

**COUNCIL ACTION FORM**

**SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR ART WALK**

**BACKGROUND:**

The Main Street Cultural District (MSCD) is hosting its 23<sup>rd</sup> annual Art Walk on Friday, June 2, 2017. 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 5:00 p.m. to 8:00 p.m. to provide free parking to participants (\$119.40 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 City Clerk’s Office)
- Closure of two metered parking spaces in the Main Street Cultural District for woodworker
- Use of electricity in Tom Evans Plaza and use of the Plaza for live music.

Youth and Shelter Services will be hosting a 40<sup>th</sup> anniversary celebration on Kellogg Avenue in conjunction with Art Walk, MSCD has requested the closure of the 400 block of Kellogg Avenue to facilitate this activity. City staff has confirmed with MSCD that Youth and Shelter Services’ activities will be covered on MSCD’s insurance for the overall event.

**ALTERNATIVES:**

1. Approve the Art Walk requests as submitted by the MSCD for June 2, 2017, 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, thereby approving the Art Walk requests as submitted by the MSCD for June 2, 2017, including the waiver of fees.



March 13, 2017

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 2<sup>nd</sup> 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 2<sup>nd</sup>, in downtown Ames.

Sincerely,

Edana Delagardelle  
Event Coordinator  
Main Street Cultural District



CITY OF

Ames

# SPECIAL EVENT APPLICATION

## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** ArtWalk 2017

**Description** The annual ArtWalk is a great event that showcases downtown businesses and our community artists. This event is free of charge to the community and runs from 5 to 8 pm on Friday, June 2.

1. More than 60 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. 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. Food vendors or restaurant owners using Sidewalk Cafe permits will be spread throughout Main Street.
7. Youth and Shelter Services will be celebrating their 40th anniversary in conjunction with our event and will need the 400 block of Kellogg barricaded off.

**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	Art/Cultural

**Anticipated Attendance** Total 2,000 Per Day 1

### DATE/TIME

<b>Setup</b>	Date <u>6/2/17</u>	Time <u>3:00 pm</u>	Day of Week <u>Friday</u>
<b>Event Starts</b>	Date <u>6/2/17</u>	Time <u>5:00 pm</u>	Day of Week <u>Friday</u>
<b>Event Ends</b>	Date <u>6/2/17</u>	Time <u>8:00 pm</u>	Day of Week <u>Friday</u>
<b>Teardown Complete</b>	Date <u>6/2/17</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 District

### Local Contact (Required)

*Must be present during event*

Name: Edana Delagardelle

Address: 304 Main Street

Telephone: ( 515 ) 233-3472

Cell phone: ( 515 ) 231-0697

*Must be available by cell phone during event*

Email: events@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? 21

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