

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FROM MSCD FOR FOODIES AND BREW**

BACKGROUND:

Main Street Cultural District (MSCD) plans to host its annual Foodies and Brew on Friday, August 4th. The event involves samples of unique local foods and craft beers from around the region. Local musicians will provide entertainment throughout the evening.

The event will take place on Douglas Avenue between Main Street and Fifth Street. To facilitate the event, MSCD has made the following requests for Friday, August 4th and Saturday, August 5th:

- Closure of Douglas Avenue between Main Street and Fifth Street from noon on Friday, August 4 to 1 a.m. on Saturday, August 5
- Closure of 10 metered parking spaces on Douglas Avenue and 10 metered parking spaces on Fifth Street from noon on Friday, August 4 to 1 a.m. on Saturday, August 5
- Approval of a blanket Vending License
- Approval of a blanket Temporary Obstruction Permit
- Waiver of parking fees (\$24 loss to Parking Fund) and waiver of fee for Vending License (\$50 loss to City Clerk's Office)
- Approval of a Special Class C Liquor License with Outdoor Service Privilege

ALTERNATIVES:

1. Approve the requests for the street and parking space closures, blanket Vending License, Liquor License, and blanket Temporary Obstruction Permit, and waive the fees for parking and the Vending License.
2. Approve the requests for the street and parking space closures, blanket Vending License, Liquor License, and blanket Temporary Obstruction Permit, but require reimbursement for parking and the Vending License.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

Foodies and Brew has been a successful event for the Main Street Cultural District. It is anticipated that this year's event will bring even more people to downtown Ames.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for the street and parking space closures, blanket Vending License, Special Class C Liquor License, and blanket Temporary Obstruction Permit, and waive the fees for parking and the Vending License.



March 13,2017

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

RE: Foodies and Brew 2017

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Foodies and Brew event from 6:30-8:30 p.m. on Friday, August 4. 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 August 4, in downtown Ames.

Sincerely,

Edana Delagardelle
Event Coordinator
Main Street Cultural District



SUMMARY OF EVENT

DESCRIPTION

Event Name Foodies & Brew

Description On Friday, August 4th downtown Ames will be host to Foodies & Brew – a special evening event that will feature local cuisine and regional craft beer sampling. We expect to attract more than 500 people this year.

During this event local restaurateurs and chefs will showcase their talents by providing samples of unique food creations. Event attendees will be encouraged to visit each station and vote for the People’s Choice Award. A selection of craft beers will also be available for sampling, and each attendee will go home with a souvenir glass.

- Friday, August 4, 2017
 - 6:30-8:30pm Tasting event
- Local musicians will be playing throughout the evening
- Located on Douglas Avenue in downtown Ames between Main and 5th street.
 - Tickets are \$30 (\$35 at the door)

Event Category

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

Anticipated Attendance Total 500 Per Day _____

DATE/TIME

Setup	Date <u>8/4/17</u>	Time <u>8:00 am</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>8/4/17</u>	Time <u>6:30 pm</u>	Day of Week <u>Friday</u>
Event Ends	Date <u>8/4/17</u>	Time <u>8:30 pm</u>	Day of Week <u>Friday</u>
Teardown Complete	Date <u>8/5/17</u>	Time <u>1:00 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

director@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 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? 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

Applicant License Application ()

Name of Applicant: <u>Ames Chamber of Commerce</u>		
Name of Business (DBA): <u>Ames Main Street Cultural District</u>		
Address of Premises: <u>400 block of Douglas Avenue</u>		
City <u>Ames</u>	County: <u>Story</u>	Zip: <u>50010</u>
Business	<u>(515) 233-3472</u>	
Mailing	<u>304 Main Street</u>	
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50010</u>

Contact Person

Name <u>Edana Delagardelle</u>	
Phone: <u>(515) 231-0697</u>	Email <u>events@amesdowntown.org</u>

Classification Special Class C Liquor License (BW) (Beer/Wine)

Term: 5 days

Effective Date: 08/03/2017

Expiration Date: 01/01/1900

Privileges:

Outdoor Service

Special Class C Liquor License (BW) (Beer/Wine)

Status of Business

BusinessType: <u>Municipality</u>	
Corporate ID Number:	Federal Employer ID <u>42-0623975</u>

Ownership

Edana Delagardelle

First Name: Edana

Last Name: Delagardelle

City: Jefferson

State: Iowa

Zip: 50129

Position: Event Coordinator

% of Ownership: 0.00%

U.S. Citizen: Yes

Insurance Company Information

Insurance Company: <u>Illinois Union Insurance Company</u>	
Policy Effective Date:	Policy Expiration
Bond Effective	Dram Cancel Date:
Outdoor Service Effective	Outdoor Service Expiration
Temp Transfer Effective	Temp Transfer Expiration Date: