANAGER'S RECOMMENDED ACTION:

The Main Street Cultural District has a proven record of putting on safe and well-attended events for the community. The Oktoberfest event has been successful at bringing large numbers of people to the Downtown area in the past. The proceeds from this event will support improvements within the Main Street Cultural District.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby authorizing the street and parking closures, permits, and fee waivers as requested by the Main Street Cultural District.



April 21, 2015

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

RE: Oktoberfest 2015

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Oktoberfest on Saturday, September 19th from 1pm to 1 am. 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 Parking Meters.

Thank you for your consideration of this request and continued support of the Main Street Cultural District. We look forward to seeing you on September 19th in downtown Ames.

Sincerely,

Cindy Hicks
Executive Director
Main Street Cultural District

SUMMARY OF EVENT

DESCRIPTION

Event Name Main Street Oktoberfest Sept 19th 2015

Description

Authentic German food, seven different craft beers, polka dancing lessons and live music are simply the start of what is to become Main Street Cultural District's third and largest celebration of Oktoberfest.

The Oktoberfest festival begins at 1 p.m. Sept. 19.

The 200 Block of Main Street, from Kellogg Avenue to Douglas Avenue, will be closed from 1am Sept. 19 to 6 am Sept. 20 for the festival.

Oktoberfest Festival has become an Ames fall tradition where people gather from the local community and out of town to experience the European festival. It's traditionally known for its German food and multiple breweries as well as Guten Tag Games, a best-dressed costume competition and polka dance.

"That's kind of what Main Street is known for," Malone said. "We throw these events and there's great food and drink and a great Music"

As a nonprofit event, all funds from Oktoberfest go toward the Main Street Cultural District's efforts to promote downtown events. The bulk of the work at the festival is done by volunteers dressed in costume. The volunteers are downtown businesses employees, other non-Main Street employers and ISU students.

"People are always wanting something cool to do to get away from their Monday through Friday routine, and events like this seem to be high on a lot of their lists," said Terry Stark, president of the Main Street Cultural District and owner of Chocolaterie Stam. Stark also volunteers for Oktoberfest events.

"The heart of any community is the downtown in their community," Stark said.

Growing social media presence for the Ames Main Street Oktoberfest's Facebook page has shown an increase in likes from 300 to more than 1,000 in the past month, according to Malone, who assisted with Oktoberfest's promotion and planning.

"I most look forward to the crowd," Stark said. "The crowd just loves to have a good time and they're not destructive. They're just enjoying the music and enjoying the other costumes and just enjoying each other's company. It's just an amazing, wonderful distraction from everyday life."

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

Anticipated Attendance Total 3,000 Per Day 1

DATE/TIME

Setup	Date <u>9/19/15</u>	Time <u>6:00 am</u>	Day of Week <u>sat</u>
Event Starts	Date <u>9/19/15</u>	Time <u>1:00 pm</u>	Day of Week <u>sat</u>
Event Ends	Date <u>9/20/15</u>	Time <u>1:00 am</u>	Day of Week <u>sun</u>
Teardown Complete	Date <u>9/20/15</u>	Time <u>1:00 am</u>	Day of Week <u>sun</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? 3

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