

COUNCIL ACTION FORM

SUBJECT: ART WALK REQUESTS FROM MAIN STREET CULTURAL DISTRICT

BACKGROUND:

The Main Street Cultural District (MSCD) is hosting its 22nd annual Art Walk on Friday, June 3, 2016. In order to facilitate this event, MSCD has requested Council approval for the following:

- Waiver of parking meter fees and enforcement in the MSCD from 3:00 p.m. to 6:00 p.m. to provide free parking to participants (estimated \$120 loss to the Parking Fund)
- Blanket Temporary Obstruction Permit for the Main Street Cultural District from 3:00 p.m. to 8:00 p.m.
- Blanket Vending Permit for Main Street Cultural District from 8:00 a.m. to 8:00 p.m. and waiver of fee (\$50 loss to the General Fund)
- Closure of 12 metered parking spaces in the Main Street Cultural District for food vendors
- Use of electricity in Tom Evans Plaza and use of the Plaza for live music

This year, MSCD has proposed hosting a chainsaw carving artist in a parking space on Kellogg Avenue. This activity has been proposed on Kellogg Avenue rather than Main Street to reduce the travel of noise, although this activity is likely to generate an increased level of noise for the Downtown. The Police Department will issue a Noise Permit for this activity.

ALTERNATIVES:

1. Approve the Art Walk requests as submitted by the MSCD for June 3, 2015, including the waiver of fees.
2. Approve the requests as submitted by MSCD, but require reimbursement for lost parking revenue and for the blanket Vending Permit.
3. Deny the requests.

MANAGER'S RECOMMENDED ACTION:

The Art Walk is a popular annual event that adds vitality to the Downtown. The event organizers have experience in hosting this and many other similar events throughout the year. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above, including the waiver of fees.



SUMMARY OF EVENT

DESCRIPTION

Event Name ArtWalk 2016

Description

The annual ArtWalk is a great event that showcases downtown businesses and community artists. This event is free of charge to the community and runs from 5 to 8 pm on Friday, June 3.

1. More than 40 local artists will be hosted by Main Street Cultural District businesses, both inside and outside on the sidewalk.
2. Artists include painters, jewelry makers, photographers, woodworkers, potters, sculptors, musicians, and much more.
3. There will be live music in Tom Evans Park that will require city electricity.
4. A self-guided walking tour brochure will be provided to participants.
5. Some artists will be performing demonstrations, others will be selling their artwork, there will be interactive art activities for adults and children.
6. There will be sidewalk cafés which will take up 10 to 12 city parking spots. The locations and food vendors are still to be determined.
7. Chainsaw carving artist will be located in the parking space directly south of meter 45D on the northeast corner of Kellogg and Main. This is a handicap space and may require special consideration.

Event Category

<input type="checkbox"/> Athletic/Recreation	<input type="checkbox"/> Concert/Performance
<input 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	<input type="checkbox"/> Art/Cultural

Anticipated Attendance

Total 2,000 Per Day 1

DATE/TIME

Setup	Date <u>6/3/16</u>	Time <u>3:00 pm</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>6/5/16</u>	Time <u>5:00 pm</u>	Day of Week <u>Friday</u>
Event Ends	Date <u>6/5/16</u>	Time <u>8:00 pm</u>	Day of Week <u>Friday</u>
Teardown Complete	Date <u>6/5/16</u>	Time <u>8:30 pm</u>	Day of Week <u>Friday</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) Art/Cultural

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 Business

Local Contact (Required)

Must be present during event

Name: Cindy Hicks

Address: 304 Main

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? 20

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



April 27, 2016

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

RE: ArtWalk

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual ArtWalk on June 3rd from 5-8pm. 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, electricity, and parking meters.

Thank you for your consideration of this request and continued support of the Main Street Cultural District. We look forward to seeing you on June 3, in downtown Ames.

Sincerely,

Cindy Hicks
Executive Director
Main Street Cultural District