

**COUNCIL ACTION FORM**

**SUBJECT: SUMMER SIDEWALK SALES REQUESTS FROM MAIN STREET CULTURAL DISTRICT**

**BACKGROUND:**

The Main Street Cultural District (MSCD) is again hosting its annual Summer Sidewalk Sales on July 31<sup>st</sup> and August 1<sup>st</sup>. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse.

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. to 6:00 p.m. on Friday, July 31 and Saturday, August 1. Because the Main Street Farmer's Market will take place Saturday morning, parking will already be closed from 8:00 a.m. to 1:30 p.m. that day. Therefore, the lost revenue to the Parking Fund from the waiver of meter fees for the Sidewalk Sales will be \$1,719.70. A blanket Temporary Obstruction Permit and blanket Vending License have also been requested. The MSCD also has asked that the Vending License fee (\$50) be waived.

**ALTERNATIVES:**

1. Approve the requests for Sidewalk Sales as requested by the Main Street Cultural District, including the waiver of fees for parking and the Vending License
2. Approve the requests for Sidewalk Sales, but require reimbursement for the lost parking meter revenue and vending license fee
3. Deny the requests

**MANAGER'S RECOMMENDED ACTION:**

Sidewalk Sales are successful events held twice each year in the MSCD. Since these events bring shoppers downtown, these requests further the City Council's goal to strengthen downtown. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for Sidewalk Sales as requested by the Main Street Cultural District, including the waiver of fees for parking and the Vending License.



July 6, 2015

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

RE: Summer Sidewalk Sales

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Summer Sidewalk Sales July 30 through August 1. 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 free parking at city meters in the entire Main Street Cultural District on Saturday, August 1.

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

Sincerely,

Cindy Hicks  
Executive Director  
Main Street Cultural District



# SPECIAL EVENT APPLICATION

## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** Summer Sidewalk Sales

**Description**

The Summer Sidewalk Sale is an semi-annual sale held in Downtown Ames. The event will be held July 31-August 1 and merchants will display their sale items on the sidewalks - leaving the appropriate amount of walking room for pedestrians.

The purpose of the sale is to attract people to the Main Street Cultural District and promotes shopping local in the streets of Downtown Ames. On Saturday, August 1 we would like shoppers to have free parking in the entire Main Street Cultural District area. We require a blanket vending permit for the entire Main Street Cultural District area.

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

**Anticipated Attendance** Total 1,500 Per Day 500

### DATE/TIME

<b>Setup</b>	Date _____	Time _____	Day of Week _____
<b>Event Starts</b>	Date _____	Time _____	Day of Week _____
<b>Event Ends</b>	Date _____	Time _____	Day of Week _____
<b>Teardown Complete</b>	Date _____	Time _____	Day of Week _____

**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:

-  
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 District

### Local Contact (Required)

*Must be present during event*

Name: Cindy Hicks

Address: 304 Main Street

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? \_\_\_\_\_

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