

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR MAIN STREET BIKE NIGHT IN MAY, JUNE, JULY, AUGUST, AND SEPTEMBER

BACKGROUND:

The Main Street Cultural District (MSCD) held its first ever Bike Night last year in June, followed by another iteration in August. Both events were successful at bringing large numbers of motorcycles to the downtown area for a family-friendly event. Based on the success of last year's events, MSCD plans to host five Bike Night events this summer. Each will take place on the fourth Friday of the month (May 27, June 24, July 22, August 26, and September 23).

The event is planned to be family-friendly, and includes motorcycle displays, live music, a live radio broadcast, award presenters, and food vendors.

To facilitate this event, organizers request the following on May 27, June 24, July 22, August 26, and September 23:

- Closure of Main Street (Burnett Avenue to Duff Avenue) from 2:00 to 10:30 p.m.
- Closure of Douglas Avenue (Main Street to Fifth Street) from 1:00 to 10:00 p.m.
- Closure of Kellogg Avenue (Main Street to Fifth Street) from 4:00 to 10:00 p.m.
- Closure of 96 metered parking spaces within the closed areas and waiver of fees (estimated \$372 in lost parking meter revenue)
- Blanket Temporary Obstruction Permit
- Blanket Vending License for the entire Main Street Cultural District and waiver of fee (\$50 loss to City Clerk's Office budget)

The closed parking spaces on Main Street will be used to provide free motorcycle parking for the patrons. Last year, Main Street remained open to through traffic. However, due to the number of attendees, MSCD has requested closure of the street to through traffic to protect the safety of participants.

Organizers have asked to have beer and wine sales at the event. Applications for five separate 5-day Class B Beer Permits with Outdoor Service Privilege have been submitted. Organizers plan to go door-to-door with information for the affected businesses and residents, place signs in the area prior to the event, and distribute event details via email to those on their mailing list.

Each Bike Night will host different musical entertainment on Douglas Avenue. Organizers have coordinated with Ames on the Half Shell organizers to avoid offering entertainment of

the same genre on the same night. Although the application notes the presence of motorcycle stunt performers, MSCD has since withdrawn that component of the event.

Staff should again note that music and other projected sounds that might occur during this event are addressed in the City’s noise ordinance. Motor vehicle noise is also regulated by the noise ordinance, but is less restricted than noise emanating from a particular property. It should be noted that no noise complaints were received regarding last year’s Bike Nights. However, the noise generated by several hundred motorcycles is likely to be louder than normally experienced on Main Street. Therefore, if complaints are received regarding motorcycle noise, it could be difficult for the Police Department to do anything to address it.

ALTERNATIVES:

1. Approve the MSCD requests for Bike Night on May 27, June 24, July 22, August 26, and September 23 as stated above, including the street and parking closures, blanket Temporary Obstruction Permit, blanket Vending License, and five 5-day Class B Beer Permits with Outdoor Service Privilege, and waive fees for parking and the Vending License.
2. Approve the requests for Bike Night on May 27, June 24, July 22, August 26, and September 23 as stated above, including the street and parking closures, blanket Temporary Obstruction Permit, blanket Vending License, and five 5-day Class B Beer Permits with Outdoor Service Privilege, but require reimbursement for the parking closures and the Vending License.
3. Do not approve the requests.

MANAGER’S RECOMMENDED ACTION:

Bike Night has become a signature event for the Main Street Cultural District. Organizers have worked to enhance the event from its iterations last year, which were well attended. MSCD has coordinated with Ames on the Half Shell to ensure the events are complimentary rather than competitive, and has modified the layout of the event to create a safe and entertaining atmosphere for participants.

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



SUMMARY OF EVENT

DESCRIPTION

Event Name

Description

Main Street Bike Night will be a monthly event that will take place on the 4th Friday from May through September. The dates are May 27, June, 24, July 22, August 26, and September 23.

