

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR SNOW MAGIC

BACKGROUND:

Main Street Cultural District (MSCD) plans to host its Snow Magic Celebration November 11 through December 24. The event will kick off on November 11 with the tree lighting ceremony, open houses, and horse and carriage rides. This year will also include the official lighting of the new LED lights atop the Main Street buildings. To facilitate this event, MSCD has made the following requests:

- Use of electricity for holiday snowflake lighting along Main Street and waiver of electricity costs from November 11th through January 1st (approximately \$10 loss to Electric Fund)
- Use of Tom Evans Plaza from 5:00 to 8:00 p.m. on November 11th for the tree lighting ceremony
- Closure of Kellogg Avenue from Main Street to Fifth Street from 5:00 to 8:00 p.m. on November 11 for kick-off activities, 8:00 a.m. to 1:00 p.m. on November 26 for a group of food truck vendors, and 8:00 a.m. to 1:00 p.m. on December 10 for Santa's Train.
- Closure of 14 metered parking spaces within the MSCD from 5:00 to 8:00 p.m. on November 11th for a Marine vehicle in front of the American Legion and to facilitate the pick up and drop off of passengers on horse drawn carriage rides through the downtown.
- A blanket Temporary Obstruction Permit for the Central Business District from November 11th to December 24th to allow stores to display merchandise and open house signage.
- A blanket Vending Permit for the entire Central Business District for November 11 to allow businesses to sell wares on the sidewalk, and waiver of the Vending Permit fee (\$50 loss to City Clerk's Office).
- Suspension of parking regulations and enforcement to allow free parking in the entire Central Business District on Friday, November 11 and Saturdays from November 12th through December 24th. Because November 11th is a City holiday, no parking meter revenue will be lost that day. Closing 597 metered spaces for

the remaining seven dates for nine hours/day at \$0.20/hour yields a \$9,025.80 loss to the Parking Fund.

ALTERNATIVES:

1. Approve the requests made by Main Street Cultural District as indicated above, including the requested waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for the blanket Vending Permit (\$50), electricity use (\$10), and lost parking meter revenue (\$9,025.80).
3. Deny the requests.

MANAGER'S RECOMMENDED ACTION:

Snow Magic provides an opportunity to draw residents and visitors to the downtown and supports local businesses during the holiday shopping season.

It is therefore the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests made by Main Street Cultural District as indicated above, including the requested waiver of fees.



October 6, 2016

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

RE: Snow Magic

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Snow Magic event from November 11th through December 24th. 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 downtown for our Snow Magic events.

Sincerely,

Edana Delagardelle
Event Coordinator
Main Street Cultural District



SUMMARY OF EVENT

DESCRIPTION

Event Name Snow Magic in Downtown Ames

Description

Snow Magic is an annual event for the downtown businesses held November 11-December 24. The kickoff will be held November 11, from 5-8 pm. We are also going to be celebrating the official lighting of the building lights and the standard Christmas tree in Tom Evans park. There will be carriage rides around the downtown with stops in front of the Town Center Building and the Octagon. We will need to block off two parking stalls in front of those stops as well as 6 stalls on the North side of 5th Street across from YSS for the horse trailer to unload. We will need traffic cones. We will also need to have 4 stalls reserved in front of the American Legion for the Marine vehicle to be on display and possibly give rides to children in honor of Veteran's Day. We request that the Snow Flakes not be put up on Main Street until after the Snow Magic kickoff event so the American Flags can be displayed.

We are requesting free parking Friday, November 11 and every Saturday from November 12-December 24. The MSCD has purchases 500 plastic free parking bags to help alleviate some of the past issues of parking.

Small Business Saturday, November 26, we would like to have the option to have food trucks and food vendors in Downtown. They would be placed on Kellogg Avenue.

Saturday, December 10, we would like to close Kellogg from Main Street to 5th Street for Santa's Train from 8am-1pm. The event will be held from 10am-Noon.

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

Anticipated Attendance Total _____ Per Day _____

DATE/TIME

Setup	Date <u>11/11/16</u>	Time <u>3:00 pm</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>11/11/16</u>	Time <u>5:00 pm</u>	Day of Week <u>Friday</u>
Event Ends	Date <u>11/11/16</u>	Time <u>8:00 pm</u>	Day of Week <u>Friday</u>
Teardown Complete	Date <u>11/11/16</u>	Time <u>9:00 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)

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:

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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

Main Street Cultural District

Local Contact (Required)

Must be present during event

Name: Edana Dellagardelle

Address: 304 Main St

Telephone: () _____

Cell phone: (515) 231-0697

Must be available by cell phone during event

Email: events@downtownames.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? 10+

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