

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR “MUSICWALK”

BACKGROUND:

The Main Street Cultural District (MSCD) is planning to host its annual “MusicWalk” event on Thursday, September 3rd. In addition to the traditional arrangements for MusicWalk, the District will be working with Downtown food establishments to set up outdoor seating areas inside metered parking stalls adjacent to the establishments. MSCD staff has made the following requests of the City Council to help facilitate the MusicWalk festivities on September 3rd:

- a. Blanket Temporary Obstruction Permit for MSCD sidewalks and Blanket Vending License for MSCD from 3:00 p.m. to 9:00 p.m.
- b. Waiver of fee for Blanket Vending License (\$50 loss to City Clerk’s Office)
- c. Usage of electricity and waiver of costs from 3:00 to 9:00 p.m. (approximately \$5 loss to Electric Fund)
- d. Waiver of parking meter fees and enforcement in the MSCD from 3:00 p.m. to 6:00 p.m. (loss of \$353.40 to the Parking Fund)
- e. Closure of 14 parking spaces along Main Street for outdoor seating areas from 3:00 p.m. to 9:00 p.m. (spaces 237.4, 238.4, 275.4, 276.4, 293.4, 294.4, 313.4, 314.4, 24.4, 25.4, 59.4, 60.4, 87.4, and 88.4)

A noise permit will be obtained from the Police Department as needed for planned entertainment. No alcohol service or consumption will be permitted in the temporary sidewalk cafes.

ALTERNATIVES:

1. Approve the “MusicWalk” requests as submitted by the Main Street Cultural District, including a blanket Temporary Obstruction Permit and blanket Vending License for the Main Street Cultural District, use of electricity, closure of parking spaces, and waiver of parking meter fees, Vending License fee, and electricity use fee.
2. Approve the “MusicWalk” requests as submitted by the Main Street Cultural District, including a blanket Temporary Obstruction Permit and blanket Vending License for the Main Street Cultural District, use of electricity, closure of parking spaces, but require reimbursement for the parking meter fees, Vending License fee, and electricity use fee.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

This event provides Ames residents with another opportunity to enjoy family-oriented outdoor activities. Because of the City Council's goal of strengthening Downtown, this type of special event should be facilitated.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the "MusicWalk" requests as submitted by the Main Street Cultural District, including a blanket Temporary Obstruction Permit and blanket Vending License for the Main Street Cultural District, use of electricity, closure of parking spaces, and waiver of parking meter fees, Vending License fee, and electricity use fee.



July 15, 2015

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

RE: Music Walk 2015

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the Main Street Music Walk on Thursday September 3rd from 5 to 8 pm. 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, parking meters, and electric outlet access.

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 3rd in downtown Ames.

Sincerely,

Cindy Hicks
Executive Director
Main Street Cultural District



SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name 2015 Main Street Music Walk

Description

The MusicWalk showcases downtown businesses on Main Street as well as local musicians. With downtown businesses featuring musicians as well as artists performing on the sidewalks of Main Street, this event will allow you to experience the many things Main Street has to offer as the district comes to life with music, vendors and more!

Along with great music, there will be sidewalk cafés which will take up 10 city parking spots. The locations and food vendors are still to be determined.

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

Anticipated Attendance Total 1,500 Per Day 1

DATE/TIME

Setup	Date <u>9/3/15</u>	Time <u>3:00 pm</u>	Day of Week _____
Event Starts	Date <u>9/3/15</u>	Time <u>5:00 pm</u>	Day of Week _____
Event Ends	Date <u>9/3/15</u>	Time <u>8:00 pm</u>	Day of Week _____
Teardown Complete	Date <u>9/3/15</u>	Time <u>9:00 pm</u>	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: () _____

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