

**COUNCIL ACTION FORM**

**SUBJECT:** REQUEST FROM MAIN STREET CULTURAL DISTRICT FOR  
BLANKET VENDING LICENSE IN CONJUNCTION WITH AMES  
GRAND PRIX BICYCLE RACES (JUNE 10)

**BACKGROUND:**

The City Council has approved permits for the Ames Grand Prix bicycle races to be held by the Ames Velo organization in the downtown area on June 10<sup>th</sup>. **In conjunction with that event, the Main Street Cultural District (MSCD) has now requested approval for a blanket Vending License to be issued for the downtown area to allow downtown businesses to set up displays and sell merchandise on the sidewalks during the event.** In addition to the blanket Vending License, a blanket Temporary Obstruction Permit would need to be issued to facilitate this request.

MSCD has requested a waiver of the fee (\$50) for the blanket Vending License. Because the Downtown Farmer's Market has a blanket Vending License for the downtown area until 1:30 p.m. that day, the requested blanket Vending License would extend from 1:30 p.m. until 9:00 p.m., when the streets are returned to normal operation.

**ALTERNATIVES:**

1. Approve a blanket Vending License for the downtown area on June 10<sup>th</sup> from 1:30 p.m. until 9:00 p.m., issue a blanket Temporary Obstruction Permit, and waive the Vending License fee
2. Approve a blanket Vending License for the downtown area on June 10<sup>th</sup> from 1:30 p.m. until 9:00 p.m., issue a blanket Temporary Obstruction Permit, but require reimbursement of the \$50 Vending License fee
3. Do not approve the request.

**MANAGER'S RECOMMENDED ACTION:**

The Ames Grand Prix bicycle races are an opportunity to bring a large number of visitors to the downtown area. The display and selling of merchandise on downtown sidewalks during the event enhances the vibrancy of the Main Street Cultural District.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving a blanket Vending License for the downtown area on June 10<sup>th</sup> from 1:30 p.m. until 9:00 p.m., issue a blanket Temporary Obstruction Permit, and waive the Vending License fee.



May 16, 2017

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

RE: Velo Bike Race Blanket Vending Permit

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is excited to welcome the Velo Bike Race to downtown Ames on June 10. This is an opportunity for downtown businesses to showcase what they have to offer to hundreds of visitors who will be in town for the race by having a sidewalk sale. We like to request a waiver of fees for the Blanket Vendor Permit for this event.

Thank you for your consideration of this request and continued support of the Main Street Cultural District.

Sincerely,

Cindy Hicks  
Executive Director  
Main Street Cultural District