

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM LONDON UNDERGROUND FOR LONDONFEST CELEBRATION

BACKGROUND:

London Underground has submitted a request to hold a 10-year anniversary celebration called LondonFest on Saturday, April 22, on the 200-block of Main Street. The event will consist of a fenced area in the street, in which various live music performances will be offered and food vendors will be present. Beer and wine will be offered for sale within the fenced area, which will be connected to London Underground. Additionally, a separate all-ages area will be placed on Douglas Avenue, with games and a Ferris Wheel. The event will take place from 11:00 a.m. until 10:00 p.m. Organizers anticipate approximately 1,000 attendees.

To facilitate this event, London Underground has requested the following for Saturday, April 22:

- Closure of Main Street from Douglas Avenue to Kellogg Avenue and Douglas Avenue from Main Street to the alley between Main Street and Fifth Street from 6:00 a.m. April 22 to 2:00 a.m. April 23.
- Closure of 50 on-street parking spaces within the closed area (loss of \$90 to the Parking Fund)
- A temporary obstruction permit for the closed area
- A blanket vending license for the closed area (\$50 payable to the City Clerk's Office)
- Outdoor service privilege for London Underground's existing Class C Liquor License

London Underground is hiring a private security firm to assist with the event. No one under 21 years of age will be allowed within the fenced area, and wristbands will be issued to attendees to assist with access control. Although the fenced area with alcohol will be physically connected to London Underground to take advantage of London Underground's existing Class C Liquor License, organizers have agreed to station a staff person at the entrance to ensure patrons do not take hard liquor or mixed drinks into the event area. Those types of beverages may only be consumed inside London Underground. The event area will be fenced in with a 6-foot high chain link fence provided by the Main Street Cultural District (MSCD).

The event organizers have coordinated with the MSCD, which has provided a letter of support for the event. Additionally, London Underground will go door-to-door with event information within the affected area.

Typically, events held on public streets have been undertaken by non-profit entities or community organizations (e.g. MSCD, CAA). However, there have been a handful of events approved by the City Council where the event was for the benefit of a for-profit entity. In 2010, Olde Main held an outdoor concert in the CBD lot south of Main Street in conjunction with the All-American Weekend activities organized by the Ames Convention and Visitor's Bureau. The City Council also approved the use of public parking spaces for an event held by the Ames Tribune in 2010. In 2009, the City Council approved a request from Café Diem to hold an outdoor concert on Main Street. Anniversary celebration events on public property have also been authorized for a variety of organizations, including KHOI Community Radio, Youth and Shelter Services, and Wheatsfield Cooperative, although it should be noted that each of these anniversary celebrations were for not-for-profit organizations.

ALTERNATIVES:

1. Approve the requests from London Underground as indicated above, stipulating that the alcoholic beverages to be dispensed and consumed on the street be limited to beer and wine, and require reimbursement for the lost parking meter revenue and the Vending License.
2. Direct City staff to work with the applicant to find an alternative location for this event.
3. Deny the requests.

MANAGER'S RECOMMENDED ACTION:

The City Council should consider two fundamental questions regarding this event: The first is whether appropriate precautions are being taken to make it safe. City staff has reviewed the proposed event and believes a variety of factors will assist in making it a safe endeavor. These include holding the event primarily during daylight hours, hiring a reputable private security firm to help manage the crowd, prohibiting persons under 21 years of age into the area where alcohol is served, issuing wristbands, dispensing beer and wine as the only alcoholic beverages (as opposed to distilled spirits), using a substantial fencing material to create the beer garden, and support of the recognized business association for the downtown area (MSCD).

In addition to the safety question, the City Council should also consider whether it is appropriate to use City property to host a for-profit event. It appears from a review of events held since 2009 that requests have been approved by the City Council to use City property for various purposes. Key to these events being recommended for

approval by City staff has been the endorsement of the recognized business association. These organizations (MSCD and CAA) have agreed in their contracts for funding with the City to assist in reviewing events proposed by others to be held in their respective areas.

In the past five years, a few for-profit events have been proposed by individuals with little to no track record of successfully hosting events. The respective business associations did not feel those events would be successful in advancing the goals of the district. After receiving an indication that neither staff nor the business association recommended approval of the events, organizers of these events did not pursue City Council approval. Based on the experiences in collaborating with MSCD and CAA to review events, City staff puts great weight on their recommendations to determine whether a proposed activity furthers the goals these associations have developed for their respective areas. These organizations are also critical in providing support to notify affected businesses.