The target audience is people ages 30-65 who enjoy riding and looking at motorcycles. There will be motorcycle only parking in the 100, 200, and 300 blocks of Main Street. This area will be closed to traffic from 2pm to 10:30 pm on the days of the events. A beer garden and live band will be located in the 400 block of Douglas Street - this block will be closed to traffic from 1pm until 10pm. A group of motorcycle stunt performers will be located in the 400 block of Kellogg - this area will be closed from 4pm to 10pm. There will be food vendors and merchandise vendors.

Event Category

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

Anticipated Attendance

Total 2,000 Per Day _____

DATE/TIME

Setup	Date _____	Time _____	Day of Week _____
Event Starts	Date _____	Time _____	Day of Week _____
Event Ends	Date _____	Time _____	Day of Week _____
Teardown Complete	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

Applicant License Application ()

Name of Applicant: <u>Ames Chamber of Commerce</u>		
Name of Business (DBA): <u>Main Street Cultural District</u>		
Address of Premises: <u>400 Block of Douglas</u>		
City <u>Ames</u>	County: <u>Story</u>	Zip: <u>50010</u>
Business <u>(515) 233-3472</u>		
Mailing <u>400 Block of Douglas</u>		
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50010</u>

Contact Person

Name <u>Cindy Hicks</u>	
Phone: <u>(515) 233-3472</u>	Email <u>director@amesdowntown.org</u>

Classification Class B Beer (BB) (Includes Wine Coolers)**Term:** 5 days**Effective Date:** 05/26/2016**Expiration Date:** 01/01/1900**Privileges:**Class B Beer (BB) (Includes Wine Coolers)Outdoor Service**Status of Business**

BusinessType: <u>Municipality</u>	
Corporate ID Number: _____	Federal Employer ID <u>42-0623975</u>

Ownership**Cindy Hicks****First Name:** Cindy**Last Name:** Hicks**City:** Ames**State:** Iowa**Zip:** 50010**Position:** Executive Director**% of Ownership:** 0.00%**U.S. Citizen:** Yes**Insurance Company Information**

Insurance Company: _____	
Policy Effective Date: _____	Policy Expiration _____
Bond Effective _____	Dram Cancel Date: _____
Outdoor Service Effective _____	Outdoor Service Expiration _____
Temp Transfer Effective _____	Temp Transfer Expiration Date: _____

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Name of Business (DBA): <u>Main Street Cultural District</u>		
Address of Premises: <u>400 Blk of Douglas</u>		
City <u>Ames</u>	County: <u>Story</u>	Zip: <u>50010</u>
Business <u>(515) 233-3472</u>		
Mailing <u>400 Blk of Douglas</u>		
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50010</u>

Contact Person

Name <u>Cindy Hicks</u>	
Phone: <u>(515) 233-3472</u>	Email <u>director@amesdowntown.org</u>

Classification Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 06/23/2016

Expiration Date: 01/01/1900

Privileges:

Class B Beer (BB) (Includes Wine Coolers)

Outdoor Service

Status of Business

BusinessType: <u>Municipality</u>
Corporate ID Number: _____ Federal Employer ID <u>42-0623975</u>

Ownership

Cindy Hicks

First Name: Cindy

Last Name: Hicks

City: Ames

State: Iowa

Zip: 50010

Position: Executive Director

% of Ownership: 0.00%

U.S. Citizen: Yes

Insurance Company Information

Insurance Company: _____	
Policy Effective Date: _____	Policy Expiration _____
Bond Effective _____	Dram Cancel Date: _____
Outdoor Service Effective _____	Outdoor Service Expiration _____
Temp Transfer Effective _____	Temp Transfer Expiration Date: _____

Applicant License Application ()

Name of Applicant: <u>Ames Chamber of Commerce</u>		
Name of Business (DBA): <u>Main Street Cultural District</u>		
Address of Premises: <u>400 Block of Douglas</u>		
City <u>Ames</u>	County: <u>Story</u>	Zip: <u>50010</u>
Business <u>(515) 233-3472</u>		
Mailing <u>400 Block of Douglas</u>		
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50010</u>

