

COUNCIL ACTION FORM

SUBJECT: SUMMER SIDEWALK SALES REQUESTS FROM MAIN STREET CULTURAL DISTRICT

BACKGROUND:

The Main Street Cultural District (MSCD) is again hosting its annual Summer Sidewalk Sales from July 27th through July 29th. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse.

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the entire Central Business District from 8:00 a.m. to 6:00 p.m. on Saturday, July 29. Because the Main Street Farmer's Market will take place Saturday morning, parking will already be closed for a large portion of the Downtown area from 8:00 a.m. to 1:30 p.m. that day. Therefore, the lost revenue to the Parking Fund from the waiver of meter fees for the Sidewalk Sales will be \$1,007.10.

A blanket Temporary Obstruction Permit and blanket Vending License have also been requested for July 27th-29th. MSCD also has asked that the Vending License fee (\$50) be waived.

ALTERNATIVES:

1. Approve the requests for Sidewalk Sales as requested by the Main Street Cultural District, including the waiver of fees for parking and the Vending License
2. Approve the requests for Sidewalk Sales, but require reimbursement for the lost parking meter revenue and vending license fee
3. Deny the requests

MANAGER'S RECOMMENDED ACTION:

Sidewalk Sales are successful events held twice each year in the MSCD. Since these events bring shoppers downtown, these requests further the City Council's goal to strengthen downtown. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for Sidewalk Sales as requested by the Main Street Cultural District, including the waiver of fees for parking and the Vending License.



April 11, 2017

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

RE: Summer Sidewalk Sales

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Summer Sidewalk Sales July 27th through July 29th. 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 and for free parking of city meters in the entire Main Street Cultural District on Saturday, July 29th.

Thank you for your consideration of this request and continued support of the Main Street Cultural District. We look forward to seeing you shopping in downtown Ames!

Sincerely,

Edana Delagardelle
Events Coordinator
Main Street Cultural District



SUMMARY OF EVENT

DESCRIPTION

Event Name Summer SideWalk Sale

Description

The Summer Sidewalk Sale is a semi-annual sale held in Downtown Ames. The event will be held July 27-July 29 and merchants will display their sale items on the sidewalks - leaving the appropriate amount of walking room for pedestrians. The purpose of the sale is to attract people to the Main Street Cultural District and it promotes shopping local in the streets of Downtown Ames. On Saturday, July 29th we would like shoppers to have free parking in the entire Main Street Cultural District area.

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

Anticipated Attendance Total 2,000 Per Day 1

DATE/TIME

| | | | |
|--------------------------|---------------------|---------------------|-----------------------------|
| Setup | Date _____ | Time _____ | Day of Week _____ |
| Event Starts | Date <u>7/27/17</u> | Time <u>8:00 am</u> | Day of Week <u>Thursday</u> |
| Event Ends | Date <u>7/29/17</u> | Time <u>8:00 pm</u> | Day of Week <u>Saturday</u> |
| Teardown Complete | Date _____ | Time _____ | Day of Week _____ |

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

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? _____

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