

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FOR “FIREFLY COUNTRY NIGHT” ON MAIN STREET
JULY 14**

BACKGROUND:

In the past several years, the Main Street Cultural District (MSCD) has held an annual Firefly Country Night on Main Street, which features country musicians performing on a stage placed in the 200 block of Main Street. This year, Jess Clyde of London Underground and Bill Malone of Café Diem have assumed responsibility for organizing the event. MSCD has endorsed the event, and will receive a portion of the proceeds from the organizers. **This report addresses the first of the two Firefly Country Night events the organizers plan this summer, which will take place Friday, July 14.**

To facilitate this event, organizers have made the following requests:

- Closure of Main Street between Kellogg Avenue and Douglas Avenue from 6:00 a.m. to 11:59 p.m on Friday, July 14
- Closure of 45 parking spaces within the closed area (\$81 loss to the Parking Fund)
- Temporary Obstruction Permit and blanket Vending License (\$50 license fee)

An alcohol service license will be presented to City Council for approval at a later date. This year is the first time this event will be held on a Friday night. Last year, the event was held on a Sunday night and was not as well-attended as hoped. Organizers anticipate approximately 1,500 people to attend this event. The organizers plan to use a reputable security firm for event security. Additionally, they will ensure that an adequate number of volunteers will be on hand to assist with crowd control and the rapid removal of barricades in the event that emergency vehicles need access to the area.

The event application indicates organizers will communicate event details to affected businesses by going door-to-door, placing signs in the event area prior to the event, and distributing details via email to businesses in the district.

Although a portion of this event’s proceeds will be donated to MSCD, it is staff’s view that since the MSCD is not directly organizing the event, it is being undertaken as a private business activity open to the public. Therefore, City staff recommends that the organizers be required to reimburse the City for lost parking meter revenue and the Vending License. These costs had been waived in the past when MSCD organized the event.

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 as indicated above and require reimbursement for lost parking revenue and the Vending License.
2. Approve the requests as indicated above, but do not require reimbursement for lost parking revenue and the Vending License.
3. Do not approve the event.

MANAGER'S RECOMMENDED ACTION:

Firefly Country Night has been successfully held in previous years, and the organizers of this year's event have been directly involved with the planning and execution of the prior iterations of the event when it was produced by the Main Street Cultural District. Given this experience, the proposed plans, and the timeframe in which this event will be conducted, City staff believes appropriate steps are being taken to make this a safe endeavor.

In addition to safe execution, the City Council should consider whether it is appropriate to use City property to host what is primarily 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 therefore the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as indicated above and require reimbursement for lost parking revenue and the Vending License.

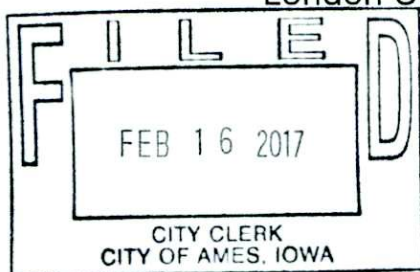


CITY OF

Ames™

SPECIAL EVENT APPLICATION**SUMMARY OF EVENT****DESCRIPTION****Event Name** Firefly Country Nights

Description The Firefly Planning Committee would like to host a concert called Firefly Country Nights on Friday July 14th. Similar to past Firefly concerts, there will be several local and national country musicians, food, and a gated area where beer will be served. The music, food and beer will be located in the 200 block of Main Street in front of London Underground and Cafe Diem.

**Event Category**

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

Anticipated Attendance

Total 1500 Per Day _____

DATE/TIME

Setup	Date <u>07/14/2017</u>	Time <u>6:00 am</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>07/14/2017</u>	Time <u>4:00 pm</u>	Day of Week <u>Friday</u>
Event Ends	Date <u>07/14/2017</u>	Time <u>10:00 pm</u>	Day of Week <u>Friday</u>
Teardown Complete	Date <u>07/14/2017</u>	Time <u>11:59 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:

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? 3

☒ ☐ 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



March 2, 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 for annual Firefly Country Nights on Thursday July 14, and Friday, September 8. Both of these concerts, while privately managed, organized, and promoted by Bill Malone, will be a fundraisers for the Main Street Cultural District. 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