

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FOR OKTOBERFEST ON MAIN STREET**

**BACKGROUND:**

The Main Street Cultural District (MSCD) plans to hold its fifth annual Oktoberfest on Main Street on Saturday, October 22, 2016. The event involves a beer garden/craft brew fest, live music and other entertainment, and food vendors on the 200 block of Main Street. Approximately 3,000 people are anticipated to attend the event.

MSCD has assured City staff that the fenced-in beer garden will be adequately staffed with volunteers and arranged in such a manner that it can be removed quickly to provide access in the event of an emergency. A private security firm has been retained by MSCD to assist with the event. This year, MSCD plans to place a 30x90-foot tent on Main Street in lieu of smaller tents on the sides of the streets. The Fire Department has reviewed this change and does not believe it will impede the maneuvering of emergency vehicles in the event a call for service is received.

To facilitate this event, the following requests have been made by MSCD:

- Closure of Main Street between Kellogg Avenue and Douglas Avenue from 1:00 p.m. Friday, October 21, to 1:00 a.m. on Sunday, October 22
- Temporary Obstruction Permit
- Blanket Vending License and waiver of fee (\$50)
- Closure of 45 metered and 1 unmetered parking spaces in the 200 block of Main Street from 1:00 p.m. Friday, October 21, to 1:00 a.m. on Sunday, October 22, and waiver of parking meter fees (estimated \$157 loss to the Parking Fund)
- Access to and waiver of cost for use of electricity in 200 block of Main Street (approximately \$10 loss to the Electric Fund)
- A Special Class C Liquor License (Beer and Wine) with Outdoor Service Privilege

Organizers plan to go door-to-door with event information, place signs in the affected area, and distribute information via email to businesses affected by the street closures. Oktoberfest has been successfully held in this area for several years.

The City Council should note that the ISU Homecoming Parade is proposed to be held downtown on the afternoon of Sunday, October 23. MSCD will work with ISU Homecoming organizers to transfer responsibility for the barricades.

**ALTERNATIVES:**

1. Approve the requests from the Main Street Cultural District as indicated above, including the waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for lost parking meter revenue, a Vending License, and the use of electricity.
3. Do not approve the requests.

**MANAGER'S RECOMMENDED ACTION:**

The Main Street Cultural District has had a proven record of putting on safe and well-attended events for the community. This event has been successful at bringing large numbers of people to the Downtown area in the past.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests from the Main Street Cultural District as indicated above, including the waiver of fees.



September 8, 2016

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

RE: Oktoberfest

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Oktoberfest event on Saturday, October 22<sup>nd</sup> from 1-10pm. 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 October 22<sup>nd</sup>, in downtown Ames.

Sincerely,

Edana Delagardelle  
Event Coordinator  
Main Street Cultural District

# SUMMARY OF EVENT

## DESCRIPTION

**Event Name** Main Street Oktoberfest October 22, 2016

**Description**

Oktoberfest Festival has become an Ames fall tradition where people gather from the local community and out of town to experience the European festival. It's traditionally known for its German food and multiple breweries as well as Guten Tag Games, a best-dressed costume competition, Stein holding competition, and polka dance. Ending the night with a great cover band where everyone knows the songs and dancing comes natural!

The Oktoberfest festival begins at 1 p.m. October 22nd and will end at 10pm.

The 200 Block of Main Street, from Kellogg Avenue to Douglas Avenue, will be closed from 6pm October 21st to 6 am October 23 for the festival. The area will be gated off and entry is only via tickets bought. It is a family friendly event with plenty of seating, tents, and we will have heaters this year due to the time of year.

As a nonprofit event, all funds from Oktoberfest go toward the Main Street Cultural District's efforts to promote downtown events.

- Event Category**
- |  |   |
|--|---|
| <input type="checkbox"/> Athletic/Recreation             | <input type="checkbox"/> Concert/Performance    |
| <input type="checkbox"/> Exhibits/Misc.                  | <input type="checkbox"/> Farmer/Outdoor Market  |
| <input checked="" type="checkbox"/> Festival/Celebration | <input type="checkbox"/> Other (please explain) |
| <input type="checkbox"/> Parade/Procession/March         |   |

**Anticipated Attendance** Total 3,000 Per Day 1

## DATE/TIME

<b>Setup</b>	Date <u>10/21/16</u>	Time <u>6:00 pm</u>	Day of Week <u>Fri</u>
<b>Event Starts</b>	Date <u>10/22/16</u>	Time <u>1:00 pm</u>	Day of Week <u>sat</u>
<b>Event Ends</b>	Date <u>10/22/16</u>	Time <u>10:00 pm</u>	Day of Week <u>Sat</u>
<b>Teardown Complete</b>	Date <u>10/23/16</u>	Time <u>1:00 am</u>	Day of Week <u>sun</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)

**Please note** that events occurring in the Downtown, Campustown, or on ISU property require prior approvals. 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

## CONTACTS

### Host Organization

MSCD

### Local Contact (Required)

*Must be present during event*

Name: Edana Delagardelle or Cindy Hicks

Address: 229 Main

Telephone: ( 515 ) 233-3472

Cell phone: ( 515 ) 231-0697

*Must be available by cell phone during event*

Email: events@amesdowntown.org or director@amesdowntown.org

**No later than two weeks 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? 4

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