Contact Person

Name <u>Cindy Hlcks</u>
Phone: <u>(515) 233-3472</u> Email <u>director@amesdowntown.org</u>

Classification Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 07/21/2016

Expiration Date: 01/01/1900

Privileges:

Class B Beer (BB) (Includes Wine Coolers)

Outdoor Service

Status of Business

BusinessType: <u>Municipality</u>
Corporate ID Number: Federal Employer ID <u>42-0623975</u>

Ownership

Cindy Hicks

First Name: Cindy **Last Name:** Hicks

City: Ames **State:** Iowa **Zip:** 50010

Position: Executive Director

% of Ownership: 0.00% **U.S. Citizen:** Yes

Insurance Company Information

Insurance Company:	
Policy Effective Date:	Policy Expiration
Bond Effective	Dram Cancel Date:
Outdoor Service Effective	Outdoor Service Expiration
Temp Transfer Effective	Temp Transfer Expiration Date:

Name of Applicant: <u>Ames Chamber of Commerce</u>		
Name of Business (DBA): <u>Main Street Cultural District</u>		
Address of Premises: <u>400 Blk of Douglas</u>		
City <u>Ames</u>	County: <u>Story</u>	Zip: <u>50010</u>
Business <u>(515) 233-3472</u>		
Mailing <u>400 Blk of Douglas</u>		
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50010</u>

Contact Person

Name <u>Cindy Hicks</u>	
Phone: <u>(515) 233-3472</u>	Email <u>director@amesdowntown.org</u>

Classification Class B Beer (BB) (Includes Wine Coolers)

Term:5 days

Effective Date: 08/25/2016

Expiration Date: 01/01/1900

Privileges:

Class B Beer (BB) (Includes Wine Coolers)

Outdoor Service

Status of Business

BusinessType: <u>Municipality</u>
Corporate ID Number: _____ Federal Employer ID <u>42-0623975</u>

Ownership

Cindy Hicks

First Name: Cindy

Last Name: Hicks

City: Ames

State: Iowa

Zip: 50010

Position: Executive Director

% of Ownership: 0.00%

U.S. Citizen: Yes

Insurance Company Information

Insurance Company:	
Policy Effective Date:	Policy Expiration
Bond Effective	Dram Cancel Date:
Outdoor Service Effective	Outdoor Service Expiration
Temp Transfer Effective	Temp Transfer Expiration Date:

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Business <u>(515) 233-3472</u>		
Mailing		
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50010</u>

Contact Person

Name <u>Cindy Hicks</u>
Phone: <u>(515) 233-3472</u> Email <u>director@amesdowntown.org</u>

Classification Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 09/22/2016

Expiration Date: 01/01/1900

Privileges:

Class B Beer (BB) (Includes Wine Coolers)

Outdoor Service

Status of Business

BusinessType: <u>Municipality</u>
Corporate ID Number: Federal Employer ID <u>42-0623975</u>

Ownership

Cindy Hicks

First Name: Cindy

Last Name: Hicks

City: Ames

State: Iowa

Zip: 50010

Position: Executive Director

% of Ownership: 0.00%

U.S. Citizen: Yes

Insurance Company Information

Insurance Company:	
Policy Effective Date:	Policy Expiration
Bond Effective	Dram Cancel Date:
Outdoor Service Effective	Outdoor Service Expiration
Temp Transfer Effective	Temp Transfer Expiration Date:



February 25, 2016

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

RE: 2016 Ames Main Street Bike Nights

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold five Ames Main Street Bike Nights on May 27, June 24, July 22, August 26, and September 23, each from 6pm to 10pm. Information about the event can be found on the Special Event Application we submitted. We would also respectfully request a waiver of fees for the Blanket Vendor Permit and parking meter fees.

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

Sincerely,

A handwritten signature in cursive script that reads "Cindy Hicks".

Cindy Hicks
Executive Director
Main Street Cultural District