

COUNCIL ACTION FORM

**SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR
FOODIES AND BREW**

BACKGROUND:

The Main Street Cultural District (MSCD) plans to host its second iteration of Foodies and Brew on Friday, August 14th. This event involves samples of unique local foods and craft beers from around the region. A live band will provide entertainment.

The event will primarily take place on the 400 block of Douglas Avenue, with staging of equipment in the parking spaces along Fifth Street between Douglas Avenue and Kellogg Avenue. To facilitate the event, MSCD makes the following requests for Friday, August 14th and Saturday, August 15th:

- Closure of 13 metered parking spaces on the 400 block of Douglas Avenue from 9:00 a.m. Friday to 2:00 a.m. Saturday, and closure of 29 metered parking spaces on the 200 block of Fifth Street from 3:00 p.m. Friday to 2:00 a.m. Saturday
- Closure of the 400 block of Douglas Avenue from noon Friday to 2:00 a.m. Saturday and closure of the 200 block of Fifth Street from 3:00 p.m. Friday to 2:00 a.m. Saturday
- Approval of a blanket Vending License for the 400 block of Douglas Avenue
- Approval of a blanket Temporary Obstruction Permit for the 400 block of Douglas Avenue and Fifth Street between Douglas Avenue and Kellogg Avenue
- Waiver of parking fees (\$40.80 loss to Parking Fund) and waiver of fee for Vending License (\$50 loss to City Clerk's Office)

City staff has reviewed the layout for the beer garden and is satisfied with the proposed alcohol control plan. Entry will be limited to those who are of legal drinking age, although organizers have the option to allow minors into the event if they are with a parent or guardian. A beer permit application will be filed closer to the event date. Organizers plan to apply for a noise permit through the Police Department.

ALTERNATIVES:

1. Approve the requests for the street and parking space closures, blanket Vending License, and blanket Temporary Obstruction Permit, and waive the fees for parking and the Vending License.

2. Approve the requests for the street and parking space closures, blanket Vending License, and blanket Temporary Obstruction Permit, but require reimbursement for the parking and Vending License fees.
3. Do not approve these requests.

MANAGER'S RECOMMENDED ACTION:

Foodies and Brew was a successful event last year, despite taking place in poor weather. It is anticipated that this year's event will bring even more people to downtown Ames.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for the street and parking space closures, blanket Vending License, and blanket Temporary Obstruction Permit, and waive the fees for parking and the Vending License.



June 17, 2015

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

RE: Foodies & Brew Event

Dear Honorable Mayor Campbell and City Council,

On Friday, August 14th the Main Street Cultural District will host Foodies & Brew – a special evening event that will feature local cuisine and regional craft beer sampling. Foodies & Brew is MSCD's newest signature event to raise funds to support beautification and growth of the downtown business district. Information about the event can be found on the Special Event Application we submitted.

At this time the MSCD requests the Council to consider these specific requests:

- MSCD requests the closure the 400 block of Douglas on August 14 from 12:00pm-12:00am and the 200 block of 5th Street from 3:00pm-12:00am.
- MSCD requests a Blanket Temporary Obstruction Permit for the same space to enclose part of the street with double fencing to host the beer garden, event space and vendor parking. MSCD requests the permit for August 14 from 12:00pm-12:00am.
- MSCD requests a Blanket Vending License for various food vendors within the beer garden, and further request that the fee for the license be waived.
- MSCD requests the use of all metered parking spaces within the confines of the beer garden to place the music stage, beer and food tents, tables and guests. MSCD further requests that the parking meter fees be waived, estimated to be \$90.80.

Thank you for your consideration and continued support of the Ames Main Street Cultural District.

Sincerely,

Andrea Hammes Dodge
Event Coordinator



SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name Foodies & Brew

Description

On Friday, August 14th downtown Ames will be host to Foodies & Brew – a special evening event that will feature local cuisine and regional craft beer sampling. More than 360 people attended our inaugural event in 2014 and expect to attract more than 500 people this year.

During this event local restaurateurs and chefs will showcase their talents by providing samples of unique food creations. Event attendees will be encouraged to visit each station and vote for the People’s Choice Award. A selection of craft beers will also be available for sampling, and each attendee will go home with a souvenir glass.

- Friday, August 14, 2015
- 6:30-8:30pm Tasting event
- 8:30-11:00pm Band and beer garden
- Located on Douglas Avenue in downtown Ames
- Tickets are \$30 (\$35 at the door)

The income of this event will be to cover costs of the event, with any leftover profit to be used as a fundraiser for the Main Street Cultural District to fund beautification and growth of the downtown business district.

Event Category

<input type="checkbox"/> Athletic/Recreation	<input checked="" type="checkbox"/> Concert/Performance
<input checked="" type="checkbox"/> Exhibits/Misc.	<input type="checkbox"/> Farmer/Outdoor Market
<input type="checkbox"/> Festival/Celebration	<input type="checkbox"/> Other (please explain)
<input type="checkbox"/> Parade/Procession/March	

Anticipated Attendance

Total 500 Per Day _____

DATE/TIME

Setup	Date <u>8/14/15</u>	Time <u>8:00 am</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>8/14/15</u>	Time <u>6:30 pm</u>	Day of Week <u>Friday</u>
Event Ends	Date <u>8/14/15</u>	Time <u>11:00 pm</u>	Day of Week <u>Friday</u>
Teardown Complete	Date <u>8/15/15</u>	Time <u>2:00 am</u>	Day of Week <u>Saturday</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, 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:

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Downtown - Main Street Cultural District: (515) 233-3472 events@amesdowntown.org
Campustown - Campustown Action Association: (515) 450-8771 director@amescampustown.com
Iowa State University - Events Authorization Committee: (515) 294-1437 eventauthorization@iastate.edu

CONTACTS

Host Organization

Main Street Cultural District

Local Contact (Required)

Must be present during event

Name: Andrea Hammes Dodge or Cindy Hicks

Address: 304 Main Street

Telephone: () _____

Cell phone: (515) 450-4140

Must be available by cell phone during event

Email: hammesdodge@mgmc.com 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? 2

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