

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM HEALTHIEST AMES FOR OPEN STREETS EVENT

BACKGROUND:

On Sunday, April 24th, the Healthiest Ames organization plans to host a wellness initiative called Open Streets. This event is intended to promote healthy activities, support local businesses, and encourage sustainable transport. To achieve this, activities such as wellness education, healthy food samples, and play activities will occur in the downtown area. Organizers expect up to 1,500 participants and plan to have 50 to 100 volunteers on hand to manage the activities. Healthiest Ames held two similar “Healthy Streets” events in 2015.

The event will take place from 1:00 p.m. to 4:00 p.m. on April 24. To facilitate this event, organizers have made the following requests:

- Closure of the Main Street between the Pearle Avenue and Douglas Avenue, from 8:00 a.m. to 5:00 p.m.
- Closure of 168 metered parking spaces and 118 parking spaces in Depot Lot V
- A blanket Temporary Obstruction Permit
- Use of electricity from City-owned electrical outlets along Main Street and waiver of electrical costs (approximately \$5 loss to the Electric Fund)

Although there will be vendors providing samples at the event, no money will change hands. Therefore, a Vending Permit is not required. **Additionally, because the event takes place on a Sunday, no parking meter revenues will be affected.** Event organizers have met with Main Street Cultural District (MSCD) staff regarding this event and MSCD has provided a letter of support. In previous iterations, this event has been covered under the City’s insurance as a City-sponsored activity. This year, Healthiest Ames has obtained its own liability insurance.

Last year this event was held in the spring and fall; organizers have indicated that in the future it will be a regular fall event. The arrangement of the street closures was altered to a single straight line this year because participant traffic was much less significant on the side streets when it was arranged in a square. The organizers have provided a sample notification letter for each affected business and plan to go door-to-door to communicate with businesses and residents who may be affected by the activities.

ALTERNATIVES:

1. Approve the Healthy Streets Event requests for April 24, including the street and parking closures, blanket Temporary Obstruction Permit, use of electricity and waiver of fees.
2. Approve the requests, but require \$5 reimbursement for the use of City electrical outlets.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

The proposed event is designed to promote healthy activities, nutrition, and lifestyles. It is a community event open to the public and will help draw residents to the downtown area. This event has received the endorsement of the Main Street Cultural District.

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



Healthiest Ames
4788 Copperstone Drive
Ames, Iowa 50010

February 9, 2016

City of Ames
515 Clark Avenue
Ames, Iowa 50010

Dear Honorable Mayor Campbell and City Council,

Healthiest Ames is planning to host Open Streets (previously called Healthy Streets) on Sunday, April 24, 2016. The event will again be hosted on Main Street from 1-4pm. This will be the third Open Streets event hosted by Healthiest Ames, and significant effort has been made to add new activities and improve the event to further increase participation.

The event route will run from Douglas to East of Pearl. We will need access to electricity for a stage on the South end of Burnett. The stage will be used for fitness demonstrations such as Zumba, yoga, and cardio dance.

Healthiest Ames is asking the city to waive the electric fee for the stage. We appreciate all the support we've received from the City of Ames, and hope to continue hosting these events to help make Ames the healthiest community in Iowa.

Sincerely,

Healthiest Ames



February 19, 2016

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Campbell and City Council,

The Main Street Cultural District supports the closure of Main Street from Douglas to just east of Pearle for the Healthiest Ames event on Sunday, April 24th from 9am to 4:30pm. We are excited to see the activity hubs, fitness demonstrations, and the overall promotion of physical activity in the heart of our downtown community.

Sincerely,

A handwritten signature in blue ink that reads "Cliff Smith".

Cliff Smith
2016 MSCD Board President



SUMMARY OF EVENT

DESCRIPTION

Event Name Open Streets

Description Open Streets events temporarily close streets to automobile traffic to encourage people to use them for walking, bicycling, playing, socializing, and wellness education. The initial Open Streets event was held in 1974 in Bogota, Columbia and now events exist in over 90 cities throughout the nation, including: New York, Los Angeles, Minneapolis, Madison, Chicago, and Houston. Open Streets events are becoming increasingly common in cities seeking innovative and fun ways to achieve environmental, social, economic, and public health goals as well as innovative ways to promote healthy living, support local businesses and encourage sustainable transport!

- 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 1,500

DATE/TIME

Setup	Date <u>4/24/16</u>	Time <u>8:00 am</u>	Day of Week <u>Sunday</u>
Event Starts	Date <u>4/24/16</u>	Time <u>1:00 pm</u>	Day of Week <u>Sunday</u>
Event Ends	Date <u>4/24/16</u>	Time <u>4:00 pm</u>	Day of Week <u>Sunday</u>
Teardown Complete	Date <u>4/24/16</u>	Time <u>5:00 pm</u>	Day of Week <u>Sunday</u>

Rain Date, if applicable _____
Rain Location, if applicable N/A


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 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 Healthiest Ames

Local Contact (Required) Name: John Shierholz
Must be present during event
Address: 4788 Copperstone Drive, Ames IA 50010
Telephone: (515) 232-5445
Cell phone: () _____
Must be available by cell phone during event
Email: jshierholz@mediacombb.net

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