

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FOR OKTOBERFEST ON MAIN STREET**

**BACKGROUND:**

The Main Street Cultural District (MSCD) plans to hold its annual Oktoberfest on Main Street on Saturday, September 16, 2017. The event involves a beer garden/craft brew fest, live music and other entertainment, and food vendors on the 200 block of Main Street. Approximately 3,000 people are anticipated to attend the event.

MSCD has assured City staff that the fenced-in beer garden will be adequately staffed with volunteers and arranged in such a manner that it can be removed quickly to provide access in the event of an emergency. A private security firm has been retained by MSCD to assist with the event. A large tent will be erected on the street to cover the gathering area.

To facilitate this event, the following requests have been made by MSCD:

- Closure of Main Street between Kellogg Avenue and Douglas Avenue from noon Friday, September 15, to 10:00 a.m. on Sunday, September 17
- Temporary Obstruction Permit
- Blanket Vending License and waiver of fee (\$50)
- Closure of 45 metered parking spaces in the 200 block of Main Street from noon Friday, September 15, to 10:00 a.m. on Sunday, September 17, and waiver of parking meter fees (\$135 loss to the Parking Fund)
- Access to and waiver of cost for use of electricity in 200 block of Main Street (approximately \$10 loss to the Electric Fund)
- A Banner Permit to place banners on the bollards located at Kellogg and Main, Burnett and Main, Douglas and Main, and Clark and Main from September 7 – September 18.
- A Special Class C Liquor License (Beer and Wine) with Outdoor Service Privilege

Organizers plan to go door-to-door with event information, place signs in the affected area, and distribute information via email to businesses affected by the street closures. Oktoberfest has been successfully held in this area for several years.

**ALTERNATIVES:**

1. Approve the requests from the Main Street Cultural District as indicated above, including the waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for lost parking meter revenue, a Vending License, and the use of electricity.
3. Do not approve the requests.

**MANAGER'S RECOMMENDED ACTION:**

The Main Street Cultural District has had a proven record of putting on safe and well-attended events for the community. This event has been successful at bringing large numbers of people to the Downtown area in the past.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests from the Main Street Cultural District as indicated above, including the waiver of fees.



March 13, 2017

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

RE: Oktoberfest

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Oktoberfest event on Saturday, September 16 from 1 p.m. to 10 p.m.. 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** Main Street Oktoberfest Septemeber 16th, 2017

**Description**

Oktoberfest Festival has become an Ames fall tradition where people gather from the local community and out of town to experience the European festival. It's traditionally known for its German food and multiple breweries as well as Guten Tag Games, a best-dressed costume competition, Stein holding competition, and polka dancing. Ending the night with a great cover band where everyone knows the songs and dancing comes natural!

The Oktoberfest festival begins at 1 p.m. September 16th, 2017 and will end at 10pm. The 200 Block of Main Street, from Kellogg Avenue to Douglas Avenue, will be closed from noon on September 15th to noon on September 17th for the festival for large tent setup/take down. The area will be gated off and entry is only via tickets bought.

**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	

**Anticipated Attendance** Total 3,000 Per Day 1

### DATE/TIME

<b>Setup</b>	Date <u>9/15/17</u>	Time <u>12:00 pm</u>	Day of Week <u>Fri</u>
<b>Event Starts</b>	Date <u>9/16/17</u>	Time <u>1:00 pm</u>	Day of Week <u>sat</u>
<b>Event Ends</b>	Date <u>9/16/17</u>	Time <u>10:00 pm</u>	Day of Week <u>Sat</u>
<b>Teardown Complete</b>	Date <u>9/17/17</u>	Time <u>12:00 pm</u>	Day of Week <u>sun</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, or on ISU property require prior approvals. 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

## CONTACTS

### Host Organization

MSCD

### Local Contact (Required)

*Must be present during event*

Name: Edana Delagardelle or Cindy Hicks

Address: 229 Main

Telephone: (515) 233-3472

Cell phone: (515) 231-0697

*Must be available by cell phone during event*

Email: manager@havenprotection.com

**No later than two weeks 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? 6

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 ( )**

<b>Name of Applicant:</b> <u>Ames Chamber of Commerce</u>		
<b>Name of Business (DBA):</b> <u>Ames Main Street Cultural District</u>		
<b>Address of Premises:</b> <u>200 Block of Main Street</u>		
<b>City</b> <u>Ames</u>	<b>County:</b> <u>Story</u>	<b>Zip:</b> <u>50010</u>
<b>Business</b>	<u>(515) 233-3472</u>	
<b>Mailing</b>	<u>304 Main Street</u>	
<b>City</b> <u>Ames</u>	<b>State</b> <u>IA</u>	<b>Zip:</b> <u>50010</u>

**Contact Person**

<b>Name</b> <u>Edana Delagardelle</u>	
<b>Phone:</b> <u>(515) 233-3472</u>	<b>Email</b> <u>events@amesdowntown.org</u>

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

**Term:** 5 days

**Effective Date:** 09/14/2017

**Expiration Date:** 01/01/1900

**Privileges:**

Outdoor Service

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

**Status of Business**

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

**Ownership**

**Edana Delagardelle**

**First Name:** Edana

**Last Name:** Delagardelle

**City:** Ames

**State:** Iowa

**Zip:** 50010

**Position:** Event Coordinator

**% of Ownership:** 0.00%

**U.S. Citizen:** Yes

**Insurance Company Information**

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