Because this event has the support of the Main Street Cultural District, and assuming the City Council is supportive of hosting activities of this nature on City property, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests from London Underground as indicated above, stipulating that the alcoholic beverages to be dispensed and consumed on the street be limited to beer and wine, and requiring reimbursement for the lost parking meter revenue and the Vending License.

Applicant License Application (LC0034931)

Name of Applicant: <u>Jess Clyde</u>		
Name of Business (DBA): <u>London Underground</u>		
Address of Premises: <u>212 Main Street</u>		
City <u>Ames</u>	County: <u>Story</u>	Zip: <u>50010</u>
Business	<u>(515) 233-8500</u>	
Mailing	<u>PO Box 1663</u>	
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50010</u>

Contact Person

Name <u>Jess Clyde</u>	
Phone: <u>(515) 460-1019</u>	Email <u>jaclyde77@gmail.com</u>

Classification Class C Liquor License (LC) (Commercial)

Term:12 months

Effective Date: 10/24/2016

Expiration Date: 10/23/2017

Privileges:

Class C Liquor License (LC) (Commercial)

Outdoor Service

Status of Business

BusinessType: <u>Sole Proprietorship</u>	
Corporate ID Number:	Federal Employer ID <u>Applied For</u>

Ownership

Jess Clyde

First Name: <u>Jess</u>	Last Name: <u>Clyde</u>
City: <u>Ames</u>	State: <u>Iowa</u> Zip: <u>50010</u>
Position: <u>Owner / Operator</u>	
% of Ownership: <u>100.00%</u>	U.S. Citizen: <u>Yes</u>

Insurance Company Information

Insurance Company: <u>Illinois Casualty Co</u>	
Policy Effective Date: <u>10/24/2016</u>	Policy Expiration <u>10/23/2017</u>
Bond Effective	Dram Cancel Date:
Outdoor Service Effective <u>04/21/2017</u>	Outdoor Service Expiration <u>04/23/2017</u>
Temp Transfer Effective	Temp Transfer Expiration Date:



CITY OF

ames™ SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name LondonFest (London Underground 10 Year Anniversary)

Description London Underground would like to have an event called LondonFest to commemorate its 10 year anniversary and celebrate British culture on Saturday, April 22nd.. Similar to Oktoberfest, there will be several thematic elements to the festival including games, music, food, and a gated area where beer & wine will be served. The music, food and beer will be located in the 200 block of Main in front of the bar location and the games and all ages activities will be located on Douglas between 5th Street and Main. Several local musicians and bands will play with alcohol being served only in an enclosed beer garden under the London Underground liquor license. The space on Douglas will be all ages with a variety of games (such as life size Foosball, Jenga), Quidditch lessons, a Ferris Wheel and merchandising.

Event Category

Athletic/Recreation

☒ Concert/Performance

Exhibits/Misc.

Farmer/Outdoor Market

☒ Festival/Celebration

Other (please explain)

Parade/Procession/March

Anticipated AttendanceTotal 1000 Per Day _____

DATE/TIME

Setup	Date <u>04/22/201</u>	Time <u>6:00 am</u>	Day of Week <u>Saturday</u>
Event Starts	Date <u>04/22/201</u>	Time <u>11:00 am</u>	Day of Week <u>Saturday</u>
Event Ends	Date <u>04/22/201</u>	Time <u>10:00 pm</u>	Day of Week <u>Saturday</u>
Teardown Complete	Date <u>04/23/201</u>	Time <u>2:00 am</u>	Day of Week <u>Saturday</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:

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

London Underground

Local Contact (Required)

Must be present during event

Name: Jess Clyde

Address: 212 Main Street

Telephone: (515) 233-8500

Cell phone: (515) 460-1019

Must be available by cell phone during event

Email: jaclyde77@gmail.com

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



February 22, 2017

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

Dear Mayor Ann Campbell and City Council,

The Ames Main Street Cultural District supports the closure of the 200 block of Main and the 400 block of Douglas on Saturday, April 22 for the "London Fest" a celebration of British Culture. The 200 block of Main will be used for a traditional street party with live music, food vendors, and a beer garden, while the 400 block of Douglas will feature family-oriented activities. Events of this nature help MSCD achieve its vision of making downtown Ames the primary destination of Central Iowa by creating an economically vibrant district with unique living, dining, and entertainment experience.

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul Livingston".

Paul Livingston
2017 MSCD Board President